



Things to Know About Instagram & Tips

A supplement to the presentation “Social Photo Sharing with Instagram”

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Here are helpful things to know about Instagram, and some Tips and Tricks to get the most out of the service.

Things to Know

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Things to Know

Browse Instagram Without Logging In

If you go to the Instagram Website (<https://instagram.com>), you will notice that there's no way to browse or search without logging in first. Some people may want to browse Instagram without logging in for a number of reasons:

- People who don't want to sign up for an Instagram account yet, but want to view the accounts of other people, organizations, companies, or even hashtags on Instagram.
- People who have an Instagram account, but just want to take a quick peek at an account's post without the hassle of logging in.
- People who have an Instagram account, but don't want the constant temptation to follow other accounts, look at suggested posts, or receive notifications from those they follow.

You may browse Instagram without logging in with the following steps, but keep in mind that you won't be able to post your own photos, comment on other people's photos, or "like" a photo (or use other social media features) unless you log into your own Instagram account. With that said, here are two methods.

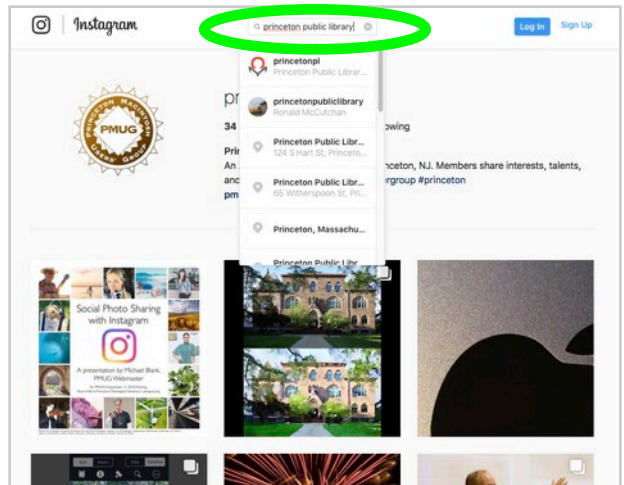
Method #1: Bring up any Instagram Account, then search in the top field.

1) Bring up any Instagram Account Page

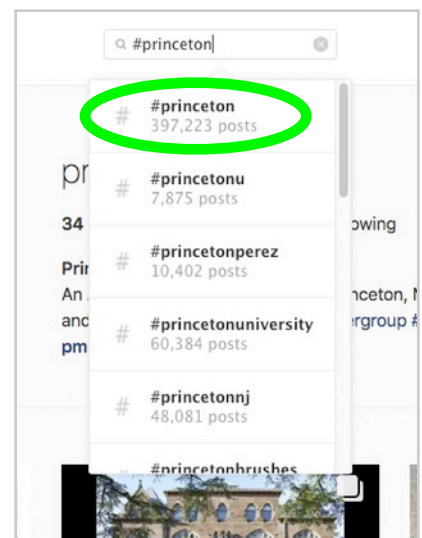
To get past the Instagram Website's front page, first bring up any Instagram account in a Web browser (like Safari or mobile Safari.) If you don't know any accounts, then bring up PMUG's own Instagram account at <https://instagram.com/pmugnj> (a shameless plug!)

- 2a) Search for an Account on Instagram
With an Instagram account visible, you may now search for any account in the top search field. **Note for iPhone and iPod users: rotate your device into landscape mode to see the search field at the top.**

In the example shown right, we search for “Princeton Public Library” in the top field. Instagram will show suggested matches while we type. The example here shows the first match is the one we want — princetonpl. When we click on that entry, the Princeton Public Library’s Instagram account page will then appear.

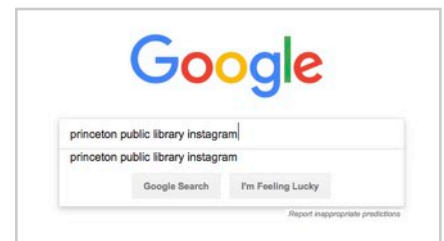


- 2b) Search for a Hashtag on Instagram
Besides searching for an account, you may also search for a hashtag. In the top search field, type the # character first, then type the hashtag. Here, we search for #princeton, which is the first match shown. When we click on that entry, then all photos which have the #princeton hashtag will appear.



Method #2: Search for an Instagram Account with Google.

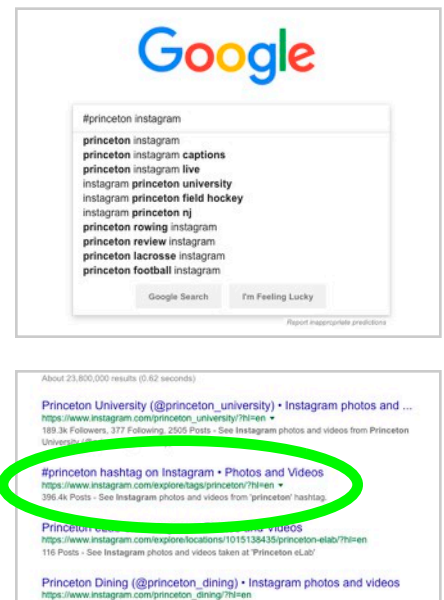
- 1) Bring up the Google Website
Bring up the Google search engine (<https://google.com>) in a Web browser (like Safari or mobile Safari.)
- 2a) Search for an Account on Instagram
Type the individual, organization, or business name in the search field, then type the word “Instagram.” (See the example right.) Now click the “Google Search” button. The first match will be the library — click that line, and the library’s account on Instagram will appear.



2b) Search for a Hashtag on Instagram

You may also search for a hashtag through Google. Type the # character first, type the hashtag, then type the word “Instagram.” Here, we search for:
#princeton Instagram

In the results, look for the match which has the phrase “hashtag on Instagram” — this might not be the first results entry! Click the line we want, and all photos with the #princeton hashtag will then appear.



Remember that although you can browse Instagram with either method, you must log in if you wish to post your own photos, comment on other people’s photos, or "like" a photo (or use other social media features.)

Instagram Business Accounts

By default, Instagram creates a personal account when you sign up. However, you can also create a business account for your company (or turn a personal account into a business account.) Instagram Business accounts give you additional features:

- Promoted posts (ads, which you pay for)
- Built-in analytics (called Insights)
- Automatically post according to a schedule through approved Instagram partners (like hootsuite.com, sproutsocial.com, socialflow.com, later.com, and agorapulse.com.) This ability isn’t allowed for personal Instagram accounts.

Here are some resources to learn more about using Instagram for business.

- [Getting Started](#), Instagram for Business
 - [Instagram Business Tools](#), Instagram Help
 - [How to Master Instagram for Business in 7 Simple Steps](#), SproutSocial
 - [The Instagram Shadowban](#), Iconosquare
 - [26 Tips for Using Instagram for Business](#), Social Media Marketing Examiner (post from 2013, but still relevant)
 - [Complete Guide for How to Use Instagram Hashtags Like a Boss](#), Socialbakers
 - [9 Types of Instagram Hashtags Groups You Need to Know](#), Preview App Blog
- Note: Spam-like behavior or too much Search Engine Optimization (SEO) could result in your account being “shaddowbanned.”

Privacy and Safety on Instagram

Using Instagram has its benefits: it's a venue for self-expression, social sharing, discovery, communication, and a sense of community. Like other social media services, Instagram also has drawbacks — but there are several things you can do in the area of privacy and safety.

1) Set Up a Private Instagram Account

Some people may not be comfortable with posting their photos for the public to see. If you want to be on Instagram but maintain your privacy, Instagram allows private accounts. The only people then who can view your posts will only be followers you approve.

At this time, individual posts can't selectively be made public or private — Instagram accounts and their contents are either all public, or all private.

2) Privacy Options

Instagram also provides privacy options for all its users.

- [Privacy Settings & Information](#), Instagram Help
- [Block posts to specific accounts](#), Instagram Help
- [Block or unblock someone's comments](#), Instagram Help
- [Delete a comment](#), Instagram Help
- [Delete a photo](#), Instagram Help
- [Controlling Your Visibility](#), Instagram Help

There are also other settings you may adjust.

- [5 tips to help you stay safe on Instagram](#), YouTube video from ESET

Instagram keeps track of your searches when you're logged in. To clear this log, go here:
Your account screen > Other features (the icon with three lines in top right) > Settings > Search history > Clear search history

Instagram lets you view all the information it collects about you. To see this, go here:
Your account screen > Other features (the icon with three lines in top right) > Settings > Account data (under Privacy and Security) > Request download

3) Prevent Photos from Being Geotagged

Instagram will automatically record the location where you took a photo or video, and show that location when you post it. If you don't want this to happen, then you may either deny your location to Instagram, or turn off the location feature in iOS.

This is done here in iOS:

Settings > Privacy > Location Services

- To deny your location to Instagram, scroll down to the Instagram line in Location Services, tap it, then set "allow location access" to "Never."
- To turn off your location in iOS, tap the toggle switch (so it's not green) atop the Location Services screen menu.

Instagram and Social Media Addiction

Social media companies want you to use their services. They make claims to advertisers how many users they have, and how long those users stay on the service. However, some companies go overboard and do everything they can to tempt you to stay for hours. Instagram, owned by Facebook, is one of the worst offenders.

Almost everywhere you look, Instagram provides constant temptation to keep using the service: it suggests posts which may interest you, new posts of those you follow, followed posts from those you follow, posts of topics to browse, suggestions for people you might want to follow, suggested hashtags to follow, and the list goes on. It also doesn't help that Instagram hides its button to logout.

By default, Instagram also sends out constant notifications: when someone liked your post, when someone commented on your post, when you're mentioned in a comment, and so on.

With constant temptation to look at more posts and pay attention to alerts, people can lose track of just how long they use Instagram.

Here are a few recommendations to reduce Instagram's constant temptation to keep using it.

1) Browse or search Instagram only when you're logged out, and in a Web browser.

This dramatically lessens the constant temptations because Instagram makes suggestions based on your past activity — which it can't do if you're not logged in. Only log in when you want to post a photo, make a comment, “like” a post, or use other social media features.

[Learn how to browse Instagram without logging in.](#)

2) Adjust your Instagram notification settings.

Your account screen > Other features (the icon with three lines in top right) >
Settings > Notifications > Push Notifications (there are 19 types to adjust!)

also here:

Settings > Notifications > Email and SMS Notifications

and here:

Your account screen > Following (the number at the top right) > (tap on a follower) > “...” icon in top right > Post Notifications or Story Notifications (turn off either)

3) Log out!

Instagram makes it easy to log in, but hard to log out — the log out button is hidden!

Log out here:

Your account screen > Other features (the icon with three lines in top right) >
Settings > (scroll all the way to the bottom, then tap **Log Out.**)

Tips and Tricks

Post Tips

- Once you post a photo, it can't be replaced with another one (you could delete the entire post, and make a brand new post.) However, a post's caption **can** be replaced once a post is made.
- If your slideshow shows a progression of photos (a process,) then make sure the first slide shows the "end result" so the main gist of the post can be seen on your account's preview image grid.
- Slideshow posts don't have to be all photos — you may use a combination of photos and videos. For example, you can have a photo, a video, another video, then a photo. No matter what combination you use, you're limited to 10 slides per slideshow.

Photo and Video Tips

- Photos to Post

(This was noted in the "What New Instagram Users Should Know" file, but it's worth repeating here.)

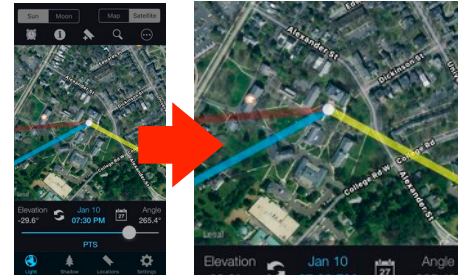
Instagram will resize a photo if its dimensions are larger than what it displays. However, Instagram will keep the full-size versions for the future, and show it at a higher resolution if the service increases its display resolution. For example: the maximum display resolution used to be 640px width by 640px height in early 2016, but increased the resolution to 1080px width x 1080px height at the end of 2016 — photos larger than 640x640px were then automatically sized to 1080x1080px from the original uploaded image. Here are the current maximum image sizes Instagram uses — use png or jpg format:

- square proportions: 1080px width x 1080px height
- landscape orientation: 1080px width x 1350px height
- portrait orientation: 1080px width x 566px height

You may resize and crop a photo in Photos (on an iOS device,) with a third-party App, or in Instagram itself.

- Prevent Preview Screen Cropping of Non-Square Photos

Instagram has allowed non-square photos (in landscape or portrait orientation) to be posted since September 2015. Although non-square photos appear OK on the large image page (the one which shows the caption,) Instagram will crop non-square photos on your account page (see #1, right.)

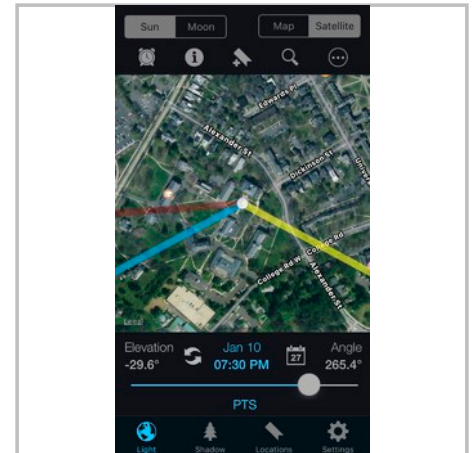


1) Instagram crops non-square photos in the preview image grid.

You can prevent Instagram from cropping your preview photo on the account page:

- Open the landscape or portrait oriented photo in a graphics editing program.
- Make a new square image in another window (with both a width and height of the original photo's longest side.) If this square is colored white, then it will blend into the account screen background (which you may want to happen.)
- Copy your photo from the other window, and paste it into the square image. Center it, then save. (The border in #2 right is only for show.)

Now when you post the new "square" photo, it will look OK on both the large image page, and on your account's preview image grid.



2) Prevent cropping in the preview image grid by saving it over a square background (the gray border is only for show.)

- Take a Photo or Video from Inside Instagram

You can post an image or video from your camera roll library, but you can also take a photo or video from inside Instagram itself.

On the screen to choose a photo to post, tap the "Photo" or "Video" buttons (in #3 right.)



3) Take a photo or video inside Instagram

- Videos to Post

If you edit a video on the Mac and want to post it to Instagram, make sure it is:

- no longer than 60 seconds
- no larger than 1080px in height (no larger than the standard 1920x1080px HDTV size)
- in mp4 format
- 15MB or smaller in file size

- Problems Posting a Video?

If you select a video to post from your camera roll library and Instagram shows an error message that it can't be imported, then try this:

- In the iOS version of iMovie, edit out one second — either from the start or the end.
- Now export the video to another file.
- Import that video in to Instagram — there's a good chance it will now load in OK.

Other Apps to Use with Instagram

If you find yourself using Instagram a lot and want to edit photos only on your iOS device, here are a few iOS Apps which can help you: some are free, some have in-app purchases, and some are paid.

- [PhotoSync](#) - \$4 for the iOS App, free for Mac App (run the App on both to sync photos.) PhotoSync lets you transfer lots of photos at once between your Mac and iOS device.

These are iOS photo editor Apps:

- [Enlight](#) - \$4
- [Aviary](#) - free + In-App Purchases
- [Pixlr](#) - free + In-App Purchases

These let you type text on photos, and have different text effects:

- [Over](#) - free + In-App Purchases
- [Word Swag](#) - \$5

Photo Effect Apps:

- [Waterlounge](#) - \$5
Waterlounge turns your photos into watercolor paintings.
- [Popsicolor](#) - \$2
Popsicolor applies a multicolor gradation to your photos.
- [Olli](#) - \$1 + In-App Purchases
Olli turns a photo or video into a sketch.
- [Fused](#) - free + In-App Purchases
Fused lets you do double-exposures and combine photos in different ways.