

Made **of** Australia™

u n g l a z e d c e r a m i c a r t | j e w e l l e r y | t a b l e w a r e

a u s t r a l i a n e a r t h , s a g g a r f i r e d w i t h f o r a g e d i n d i g e n o u s f l o r a

w w w . m a d e o f a u s t r a l i a . c o m

workshops

social media series

instagram





about instagram

Instagram is a mobile app for sharing images & videos with others easily & instantly. It is the perfect tool for artists & creative professionals, as it allows you to share your work with a global audience for free. It is useful as a digital visual diary & is also a valuable sales tool & great research tool.

You can download it for free on iOS & Android phones & tablets as well as Windows Phone (8 or later).

You must create your account using the Instagram mobile app, not a computer, but after you've successfully installed the app & created an account, you can then also view your Instagram account from a computer.



getting started

Download the Instagram app for iOS from the [App Store](#), Android from [Google Play Store](#) or Windows Phone from the [Windows Phone Store](#). Once the app is installed, tap to open it. You can sign in to an existing account or set up a new account.

There are two ways to set up your first account:

Choose **sign up**, then enter your email address & tap **next**. Create a username & password, fill out your profile info & then tap **done**.

OR

Tap **log in with Facebook** to sign up with your Facebook account. You'll be prompted to log into your Facebook account if you're currently logged out. Create a username & password, fill out your profile info & then tap **done**.



taking & uploading photos

To take a photo or upload one from your phone's (or tablet's) photo library, first tap the **camera icon** at the bottom of the screen (centre). You will have three options:

To upload a photo from your phone or tablet's library, tap **camera roll** & select the photo or video you'd like to share from one of your libraries.

To take a new photo, tap **photo** then tap the **blue circle** to snap the image. If you'd like to turn the camera to face you, tap the icon on the bottom left corner of the image. To adjust the flash, tap the icon on the bottom right corner of the image.

You can also record a new **video** using the third option at the bottom right of the screen.



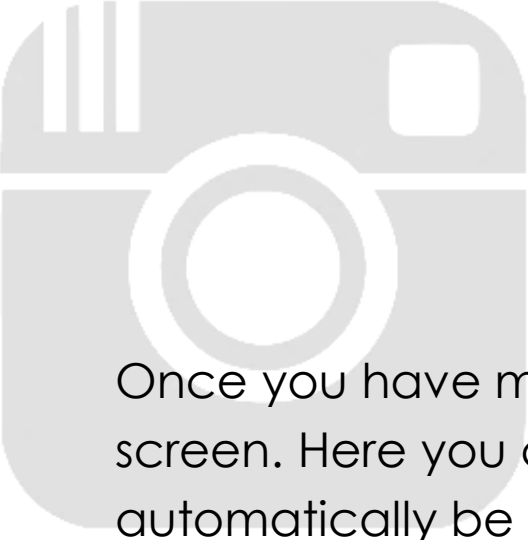
editing photos

Once you have chosen an image, tap **next** at the top right of the screen (note the **arrow** at top left to go back a step).

The first icon under the image is highlighted in blue, indicating you are in **filter** mode. A series of filters are visible across the bottom of the screen, tap to choose one, tap twice to change the intensity or add a border. A thin blue line under the filter will tell you which you have active on the image.

The centre icon is the **automatic** adjustment, tap to turn it on, slide to adjust the intensity, then tap the **tick** to accept or the **cross** to reject your adjustments.

The last icon gives you a selection of **manual filter** options, tap each one to select & slide to adjust. **Tick** to accept / **cross** to reject the changes. The thin blue line will indicate the filters you have active on the image.



sharing photos

Once you have made your adjustments, tap **next** at the top right of the screen. Here you choose who to share the image with. You will automatically be in **followers** (at the top of the screen) so all those who follow your account will see the image in their feed if posted this way. (If you have a private account only those you have accepted will see your images, if your account is public, anyone can see the images if they go to your account).

Here you can also add a description, tag someone, add a location, & share to Facebook/Twitter etc. as well as your instagram account (if you have linked the accounts).

If you choose **direct** from the top of the screen, you can send the image in a private message directly to one or more people. (See the “direct messaging” page for more details.)



hashtags

Either in the original description, or added in a subsequent comment (after you have posted your image) you may add hashtags (up to 30 at a time).

Hashtags work like meta data for a search engine; allowing people to search for the type of images they'd like to see by typing in a keyword or phrase. The owners of the images use hashtags so that people who aren't following their account can find their images in a search.

This is particularly useful for business/commerce; e.g. if you hashtag your image #australianceramics, anyone searching for images of Australian Ceramics will find yours among all using this hashtag. They may choose to follow your account or even contact you to buy your work.



tagging

If you want someone to see a comment you have left on another person's photo, you can tag them in the comment by adding their account name with the @ symbol before it. This will make your comment appear in their notifications.

Do this when you reply to someone so they know you have answered.

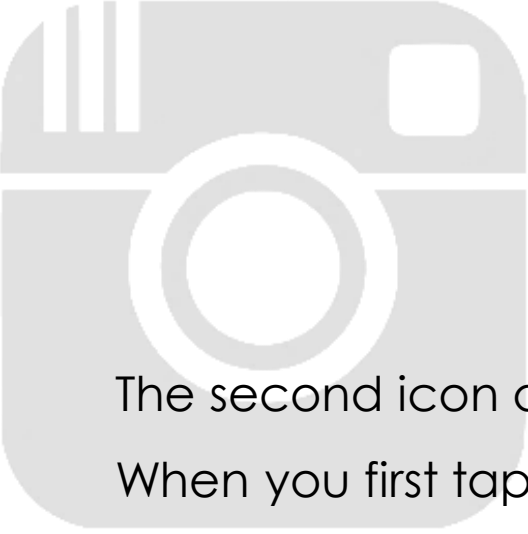
You can do this for as many people as you wish, e.g. if I see something I think my friends may like I can leave a comment like “Look at this image @madeofaustralia @amw_gratitude @mangiaezitto!” & this will send a **notification** message to all three accounts tagged.

You can also tag a person in one of your images while you are uploading it, or tag a person in your image after you have posted it (by tapping the **three dots** at the bottom right of any image & choosing modify.)



the home icon

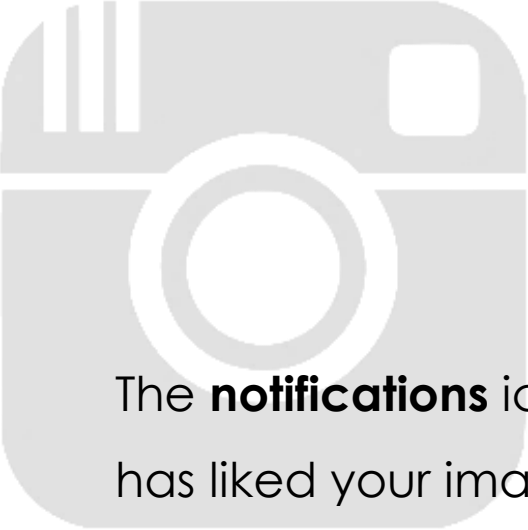
Viewing images posted by people you follow can be done by tapping the **home** icon on the bottom left of the main screen. The home page is similar to your newsfeed on Facebook, here you will see all the images of your insta buddies in real time (stacked on top of each other in the order they were posted). Scroll to view the images, tap the **heart** to “like” an image (or double tap the image itself). Tap the **speech bubble** to leave a comment, the **arrow** to forward to someone in a private message & the **three dots** to see other sharing/notification options. You cannot repost from this app.



the search icon

The second icon at the bottom of the main page is the **search** icon.

When you first tap it you will see Instagram's suggestions for you (based on popularity etc.), but you can search for your own images by typing in the **search bar** at the very top of the screen. Here you can type in a keyword & search for a person, a place, or a hashtag by tapping those options under the search bar.



the notifications icon

The **notifications** icon (heart in a speech bubble) allows you to see who has liked your images or left you comments, it is like the notifications page on Facebook. Scroll down to see all the comments & likes.

Tapping an image in the feed will take you to that image in your account, tapping the name of the person who liked or commented (highlighted in blue) will take you to that person's account.

You can toggle between your notifications & the activity of those you follow by tapping the headers at the top of the screen.



the account icon

The final icon at the bottom of the home screen shows which of your accounts you have active, click here to take you to your **profile page** (like your wall on Facebook). From here you can see everything you have posted, modify your profile & access the **settings** (by tapping the **cog** icon at top right of the screen).

Modify your profile & add your profile pic here.

Under the profile info & directly above your images is a row of icons. The first will show your images in a **grid format**. The second will display them **stacked**. The next will sort by **location** (if location services are turned on), & the last will show images you have been **tagged** in by others.



settings

You can adjust your personal **settings** by tapping the **cog** at the top right of the screen when in your profile page. A list of options will appear allowing you to modify your account, find friends from your Facebook account or phone contacts, link to your other social media accounts (useful if you have a business Facebook page or Twitter account), make your account private, log out, add new accounts & more...



direct messaging

You can send images directly to one or more people when first uploading an image, but also at any time while browsing instagram using the **arrow** icon below each image, tapping this will give you the option to choose who to send it to.

You can check if you have a direct message when in the **home** screen; the **inbox** icon at the top right of the screen will indicate if an unread message is waiting, & you can view all your private messages here at any time. You don't have to send an image, you can just have a private conversation here.



multiple accounts

It is a good idea to keep your **personal** images & **business** images separate; you might want to share images of your kids or your latest adventures with certain people, but your customers or followers don't necessarily want to see that.

To add a second account go to **settings** via the cog icon on your profile page. Scroll to the bottom, tap **add account** & create a second profile. You can toggle between accounts by tapping on **your name** at the top of the profile screen & selecting the account you wish to use from the drop down menu.



other useful apps

Layout lets you juxtapose several images in a collage format.

Boomerang takes short looped video footage like a GIF.

Hyperlapse takes time lapse video & stabilises video footage.

Repost allows you to share other people's images giving proper credit to the owner.

PicPlayPost allows you to insert both still images & video into one collage.

PhotoMarkr allows you to insert a copyright statement or brand name etc. as a watermark.