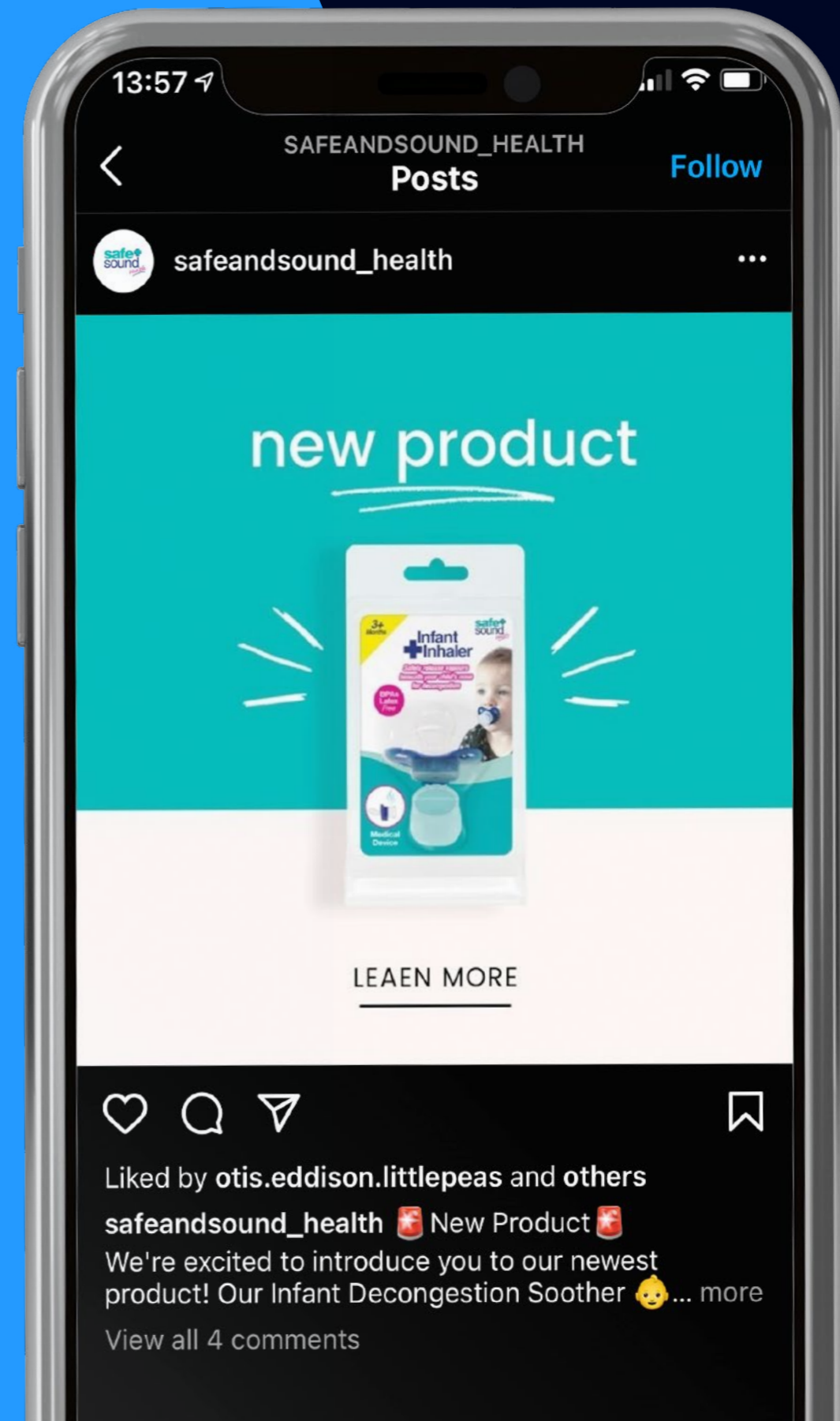




Instagram Guide 3

Finding your way around Instagram



Quick guide to using Instagram

Instagram is a fairly intuitive app and easy to navigate. To help get you started we've listed some of the most important aspects of your Instagram profile.

- 1** Username – This is where your username name displays on your profile. Your username is also the first thing users see when they discover or search for your account so it's important for your username to reflect your business.
- 2** Stories – Stories are posts that disappear after 24 hours and your current stories can be viewed here or on the home page. Stories are a great place to share content you only want to last a short while, such as flash sales or new products.
- 3** Profile name – Different to your username, this is where your profile name displays. Your username is a unique name within Instagram, whereas your profile name can be anything you choose. We would suggest using your Pharmacy or business name here.
- 4** Bio description – Your bio description gives you 150 characters to briefly outline your business, what you do and the services you provide.
- 5** Bio link – This is where you can add a clickable link if you wish. If you choose not to add a clickable link, nothing will appear in this space.
- 6** Stories highlight – If you want to keep your stories on your account, you can add them to your stories highlights. You can organise into different categories and change the name and image of your stories highlights.



- 7** Your posts – The images and content you share onto your account will show here.
- 8** Home – The home tab is where you can view and explore content shared by accounts you follow.
- 9** Discover – The discovery tab is where you can explore new accounts and content Instagram thinks you might find interesting.
- 10** Reels - A relatively new feature built into Instagram. Reels are video content filmed in a short burst of up to 10 seconds.
- 11** Shopping – The shopping feature in Instagram allows online retailers to tag products in their content. Users are able to make purchases within the app or go to the retailer website to buy. Here you can explore shoppable content.
- 12** Profile – The profile tab is where you can view your profile.
- 13** Your Shopping – This feed show the shoppable products you have put on Instagram.
- 14** Tagged content – Under this tab you can review the content you have been tagged in by other accounts and users.
- 15** Promotions - If using a business account here you can view any promoted posts you may have. These posts are put in front of a wider audience for a cost.
- 16** Insights - Using a business account you can view insights on audience figures and the how far your posts are reaching.
- 17** Saved Posts - Here you can view posts and content that you have saved from the main feed and discover sections of the app.
- 18** Edit Profile - This section lets you edit your profile including display name, bio and links along with privacy settings.
- 19** View Shop - View your product shop. This includes the products you have added to Instagram that can be bought.
- 20** Profile stats – This is where your profile displays information on who follows you and who you follow. You can click into these to view and manage your followers and who you follow.
- 21** Add content – This is where you can add new content to your account. When you upload a new image you can add filters, captions and hashtags. Tip, images are constricted to a 1:1 ratio in Instagram. When choosing content to upload, making sure the image can crop to a square.
- 22** Profile/account settings – This button opens up your account settings including privacy settings, notification settings and account information. This is also where you can switch to and manage your business accounts.