

INSTAGRAM GUIDE FOR BEGINNERS AND DUMMIES



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Introduction

The ways in which we use social media are constantly changing and evolving. While initially a place for users to share photos with their family and friends and post aesthetically pleasing updates for people to be able to see what is happening in their lives; social media has increasingly become more integrated within consumer culture. Social media platforms have become increasingly more geared towards driving engagement and generating ad revenue. Some audiences who are primarily still using social media to connect and be “social” have been more resistant to this switch— but others love this integration. There are a plethora of ways to bridge this gap and encourage all types of audiences to engage willingly, and happily, with business accounts.

As everyone surely knows, Instagram is one of the most popular photo sharing platforms on social media today. According to Instagram’s own data, over 200 million users visit at least one business profile each day, 60% of users say that they have discovered a new product on Instagram and one third of the stories that receive the most views are posted by businesses.

As with the social media market as a whole, there has been a shift from Instagram being a social platform, to it being a media platform that places emphasis on unique content creation, as well as business and marketing. This is evidenced by its recent layout change which prioritizes shopping features—at an inconvenience to many personal users but is incredibly useful for businesses trying to sell products via Instagram. While it can seem negative to discuss the poor reaction by some users to this change in the platform, it is still important to be able to gauge market reaction to certain features. For example, some