

NAME: _____

Instagram

LOGO: _____



HOW TO READ THIS DOCUMENT:

On the right side of this page, you will see a list of topics covering this software from multiple angles. These aspects are common to all the apps we have studied and described in detail in the following pages.

You will need a basic knowledge of the software to understand some of the points made in this document.

We have analysed five more online software whose reports are available on our website: www.trendss.eu

USEFUL LINKS: _____

WEBSITE:

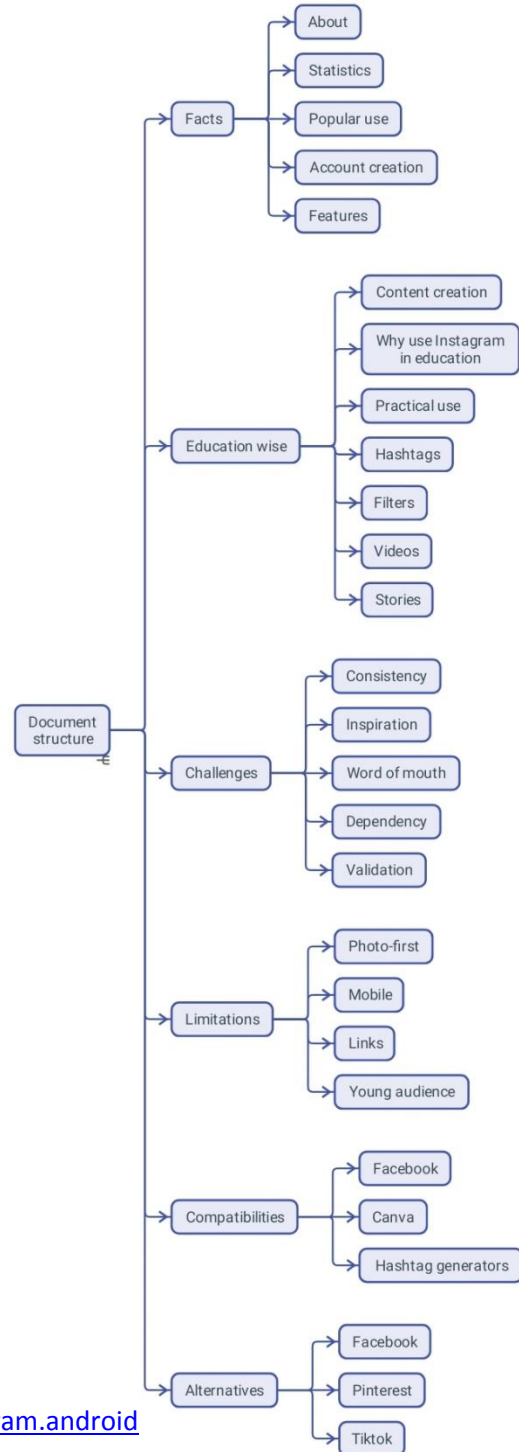
<https://www.instagram.com/>

PLAY STORE:

<https://play.google.com/store/apps/details?id=com.instagram.android>

WIKIPEDIA:

<https://en.wikipedia.org/wiki/Instagram>



FACTS

ABOUT

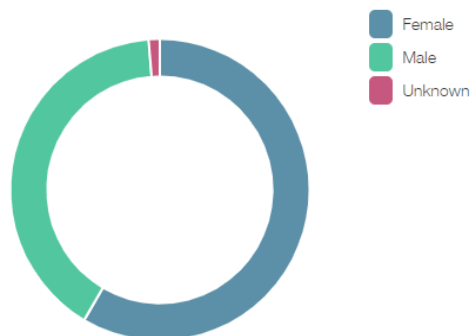
Instagram is a social media app that allows users to upload photos and videos that can be edited with filters and organized by hashtags and geographical tagging.

STATS

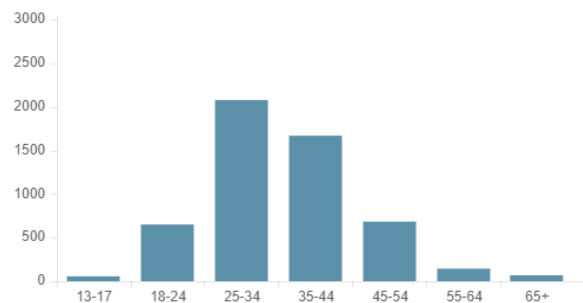
Some interesting stats about Instagram:

- The average post on Instagram contains 10.7 hashtags
- 71% of the billion monthly active users on the Instagram app are less than 35 years old
- Instagram users spend an average of 53 minutes per day
- An estimated 500 million Instagram accounts use Instagram Stories every day
- The usage of the #ad hashtag on Instagram increased by 133% from February 2018 to February 2019
- Instagram can generate over four times more interactions on Instagram compared to Facebook
- 71% of US businesses use Instagram
- Instagram helps 80% of Instagram users decide to buy a product or service
- As many as 50% of Instagrammers follow at least one business establishment.

GENDER



AGE



POPULAR USE

Instagram can be viewed as a very capable image sharing tool, but it truly comes to the fore when deployed as a marketing tool to help influencers and brands communicate and connect with a vast audience.

You start by creating an avatar—more precisely, a profile name—picking a picture that people will identify you with and writing a short description about yourself. Then you can post content and interact with the audience called followers, using Instagram features.

Part of Instagram's success is related to its ease of use. It is simple and efficient. But the intuitive knowledge needed to use this app is not by chance. The team behind this app is highly skilled and covers multiple disciplines. Constantly learning from the data it collects from its users, the app is consistently

finding better ways to help people express themselves online. By understanding how people behave and communicate, Instagram can provide viral content and experience.

PROFILE NAME, PICTURE AND BIO

You can have a profile and post on Instagram, like any other social media app. When creating your profile, you want it to share something about yourself while being clear, memorable and catchy. Picking up a name can be hard. If you can't decide on one, use this trick: think about the future, and if you would still like it after a couple of years, then it's good enough.

It is important to have a good name because people will identify you with it, and you surely don't want to be stuck with something unattractive or unsearchable. Also, with all sorts of profiles online, you can be mistaken for a troll or a bot, and people won't interact with you. It is widely accepted that people interact more readily if your profile picture is a clear picture of a face.

Also, the bio should express in a few words your profile information.

FEATURES

In Instagram, the tools you have at your disposal are called features or options, or, more specifically: hashtags, stories, polls, sliders, questions. These are mostly used for advertisement, entertainment, marketing, promotion, and sale of products and services.

EDUCATION

CONTENT CREATION

Creating content is essential for Instagram. Content can be considered like any other information, whether it has learning value or is purely entertainment.

Content on Instagram is best kept short and to the point, like bite-sized chunks of what you have to offer. This form is derived after observing user behavior on the platform. Mainly, people have tendency to keep on scrolling and you have to attract their attention. There are studies on the attention span for different ages and types of people. Assessing your psychology can be a useful method to ensure that your content reaches your desired audience. Success, when achieved, will show up in the likes, shares and comments. Not having any response is a response in itself, and it need not discourage but rather intrigue you. Also 1 in 1000 people will comment on something, so don't take it personally if they don't do it on your posts. A more interactive way of manifesting on Instagram are through Stories.

You may feel the pressure to produce something new or as if you are wasting your time because it's different from the hard skills you have usually relied on. However, it is closely related to soft skills, as it is mostly about the relationships you establish with your audience. You have to show what you do in an

engaging/entertaining way. The tools you have at your disposal may have different names, but if you are seeking true engagement, you will have to find ways to fascinate your audience.

Usually, if people are interested in the type of knowledge that you provide, they will seek you and find out more.

WHY USE INSTAGRAM IN EDUCATION

Teachers are the original influencers, and education is the best marketing tool. Through these lenses and with this mindset, here is how you can use Instagram in your everyday education activity.

Instagram's features are just one aspect. The true value of its educational usage is based on the reality that people are always on their mobile devices, practically growing up with them and spend a lot of time using this medium for communication. Also, there is a team of skilled people constantly adding features and thinking of ways to improve the usage and engagement of social media apps in general, and Instagram in particular.

Engagement in the classroom is a struggle for many teachers especially with younger generations. Regarding engagement, social media is often perceived as being in competition with education—something that works against education and only very recently, with it. From this opposition, many psychological conditions arise, among which instant gratification and FOMO (fear of missing out) are just a few.

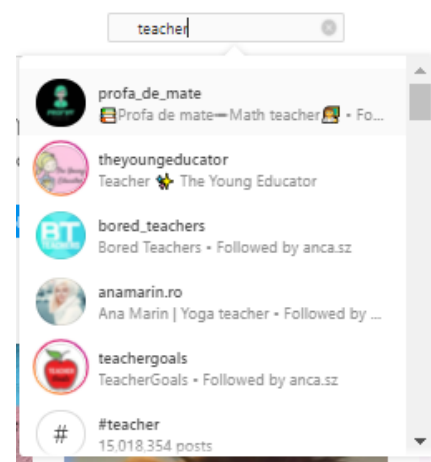
Engagement with Instagram can be translated into several behaviours related to education:

- inform
- assess
- appreciate
- give feedback
- connect

PRACTICAL USE

HASHTAG

A word or group of characters preceded by the # character. Used on social media websites and apps, this array of characters helps you search for all messages with the same subject. Some popular hashtags related to education are: #education - 28 million posts, #teacher - 15 million posts, #teachergram - 1 million posts. Using general hashtags can make your posts more accessible to others, but if you are in a particular niche, you will be found faster by the people interested in your type of content if you use a vocabulary of hashtags that speaks more to them.



For example, if you teach architectural drawing, hashtags like #geometry, #architecturaldrawing, #buildingsketch or #archisketch are perhaps more suitable.

FILTERS

Series of presents that make pictures look different. Initially, they were created to enhance certain features of portraits or landscapes. In 2017 augmented reality face filters were added.

Used in teaching, this feature can look like having a crown on your head while you do a live video lesson or hiding your face under a mask if you are shy or want to make people laugh.

VIDEOS

The clip is a type of audio-visual media content that Instagram allows. Since 2017, the maximum duration of a clip in a post has been 10 minutes. Video content is more interesting for most audiences than text or images. Bringing education in social media means finding more entertaining ways to wrap your dissemination skills. Turning your class into a fun set of videos would make it more engaging for people. In addition to the video content Instagram added IGTV in 2018 and Reels in 2019.

STORIES

Instagram Stories are images or videos that last for only 24 hours. This type of content was introduced in 2016 and 2017, and it has been one of the most popular features of social media ever since.

Within Stories, you can find some options that turn this ephemera way of communication into a powerful way of interacting with your audience.

An educator myth uses stories to give credit to students. Shout-outs, as they are called, are ways of showing appreciation to people who do good and, in some way, exemplify them.

They can also be considered tools for motivating others to do better.

Inside Stories, there are some options like: sliders, polls, questions that people can engage with, and can be most evocative for your practice.

Stories have a frontend – the thing that everybody sees, and a backend – the metrics that only you see. Some of the metrics are:

- How many people have seen the story?
- Who are these people?
- How many people clicked different things in the Story?



Another use for the Story can be for presenting yourself as a teacher/trainer/educator, showcasing your skills and unique approach.

Behind the scenes is a type of content that works every time. Even if it's documenting the process of preparing a course or an actual trip you do in your spare time.

Knowing what type of content your audience is more attracted to is a vital soft skill that you can develop with Instagram if you pay attention to your audience's reactions.

Story Highlights, introduced in 2017, is another related feature that gives the users the ability to make stories permanent.

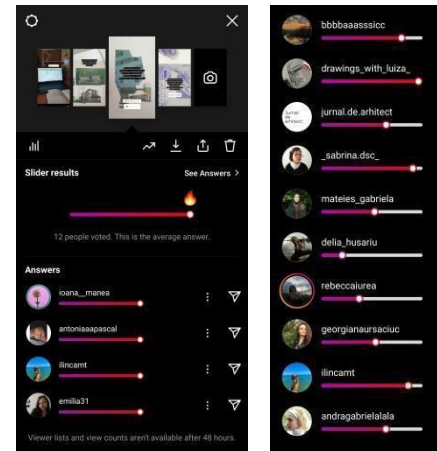
EMOJI SLIDER

You create it in Stories and then set up an emoji—the one that is most of the time associated with a given feeling—which people can access in the form of a sideways left-right slider.

Practically you can use this to rate states like:

- What’s the general mood of your followers?
- How do viewers assess themselves regarding a skill?
- What’s the level of engagement with the content?

In the backend, you can see every answer and people can see only the average answer after they interact with the slider.



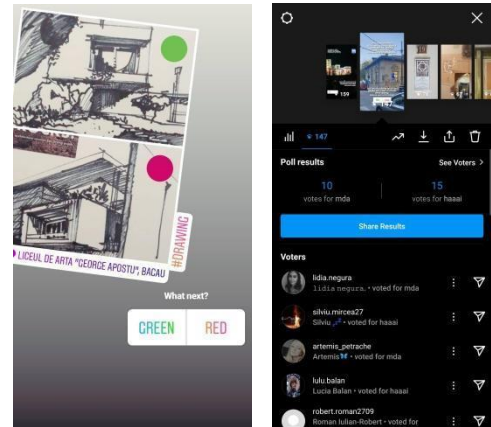
POLLS

These are essentially closed questions that you can post in Stories.

The beauty of this feature is that you can compose questions in such a way that besides the classic yes/no, left/right, and pro/against answers, you can also let your users pick between:

- spelling of words
- important historical dates
- feedback or opinions about certain things

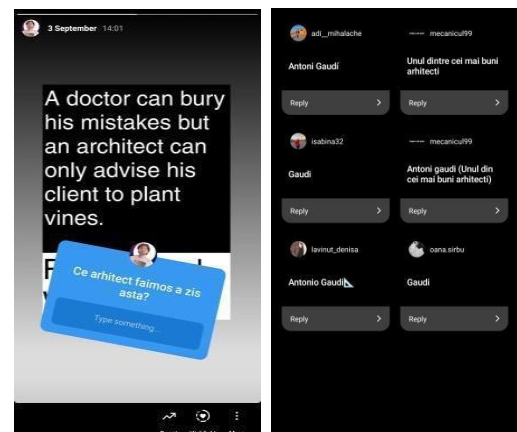
The answers have to be short, but this is a challenge for you to keep the content simple.



QUESTIONS

This option enables open-ended questions in Stories. The option can have a great impact on your education practice if you use it not only to deliver content and test people but also to receive feedback from them. With the help of the answers to your questions, you can make the delivery of your content more engaging.

In this example, viewers can interact with this content by answering the question. Whereas in polls, they would merely have to tap and choose between two answers, here it is a little harder to interact, but it can be overcome if the content is engaging.



CHALLENGES AND SOLUTIONS

1. CONSISTENCY – posting regularly

You have to post almost every day to keep up the level of engagement with your followers. It can be a challenge to most people, especially if you are one of those who think Instagram is a waste of time.

Consistency to post regularly is largely determined by your mindset. Behavioural understanding is key to figuring out the needs of your audience and what to deliver. A calendar myth helps you get going; setting up a post for each day of the week in advance could help your followers see you as active.

Learning to incorporate the everyday into our life's routines, rituals and rhythms that we don't even acknowledge. Consistency will help you also with learning the app and its features. Motivation to continue is a never-ending quest even for the most skilled Instagram users.



2. INSPIRATION – what to post

One of the most common beliefs is that you need to have special content created for Instagram. Here are some ways you can find ideas for your posts:

- everybody likes to see behind-the-scenes, so document your process, and take photos of the things you do before, during, and after your class
- Share content from your followers
- Browse other teachers' profiles and see what they do, collaborate and get inspired by them.

Sometimes it is enough for people to see that you are active. Of course, you can spend a lot of time preparing a story or post to be perfect. However, managing your profile yourself won't leave you with much time to do anything else. So use your time wisely.

3. WORD OF MOUTH – being shared by your audience

The highest level of engagement is when other people find out about what you do on Instagram from pictures that your followers share. To achieve, you have to involve the participants in your posts, for example: by using catchy hashtags; posting things they did in class and tagging them; commenting and liking things they post and establishing relationships with them on the Instagram medium.

Another way to get your content across would be to give your students the option to record and post you on their profiles. Sharing this can get a lot of work off your hands and make it more interesting for them.

4. **DEPENDENCY** – wasting time on Instagram

There's always the danger of spending too much time on Instagram. It's built to catch your attention and can be very addictive.

There have to be some limits you set yourself. You can be the get in, post, and get out type. But if this style can help you with your time, it can be depreciating when it comes to the quality of the relationship that people feel you build with them.

Your health has to be a priority, so if you feel you can't put Instagram away, it's okay to ask for help.

5. **VALIDATION** - you are not your student

Everybody is different, so please don't think that you know what your students want just because you want the same thing. The metrics from Instagram can help you better understand what people want.

LIMITATIONS

1. It's a photo-first app

Instagram highlights picture/video—and this is what makes it Instagram. It's as if you have been invited to grab people's attention using visual content. Instagram users expect to see an image, and if they like it, they might proceed to read an accompanying text annotation. If you want engagement, it is through visual content that you have to speak to your audience.

2. You create and post with your mobile

The desktop version of the app is just for browsing. You can't post anything from the computer. We already interact more on the internet through our mobiles, and this is another core limitation of Instagram.

3. Limited outside links

Things taking you away from Instagram are scarce and calculated. You have your bio where you can post a link, e.g., to your website, or links you can post in Stories. In the case of post description, the links you post will not be clickable. Thus, people will have to retype any link from your posts in the browser's address bar. Knowing this myth changes the way you post. In some cases, it keeps you creating content specially for Instagram.

4. 71% of users are under 30

There's no product that is used by everybody—and this is normal. Instagram is a tool used by younger people, though this demographic is bound to change over time. From the perspective of teacher-student relationship, it would be helpful to know if your students use Instagram and, if so, how frequently.

COMPATIBILITIES

Name	Description
Facebook	When you post something on Instagram, you have the option to automatically post it on Facebook. While Stories can be shared across the two platforms, you won't be able to see interaction with the content you share from Instagram to Facebook. More than anything else, these features are meant to attract you to Instagram.
Canva	Canva helps you prepare the content you want to post on Instagram. You have templates and can easily save and store the content as photos on your mobile phone.
Hashtag generators	There are apps that automate your content posting. In this case, hashtag generators, are apps that find popular hashtags for your niche. In 2021, some of these apps are: All Hashtag, RiteTag, and Hashtagify.

ALTERNATIVE

Name	Details
FACEBOOK	In a way, this is Instagram's predecessor. Facebook remains one of the biggest social media platforms in 2022 used for communication, besides addressing a different target group of people—young and old.
PINTEREST	A different platform focusing on images. Most Pinterest users don't own the content, but rather, they become the curators of images and videos created by others. If Instagram's chief purpose is sharing, Pinterest's main goal would be discovering.
TIKTOK	This social media platform has had one of the fastest growth in recent years, generating many viral trends on the internet featuring different types of content. It has many similar features to Instagram, and some differences in its usage: Gender: 55% male, 45% female; Demographics - the majority of users and creators are younger than 26 years; Algorithm – it uses artificial intelligence rather than user behaviour.