# A practical guide to Using Instagram
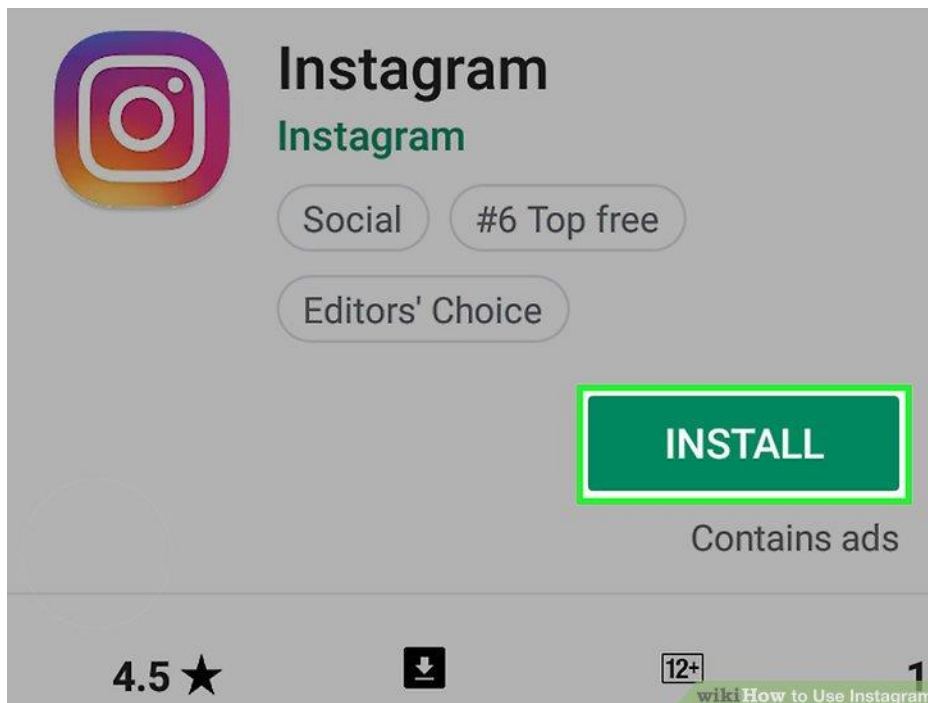
Disclaimer

All the guidance, ideas and suggestions included in the content of this guide are intended to inform readers about how to use Instagram – in their work setting; for example to interact with colleagues or friends. The content is not a substitute for national advice and guidance from professional or regulatory organizations about Instagram; please be aware that you must comply with your organisation's (eg CCG or Trust) IG guidance, clinical indemnity and GDPR regulations – which are not covered in this booklet. While every effort has been made to include accurate and up to date information knowledge and understanding, regulations relating to social media channels are constantly being updated and an Instagram user must endorse national requirements relating to IT security, clinical safety, data quality, the use of patient data, data protection and privacy, and information standards. So you need to use the content of the guide to learn more about how you can adopt or enhance your use of Instagram and weigh up the choices, information and guidance for your own work circumstances.

For more information
go to: www.digihealthwell.co.uk

Installing Instagram

Download the Instagram app. You can do this by searching for "Instagram" in your device's app marketplace (e.g., the App Store on iOS or the Google Play Store on Android) and then selecting the pertinent search result for download.
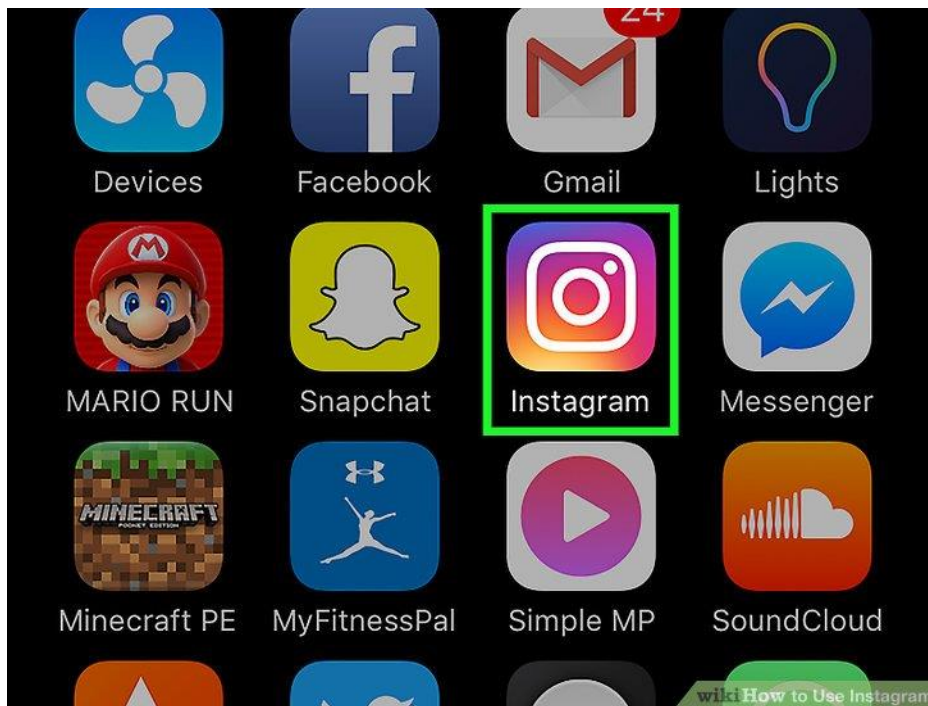
Open the Instagram app. To do so, tap the Instagram icon (it resembles a multi-coloured camera) on one of your device's home screens.

Create an account by tapping Sign up at the bottom of your screen. From here, you'll need to enter your email address, preferred username, password, and phone number (optional but recommended). You'll also have the opportunity to upload a profile photo before continuing.

- You can choose to add a bit of personal information in the "About" section as well, including a first and last name or a personal website.
- If you already have an Instagram account, you can tap Sign In at the bottom of the Instagram login page and enter your account login information instead.
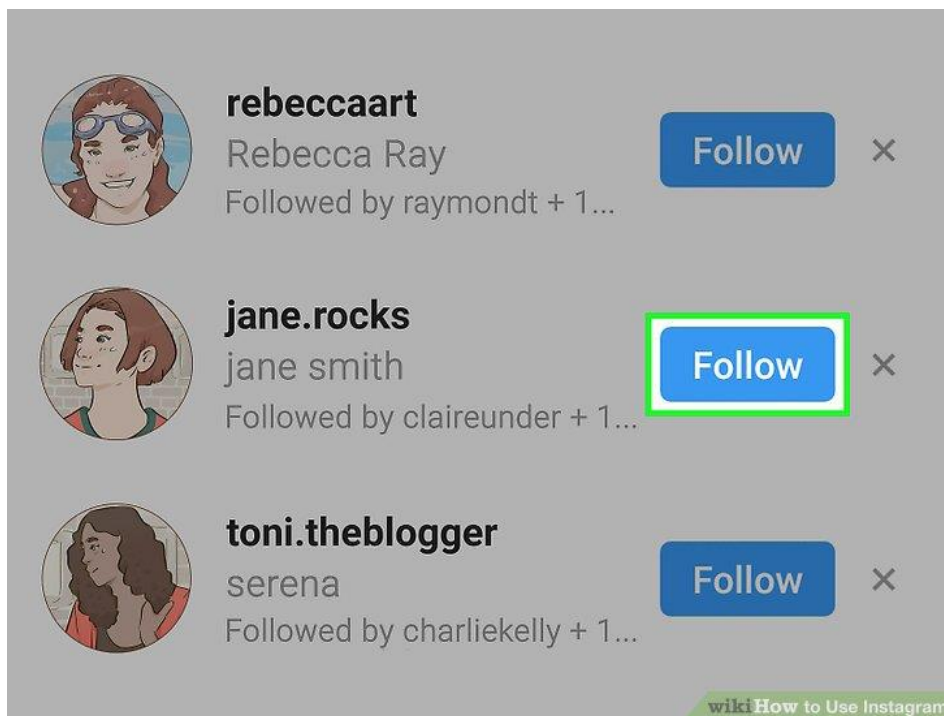
Select friends to follow. After finishing your account creation, you'll have an option to choose to find friends from your contact list, Facebook account, Twitter account, or by manual search. Note that you will need to provide Instagram with your Facebook or Twitter account information (your email address and relevant password) before you'll be able to select friends from either of these platforms.

- You can choose to follow suggested Instagram users by tapping the "Follow" button next to their name.
- Following people allows you to see their posts in your "Home" page.
- You will be able to add friends at any time from within your account, even after you create your account.
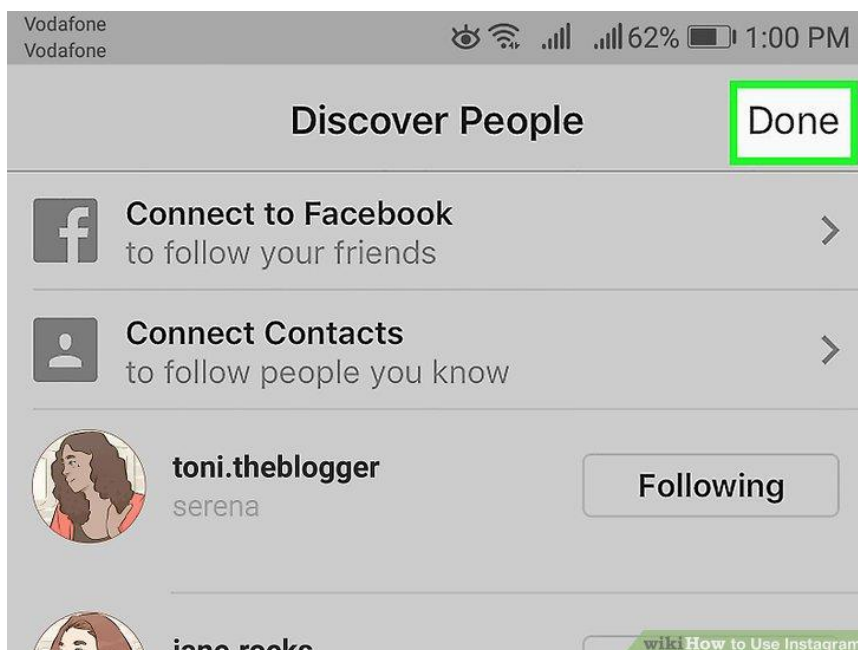
Select Done when you're ready to proceed. Doing this will take you directly to your Instagram account's Home page, which is where you will see posts from the people you've chosen to follow.

**Using the Tabs on Instagram**
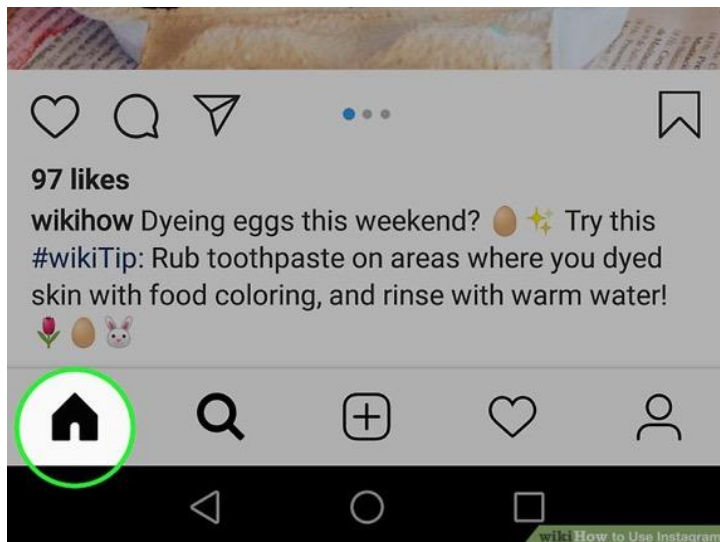
Review the Home tab. This is the default tab on which you begin - this is your feed, a collection of all of the new posts from people you follow. From here, you can do the following:
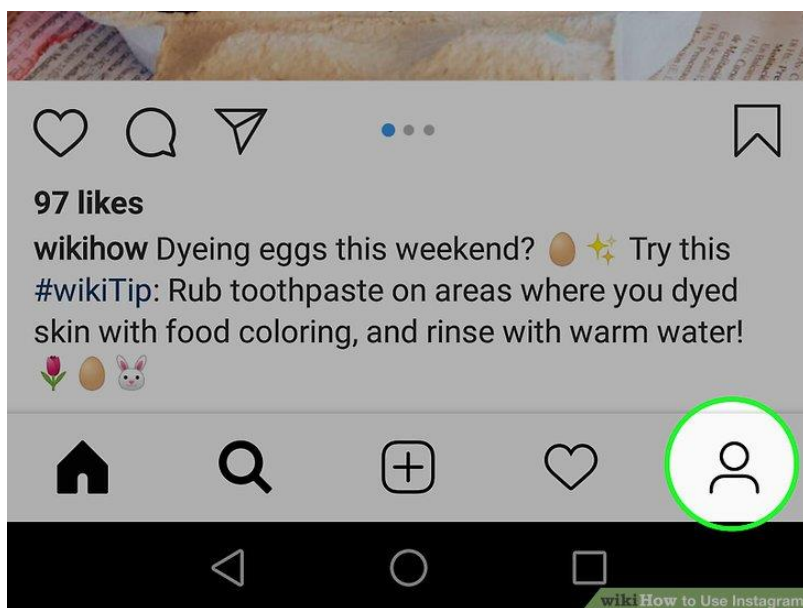
- Tap the ± icon in the top left corner of your screen to record and post an Instagram Story for all of your followers to see. You'll need to allow Instagram access to your microphone and camera for this to work.

- Tap the delta symbol in the top right corner of your screen to view your Inbox. Direct messages will appear here.
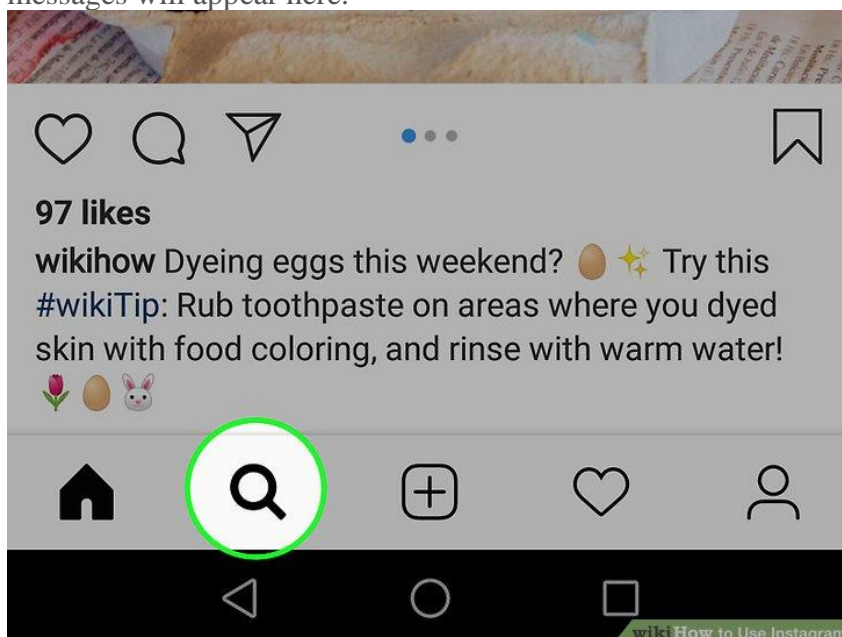
View the "Search" page by tapping the magnifying glass icon. It's to the immediate right of the Home tab at the bottom of the screen. From here, you can search for accounts and keywords by typing in the "Search" bar at the top of the screen.
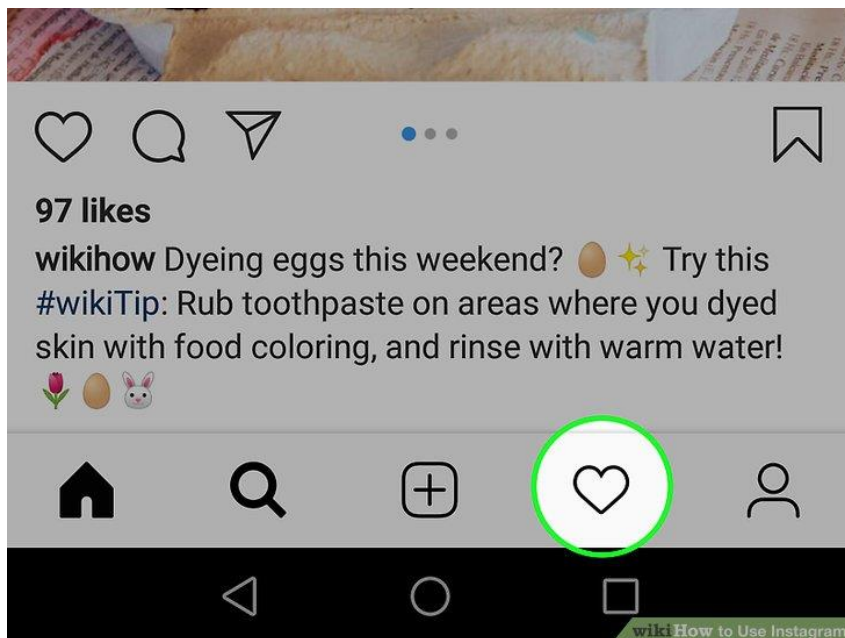
View your account's activity by tapping the heart icon. It's two icons over from the magnifying glass icon. This is where all of your in-app notifications will appear (e.g., photo likes and comments, friend requests, etc.).


Visit your own profile by tapping the account icon. This is the person-shaped icon in the bottom right corner. From here, you can do the following:

- Tap the ± icon in the top left corner of your screen to add friends from Facebook and your contacts list.

- Tap the three horizontal bars (☰) in the top right corner and then the gear or ⋮ at the bottom of your screen to view the Instagram options. You can adjust your account settings and add friends or social media accounts from here.
- Tap Edit Profile to the right of your profile picture to change your name or username, add a bio and/or website, and adjust your private information (e.g., your phone number and email address).

Adding Photos to Instagram
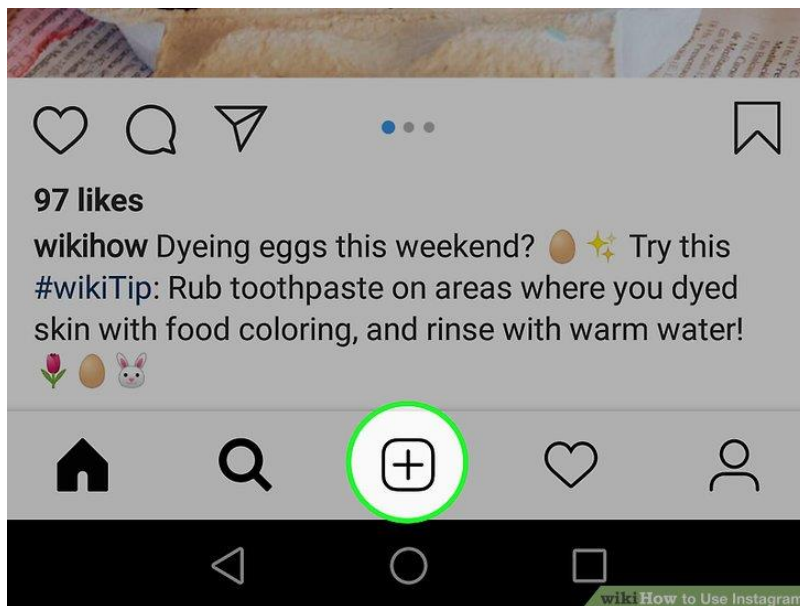
Click the ± button to post a picture. It's located at the bottom centre of your page. From here, you can add pre-existing photos from your camera roll or take a photo.

Review the camera options. You have three upload possibilities listed at the bottom of this page:
- **Library** - This option lets you upload a photo already in your library.
- **Photo** - You can take a photo using Instagram's in-app camera here. You'll need to allow Instagram to access your camera before taking a photo.
- **Video** - You can record a video using Instagram's camera here. You'll need to allow Instagram to access your microphone first.

Select or take a photo. If you're taking a photo or video, you'll need to tap the circular button toward the bottom of your screen to do so.
- If you're selecting a pre-existing photo, you'll need to tap Next in the top right corner of the screen to proceed.

Select a filter for your photo. You can do this from the bottom of the screen. Today on an

average 11 filters are available in your instagram account. The main intention of it is to make boring images interesting. You can even download Instagram filters. Filters change the color palette and composition of your photo--for example, applying the "Moon" filter changes your photo to a washed-out black-and-white color.

- You can also tap Edit in the bottom right corner of the screen to adjust aspects of your photo such as Brightness, Contrast, and Structure.

Tap Next. This is in the top right corner of your screen.

Add a caption to your photo. You'll do this in the "Write a caption" box at the top of the screen. If you want to add tags to your photo, you'll do that here as well.

Review your remaining photo options. Before sharing your photo, you can do the following things:
- Tap Tag People to tag followers in your photo.
- Tap Add Location to add your current location to your photo's description. You'll need to allow Instagram to access your location services to do this.
- Post your photo to your Facebook, Twitter, Tumblr, or Flickr account by sliding the pertinent switch right to the "On" position. You will need to link your Instagram account to the external account in question before you can do this.

Tap Share in the top right corner of your screen. You have successfully posted your first Instagram photo!

Using Instagram alongside Facebook pages

Instagram can be used to create, post and share content that is visual. You cannot add links to other sources but you can raise awareness around particular issues in a creative way. You can also engage with a wider audience, which typically tends to be younger than that of Facebook. In this guide we'll cover the basics when using Instagram to create and share content that you would also like to share on your Facebook Page.

The sections below explain how to:
- Installing the app and signing in
- Linking your account to the Facebook Page
- Creating and posting content to Instagram and Facebook

Installing the app and signing in

Getting the App

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap 📷 to open it.

Signing in

You should sign into Instagram using the Facebook account you use to manage your Facebook page. If you haven't got a Facebook account, please create one before logging into Instagram otherwise, it won't work. (note* Your Facebook account doesn't have to be in regular use, you just need one)

Link your account
Although you will have logged into Instagram with a Facebook account, you will still need to link it to allow you to post across both platforms. To link your Instagram and Facebook accounts and share posts directly from Instagram to Facebook:

1. Go to your profile and tap ☰ .
2. Tap ⚙ Settings.
3. Tap Account, then tap **Linked Accounts**.
4. Tap Facebook and enter your Facebook login info.

Once you link accounts, you'll then have the option to share a post to Facebook from the same screen where you add a caption. You can also share from Instagram to a Facebook Page you manage.

### Unlinking your account

To unlink your Facebook account:
1. Go to your profile and tap ☰ .
2. Tap ⚙ Settings.
3. Tap Account, then tap Linked Accounts.
4. Tap Facebook, and then tap Unlink Account (iPhone) or Unlink (Android).

Settings so you can share posts from your Instagram to a Facebook Page

To share posts from your Instagram account to your Facebook Page, you first need to ensure your account is an admin of that Page on Facebook. This is important as you need the rights to edit the page. To share posts from your Instagram account to a Facebook Page:

Android

1. Go to your profile and tap ☰ .
2. Tap ⚙ Settings.
3. Tap **Account** >>> **Linked Accounts**, then select **Facebook**.
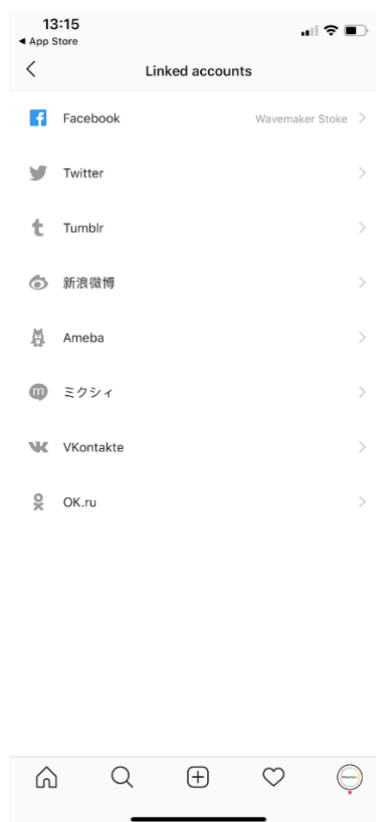
4.   If you haven't already, enter your Facebook login information.
5.   By default, your Instagram account will share to your personal Facebook profile. **To share to a Page instead**, choose a **Page** that you manage below Share to.

Creating and posting content to Instagram and Facebook

What is it you want to say? Is it on 'brand'? Is it consistent? All these things need to be thought of each time you post.

1. Take a photo of what you want to post

2. Click on the **+** to add a new post

Note: if it's the first time you've used Instagram then tap ALLOW to give the Instagram app access to your photo gallery

3.	Select the photo you wish to share. You can select multiple photos if you wish. They will be displayed in the order you select them

4.	Click **Next**

5.	Select a filter if you wish. This can make it look more visually appealing (remember to keep inline with other posts you have shared)

6.	Write a caption explaining the post. Be as descriptive as possible.

7.	Add **hashtags** to the caption box to help gain awareness and exposure. For example **#stoptober** (this will allow for your posts to be easily sourced and grouped with all other posts that have the same hashtag #. When people say 'trending' this is what they are referring to).

8.	Add any other people and organisations you may know of that have been included in the photo. This can help share the post to a wider audience.

9.	Check the **Also post to Facebook** option to ensure content is shared across both platforms. (if you have more than one Facebook account, make sure it is the right one)

10.	Tap **Share**

That's it. All done. Your content will now be posted to Instagram and to your Facebook page.

Advertising both the Instagram and Facebook pages to surgery patients will ensure the content is received by a wider audience.

FAQs

Adding multiple accounts

You can have more than one account on Instagram.

How to add and switch between multiple Instagram accounts?

When you add multiple Instagram accounts, you can switch between them without having to log out and log back in. To add multiple Instagram accounts:

1. Go to your profile and tap ☰.

2. Tap ⟳ Settings.
3. Scroll to the bottom and tap Add Account.
4. Enter the username and password of the account you'd like to add.

To switch between accounts you've added:

1. Go to your profile
2. Tap your username at the top of the screen.
3. Tap the account you'd like to switch to.

Keep in mind that you can add up to 5 accounts.

Q. If I've added multiple Instagram accounts, what push notifications will I get?
A.If you've added multiple Instagram accounts, you may get push notifications from any account that has them turned on. This depends on when you last logged in and the number of devices that are logged in to an account.
To quickly see the number of notifications for each account you've added, go to your profile and tap your username at the top.

Q.Can I link multiple Instagram accounts to my Facebook profile?
A.Yes, you can link multiple Instagram accounts to your Facebook profile. When you link an Instagram account to Facebook, your Facebook friends who are on Instagram may get a notification telling them that you're using that Instagram account.