

# What New Instagram Users Should Know

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

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Like any other social media service, Instagram has its own rules and standards. Here are guidelines and suggestions to help new users have a good experience on Instagram.

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## Instagram Account Signup and Details

- You may use Instagram on a mobile device (with the official App or in mobile Safari,) or on a desktop computer in a Web browser. However, new posts can only be made on a mobile device. The Instagram App is free, and may be downloaded here: <https://www.instagram.com>.
  - You may also sign up on a mobile device in Safari here: <https://www.instagram.com>.
  - An Instagram username can have up to 30 characters.
  - A username can include **periods, numbers, and underscores**.
  - A bio paragraph can have up to 150 characters — this can include a link, hashtags, and emojis.
  - The profile photo you upload will be resized to 110px width by 110px height — use png or jpg format files.
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## Help

For help, try Instagram’s Help Center:

<https://help.instagram.com>

Official Instagram help videos may be watched here:

[https://www.youtube.com/playlist?list=PLdyWx01Wfgr3bbpIR3\\_7GN2zsnG\\_-2aeQ](https://www.youtube.com/playlist?list=PLdyWx01Wfgr3bbpIR3_7GN2zsnG_-2aeQ)

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## Post limits

- Instagram will resize a photo if its dimensions are larger than what it normally 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 uploaded larger than 640x640px were automatically resized 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.

- A slide post can show up to 10 photos.
- A post can have a video up to 60 seconds in length.
- A post can have up to 2,200 characters (the first 240 characters are visible before the "... " symbol.)
- A post comment can have up to five **@mentions**.
- A post can have up to 30 **#hashtags**.
- A post's photo can have up to 20 **tags**.
- You can make up to 100 posts per day.
- You can like up to 350 posts of other people per hour.
- You can follow/unfollow 160 people per hour.

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## Formatting and Links in Posts

- If your post's caption has multiple paragraphs, then Instagram will remove the space between them. To force paragraph separation, use a period character between the paragraphs like this:

First paragraph of text

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Second paragraph of text

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Third paragraph of text

- Only **@mentions**, **tags**, and **#hashtags** are clickable in a post's caption and comments.
- Instagram won't make Web links (like <http://domain.com>) clickable inside a caption. Only your bio paragraph can contain a clickable link, so you might want to update the link in your bio after you post, then add this to your new post's caption: "See bio paragraph for link."

- If the link in your bio is too long, try a URL shortener service:  
"The Top 8 URL Shorteners to Shorten Long Links"  
<http://www.lifewire.com/shortening-long-links-3486603>
  - Only one URL is allowed in your bio. Use these services to refer to multiple links from a single Instagram bio link:  
[fololink.com](http://fololink.com) (free)  
[linktr.ee](http://linktr.ee) (free and paid options)  
[lnk.bio](http://lnk.bio) (free and paid options)  
[linkinprofile.com](http://linkinprofile.com) (paid)
- Another alternative is to link to a page on your own Website, then list your links there.

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## Instagram Etiquette

- Limit the number of **@mentions** and **#hashtags** within a post's caption — if you have a lot, then this can make reading the caption difficult. Either add the **@mentions** and **#hashtags** at the caption's end, or include them in a second comment to your own post.
- Some people might not notice that a post contains a slideshow instead of a single image — **especially if the white slideshow arrows appear over a white photo background**. To remind people this post contains a slideshow, add this to your caption: "Swipe for more photos." or "Swipe through the slides to see more images."
- Before reposting someone else's photo, ask for permission in their photo's comments. If they agree, then be sure to include an **@mention** link to them in your repost caption, and add a tag to the photo. It's also good form to include the the **#regram** or **#repost** hashtags in your caption.
- Instagram frowns on using other Apps to automatically post photos for you. However, Apps which e-mail you a photo to post at the right time are OK.
- Don't use an App which automatically comments on or likes other people's posts — this is not permitted by Instagram's terms of use, and you will be penalized.
- Use hashtags which describe your photo, and avoid hashtags which are irrelevant. For example, don't include **#justinbieber** or **#selenagomez** hashtags just to get your post seen — this is spam-like behavior, and Instagram will penalize you for it.

For more etiquette tips, see these Website posts:

"10 Tips on Instagram Etiquette"

<http://www.heywandererblog.com/2017/11/10-tips-on-instagram-etiquette.html>

"The Definitive Guide To Instagram Etiquette"

<http://www.huntinghandmade.com/growth/the-definitive-guide-to-instagram-etiquette/>

"Insta-Etiquette: 10 Things to Never Do on Instagram"

<https://hotinsocialmedia.com/insta-etiquette-10-things-never-do-on-instagram/>