

## Instagram 101 Webinar

Provided by St. Louis College of Pharmacy Alumni Association

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### Basic Terms

**Posts:** The photos and videos you share on Instagram.

**Feed:** The photos and videos you can scroll through on your home screen.

**Filter:** Can be applied to your photos/videos during editing to give them a different look.

**Captions:** Text captions can be added to any post you share on Instagram.

**Hashtag:** Any word in a post's caption that is preceded by a pound sign

Tap on the hashtag to bring you to the hashtag page.

### Icons



Home shows a feed of photos posted by you and your friends. You can like and comment on photos in your feed.



On Search & Explore you can find photos and videos that you might like from accounts you don't yet follow. You may also see curated topics we think the Instagram community will enjoy.



Camera lets you to take photos and videos within the Instagram app, and share them in Feed. Learn more about sharing photos and videos.



Activity displays likes and comments on your own posts, and lets you see the photos and videos that your friends are liking and commenting on.



Profile shows your bio and Instagram posts. It's also where you can edit your profile info and adjust your Account Settings.



To see messages you've sent with Instagram Direct, tap the icon in the top right of Feed. From there, you can manage the messages you've sent and received. From here you can also



IGTV starts playing as soon as you click on the icon. You don't have to search to start watching content from people you already follow on Instagram and others you might like based on your interests. You can swipe up to discover more – switch between "For You," "Following," "Popular" and "Continue Watching." You can also like, comment and send videos to friends in Direct.



To share a photo or video to your story, tap on the top left of your screen or swipe right from anywhere in feed. Tap  at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo from your phone's library or gallery, swipe up anywhere on the screen. Tap   or  to draw, add text or a sticker to your photo or video. To remove text or a sticker, drag and drop it on  at the bottom of the screen. When you're ready to share, tap Your Story in the bottom left. Stories disappear from profile and feed after 24 hours, unless you add them to your profile as highlights.