

Introduction to Instagram and Photography



INTRO TO INSTAGRAM

WHAT IS INSTAGRAM?

- Instagram was launched in October 2010 by co-founders Kevin Systrom and Mike Krieger
- Instagram is a fast, beautiful and fun way to share your life with friends through a series of pictures
- Snap a photo, then choose a filter to transform the look and feel



INSTAGRAM BY THE NUMBERS



150 million
Monthly Active Users

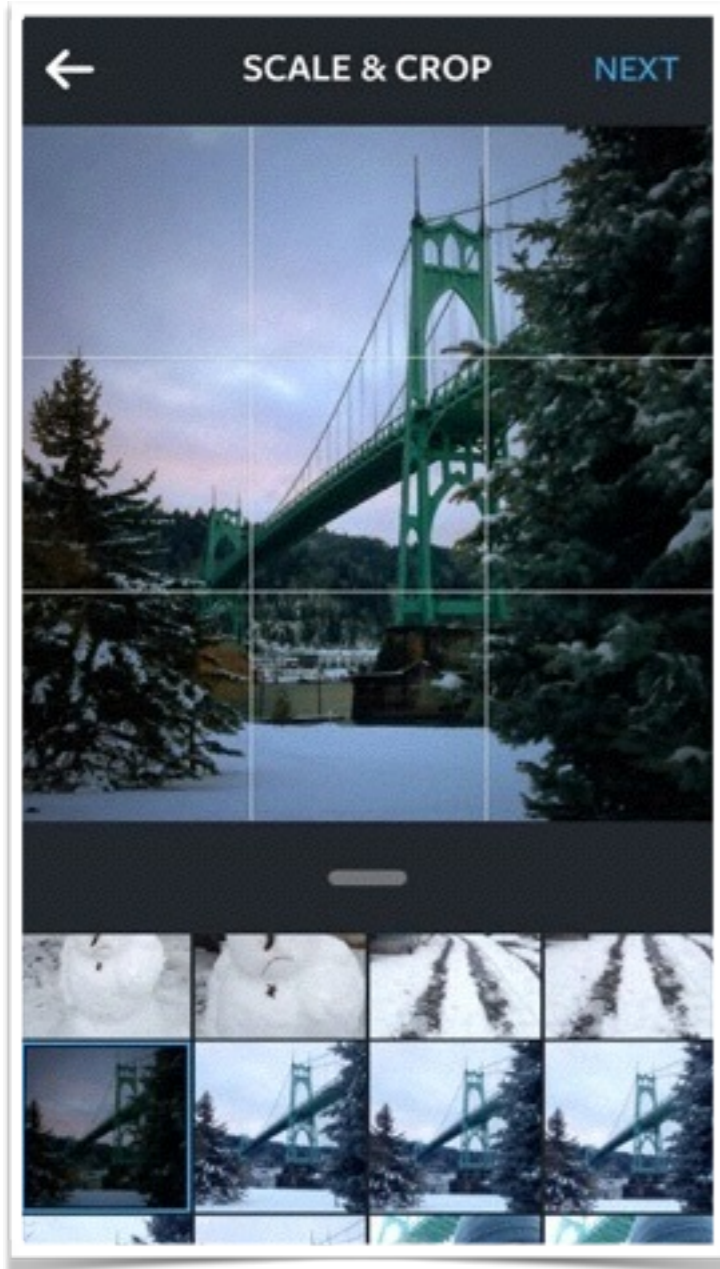
55 million
Photos Uploaded Per Day

16 Billion
Photos Shared

1.2 Billion
Likes Per Day

\$1 Billion
Purchased by Facebook

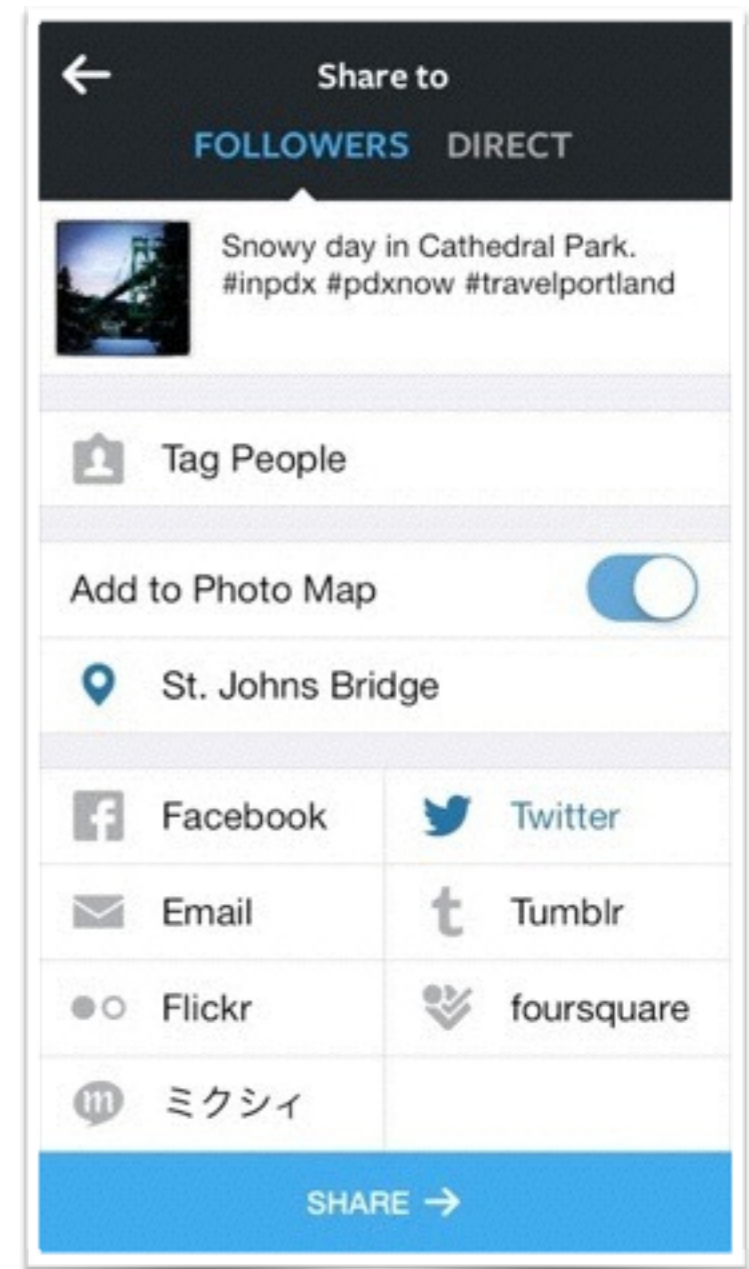
HOW DOES IT WORK?



- Take a picture through Instagram or choose from your camera's image library
- Scale and crop the image



- Select from one of 19 filters
- Straighten, add or remove border, add tilt shift or clarity effects



- Add a caption and include #hashtags
- Tag any friends in the photo
- Add to photo map by geo-tagging
- Share on other social platforms

HOW TO USE INSTAGRAM FOR YOUR BRAND

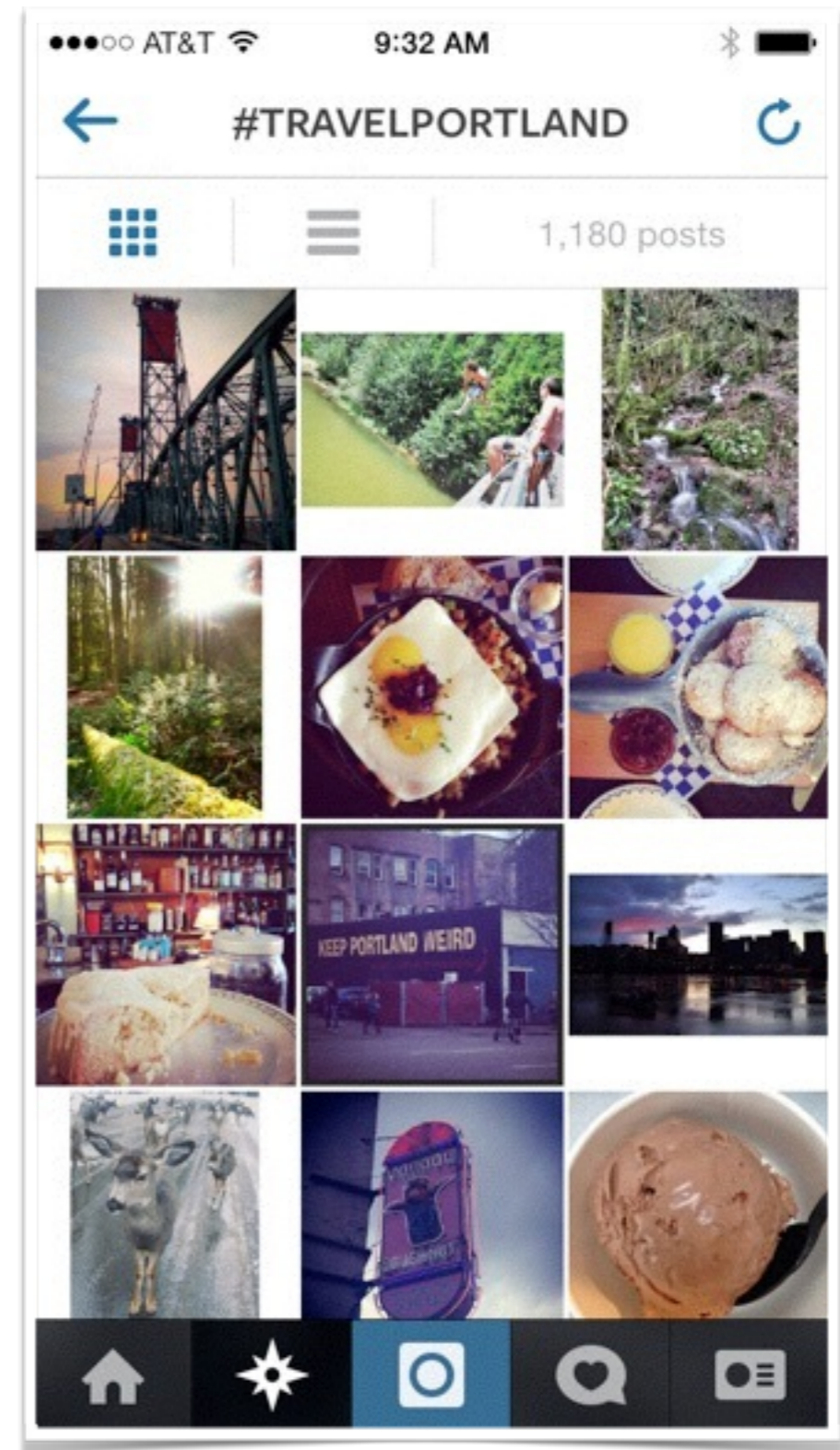
COMPELLING CONTENT

- Share compelling content to tell your brand's story
- Photos don't have to be perfect (iPhone photos tend to be more well received than brand photos on Instagram)
- Post different content than on Facebook, Twitter and other social platforms
- Post consistently - 1 or 2 times a day



HASHTAGS

- Use relevant hashtags to make your photos searchable
- Don't over hashtag photos (2-8 per photo) if you want to add more hashtags, consider adding them in the comment section of the photo
- Actively monitor relevant hashtags and comment and like photos

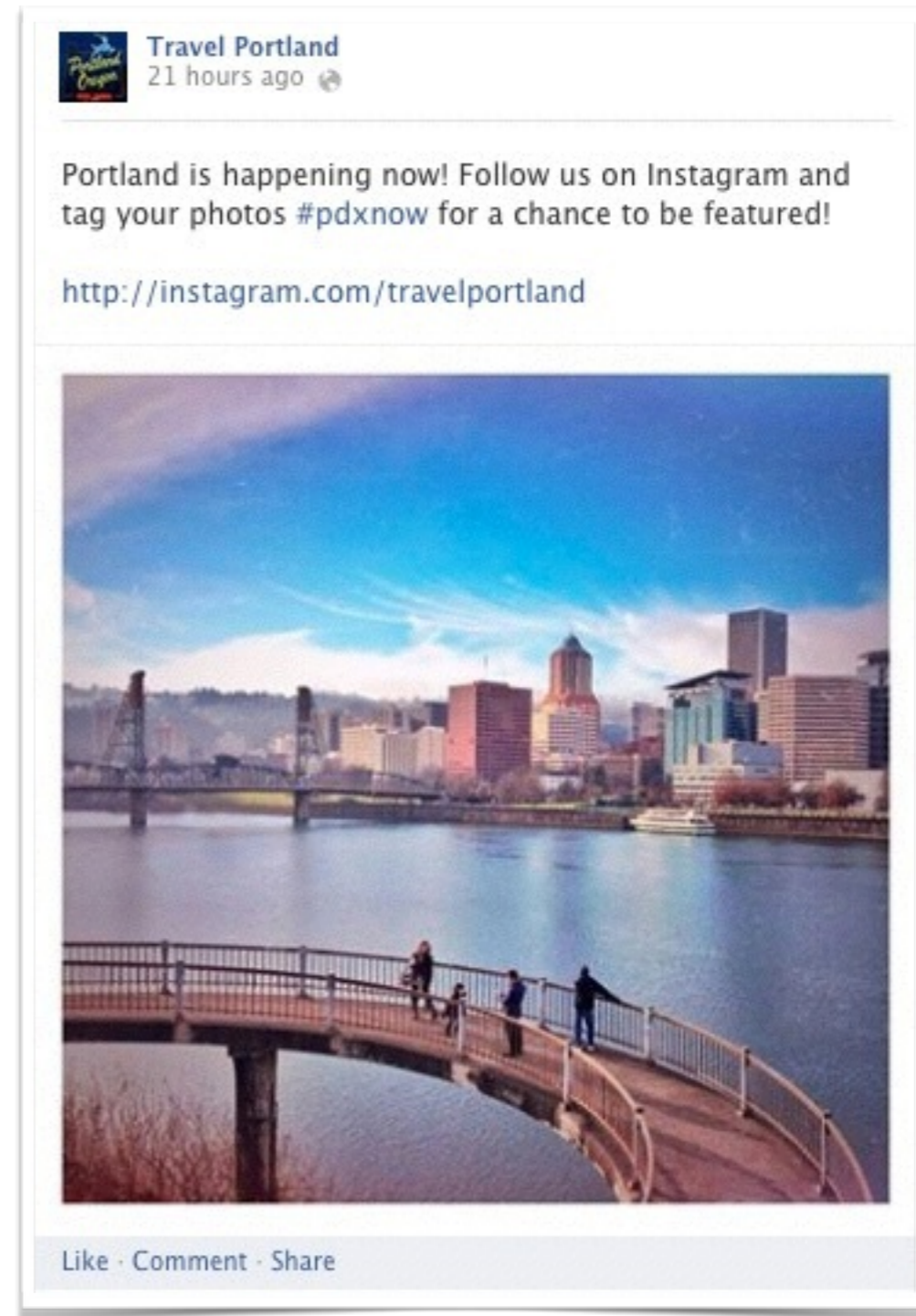


- Follow along with locals, visitors and photographers on their adventures
- Follow industry partners such as @VisitSaltLake
- If you notice users actively interacting with your brand and posting good photos, reward them by following them
- Engage with other users by liking and commenting on photos relevant to your brand
- The more active in following, liking and commenting your brand is, the more followers and engagement you will see



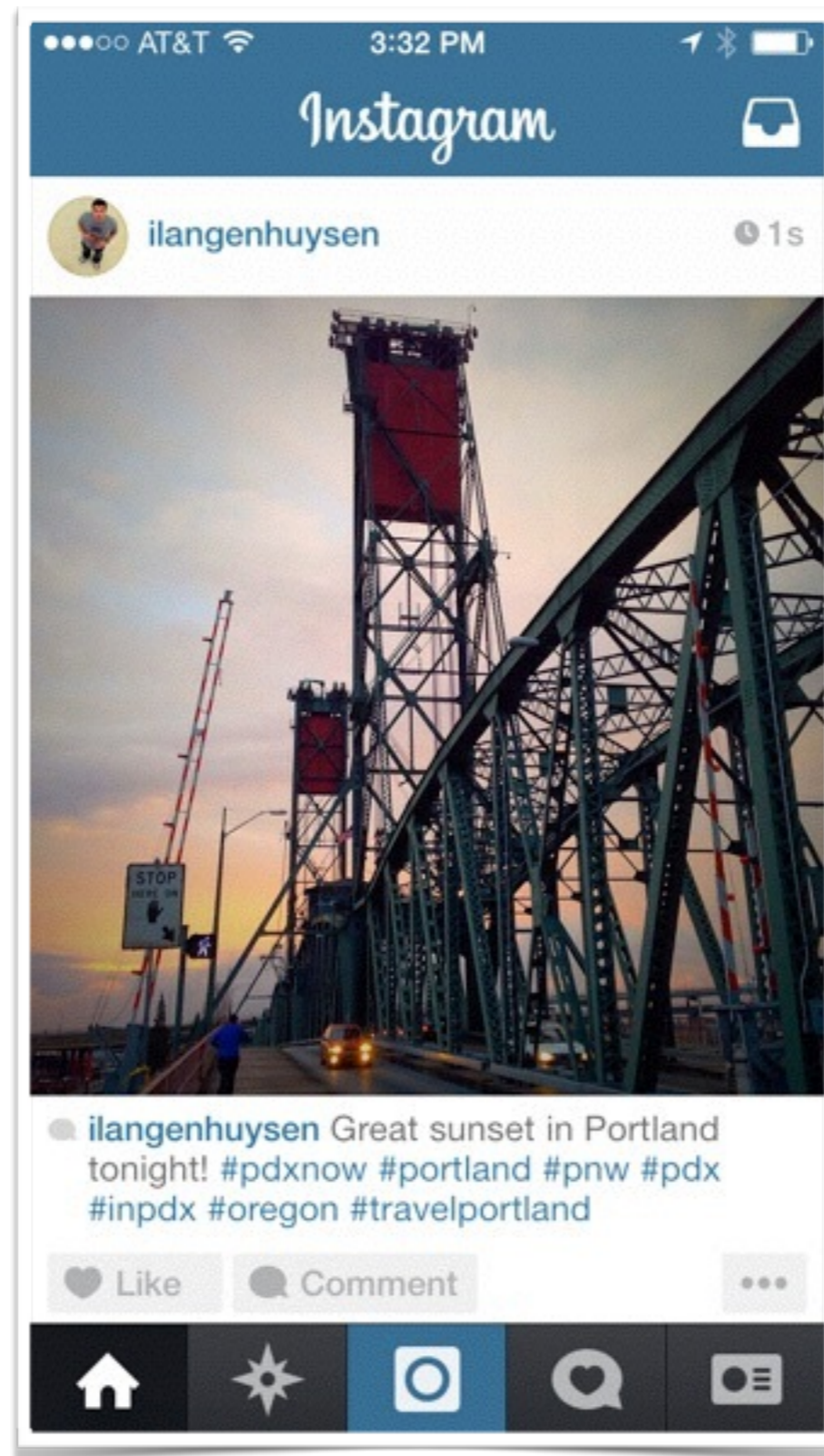
EXPAND YOUR AUDIENCE

- Cross-Promote on your other platforms to help gain followers and raise awareness
- Add a link to the Instagram account so they can easily find you
- Include other relevant information - which hashtag they should use, etc.



HOW TO SHARE PHOTOS

- When sharing to Twitter, consider reposting the photo manually so the photo shows up in the feed as a photo not a link
- Use less hashtags on Twitter than on Instagram to avoid cutting off text

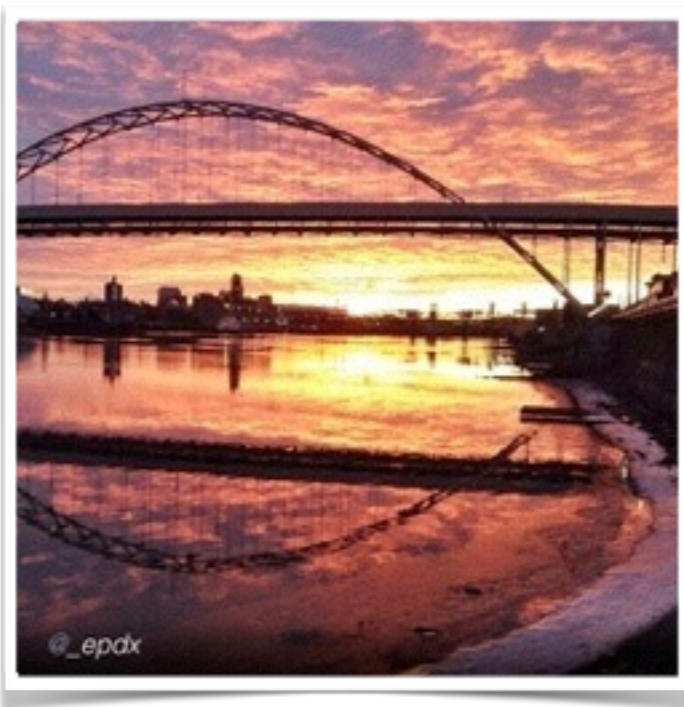


- Considering spreading out the posting so the photos show up at different times
- Not all Instagrams need to be shared across all platforms

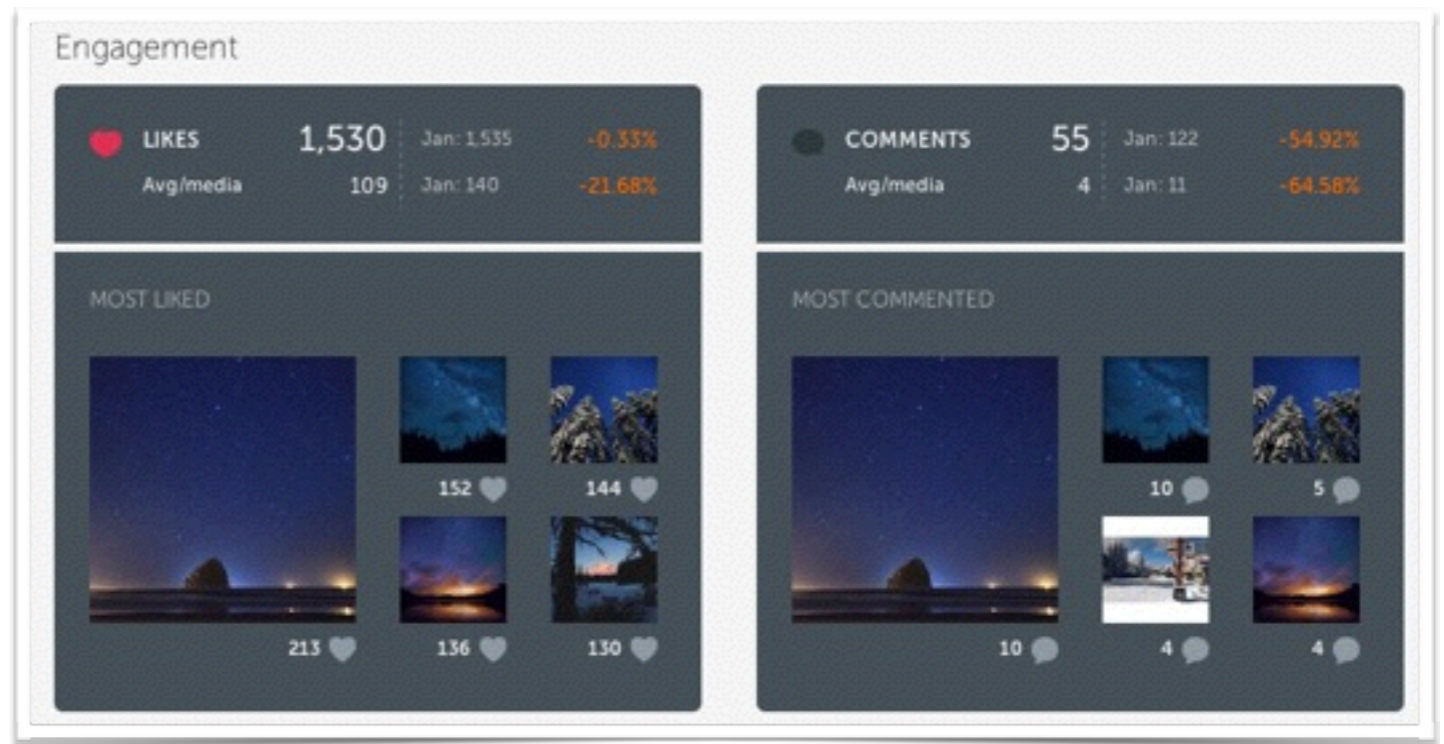
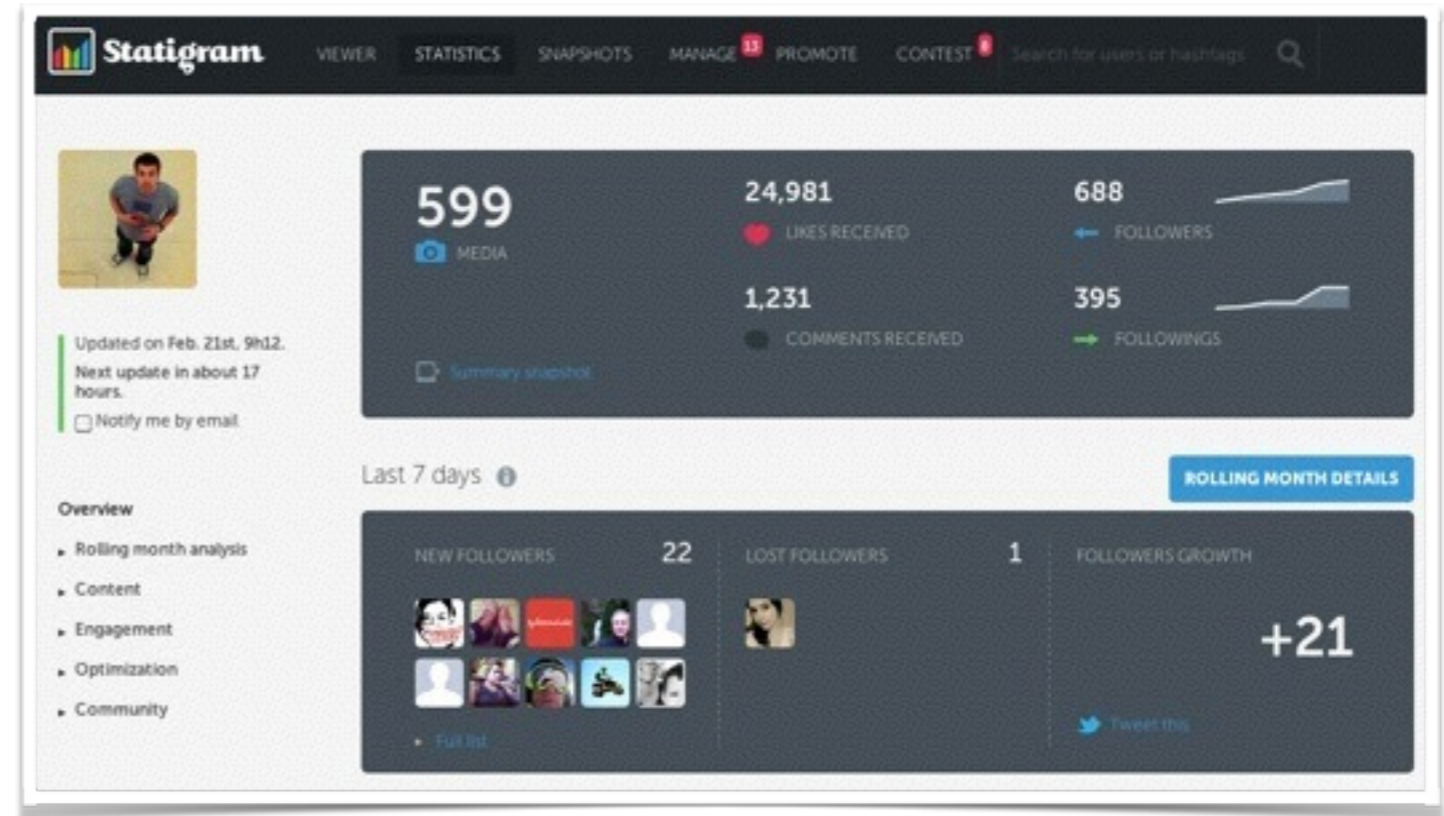


FEATURE FAN PHOTOS

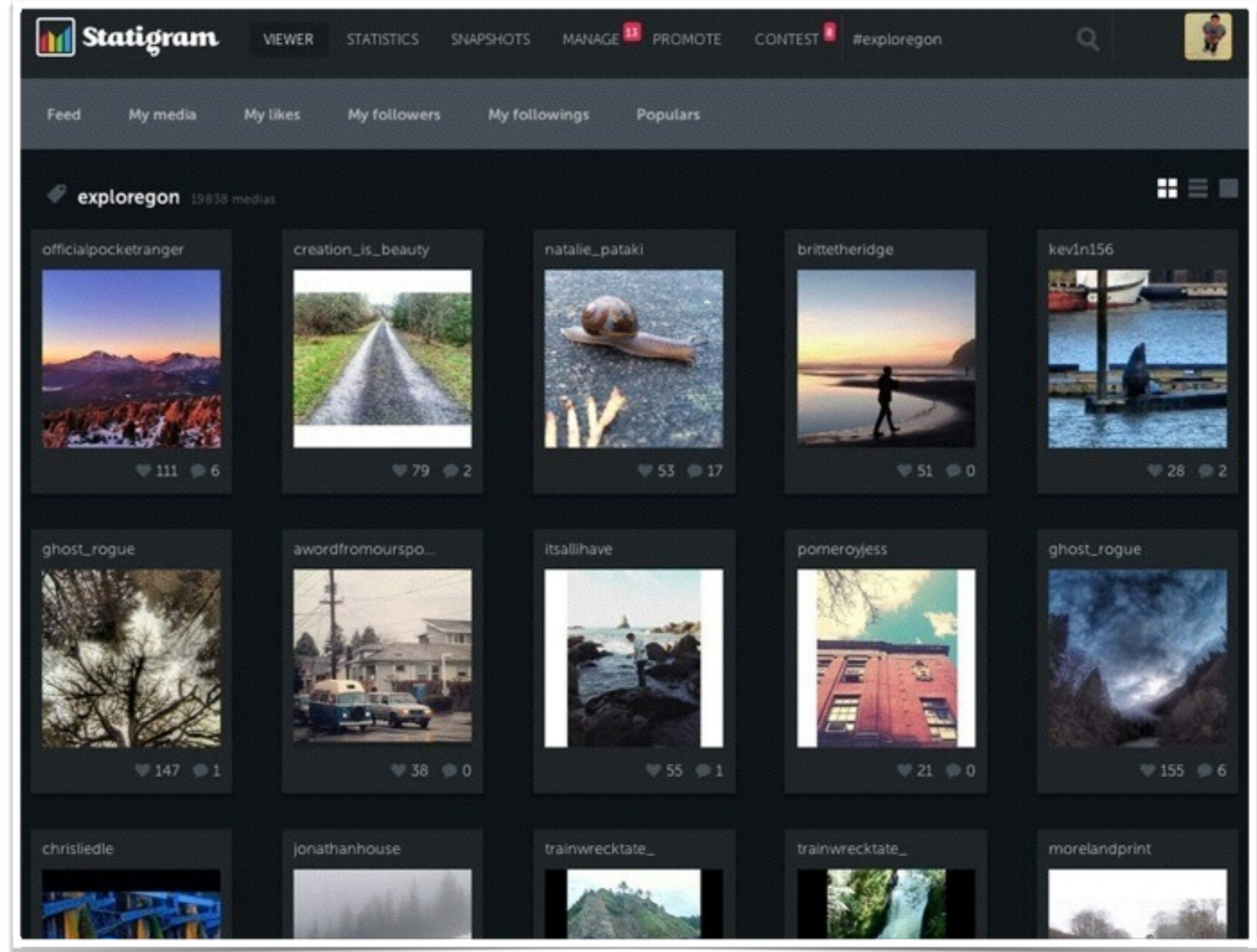
- Select a hashtag specific to your brand and repost user photos
- Update your bio to let followers know how they can contribute
- When reposting fan photos be sure to ask permission and give them credit by tagging them in the description and/or on the photo itself



- Statig.ram is a great online tool to get insights on your account
- It has all of the data including total likes and comments received, new followers, growth history, most engaged followers and much more
- Great tool if you need to report on your Instagram numbers



- Search users and hashtags
- Interact with users right from this dashboard
- Like, Comment and Follow
- Find influential users





#UGLYSWEATERPDX

WIN GREAT DOWNTOWN PRIZES!

1. Put on your ugliest holiday sweater and then snap a selfie.
2. Tag your photo with #UglySweaterPDX and post on Instagram, Twitter or Facebook.
3. Enter to win holiday prizes from Downtown Portland below.

Name:

DOB:

Email:
(So we can notify you if you win)

Entry platform:

Username:
(So we can find your photos)

I agree to the [OFFICIAL RULES](#)

Sign me up for emails from Downtown Portland

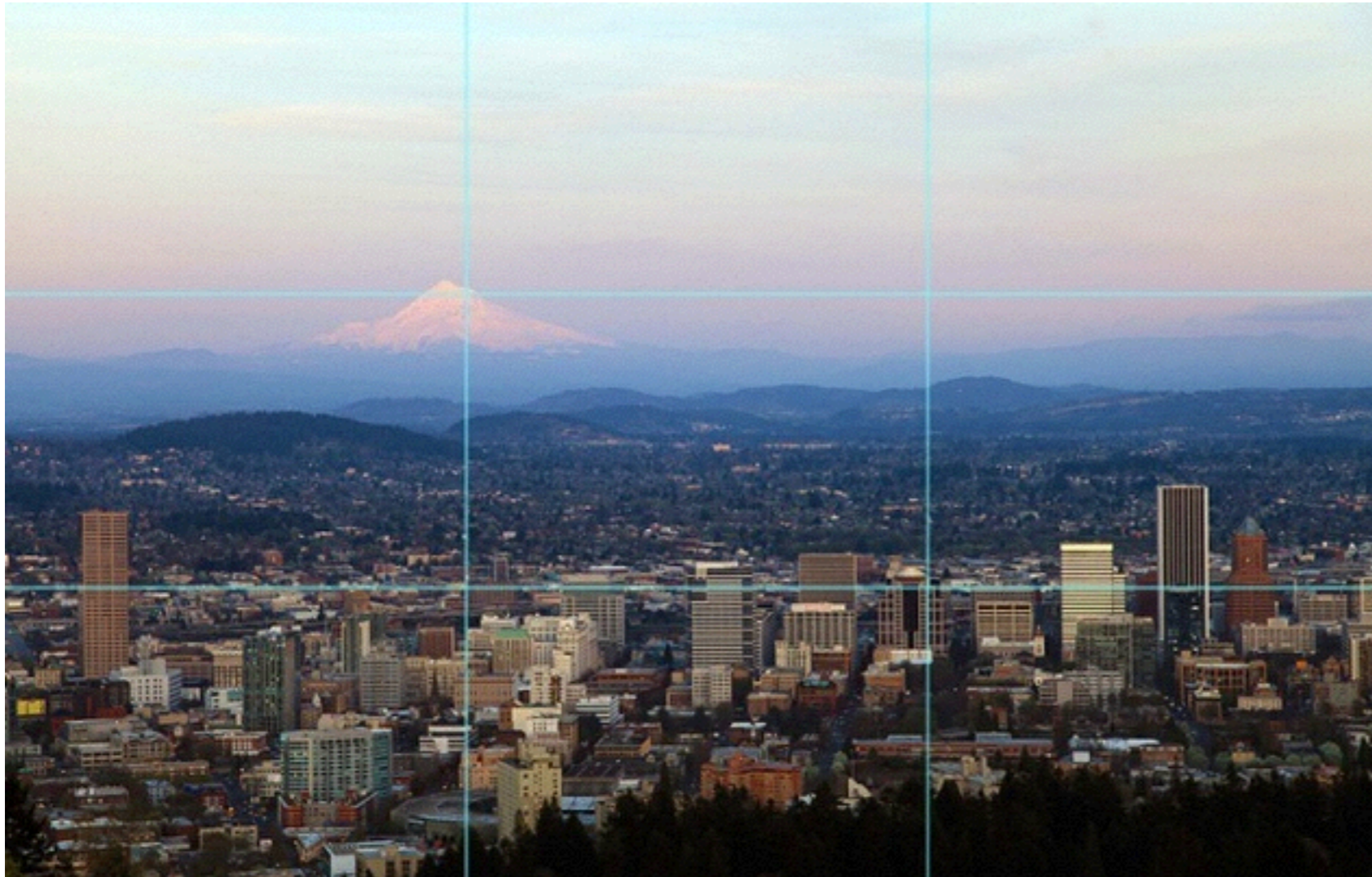
Prizes will include Pioneer Place gift cards for weekly winners and a grand prize of a shopping "staycation" complete with gift cards, dining and a stay at Hotel Lucia.

ENTER TO WIN

- Make them fun and easy to enter
- Use a dedicated hashtag to sift through entries
- Post sample photos to give the fans an idea of what to post
- Don't need big prizes, offer to feature photos, give out small gift cards, etc.
- Give fans a reason to share (real world activations)



7 TIPS FOR TAKING BETTER PHOTOS



- The natural instinct for the everyday picture-taker is to put the subject smack-dab in the middle of the frame, but this doesn't always create the most compelling pictures.
- The basic principle of the rule of thirds is to imagine dividing a picture into thirds both horizontally and vertically. The idea behind this is that if you place points of interest at the intersections your photo becomes more balanced and draws the viewer in more naturally.

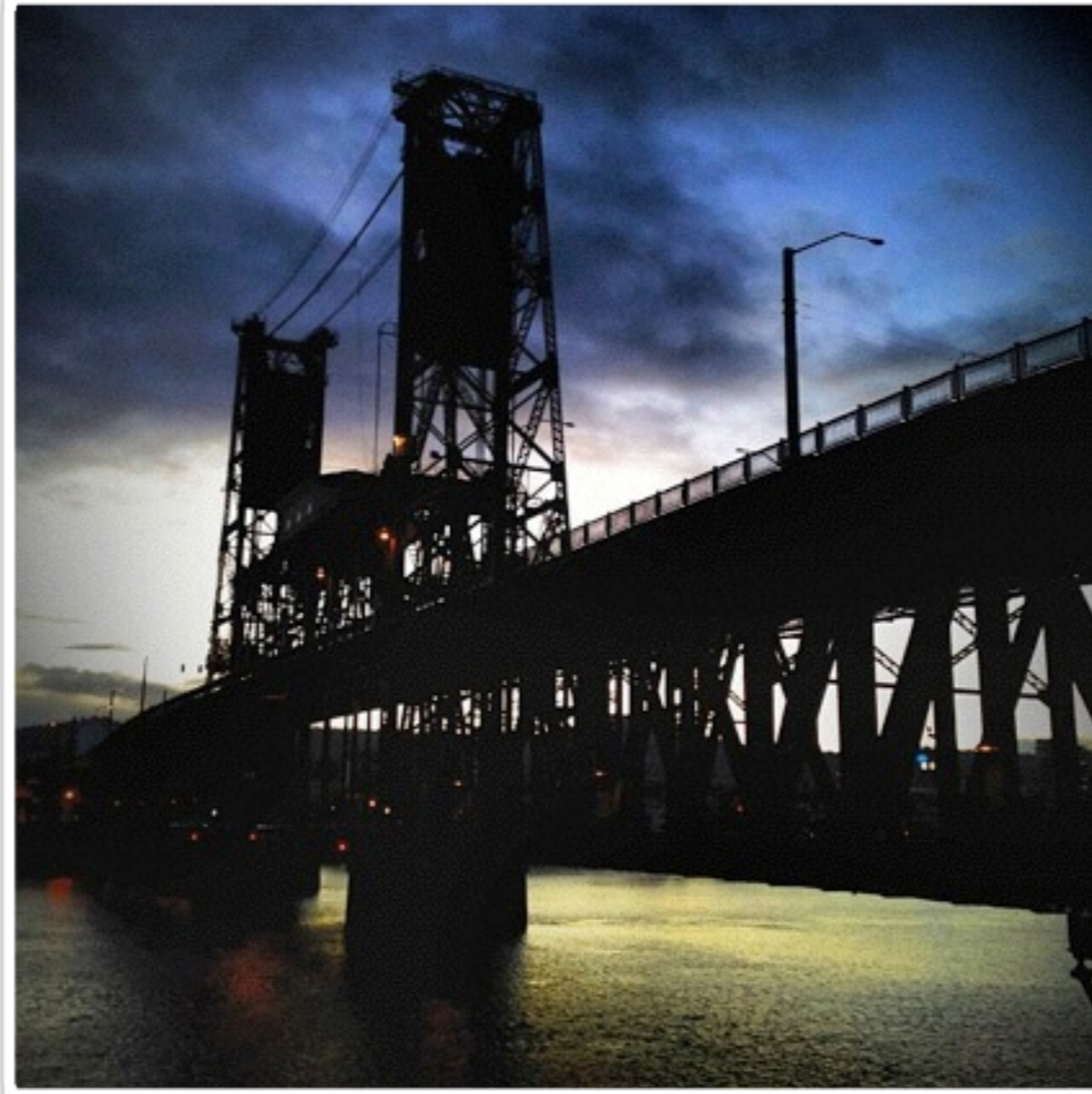
BALANCE YOUR PHOTOS



- When placing your subject off-center using the rule of thirds it can sometimes leave a void making the scene feel empty.
- Balance your image by filling the space with something of less importance.

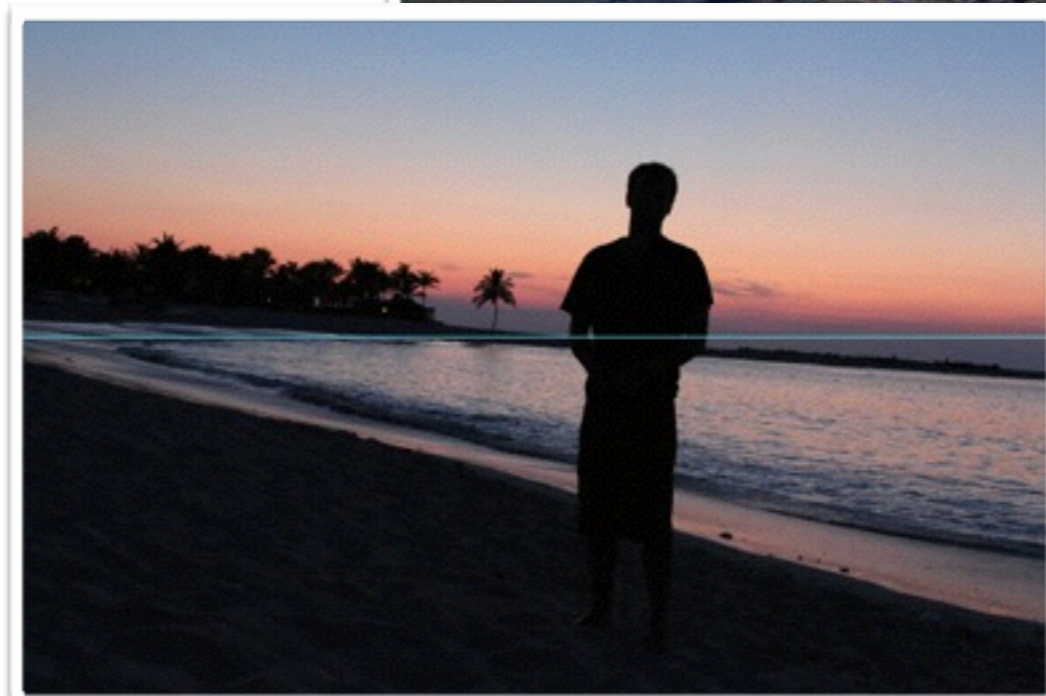
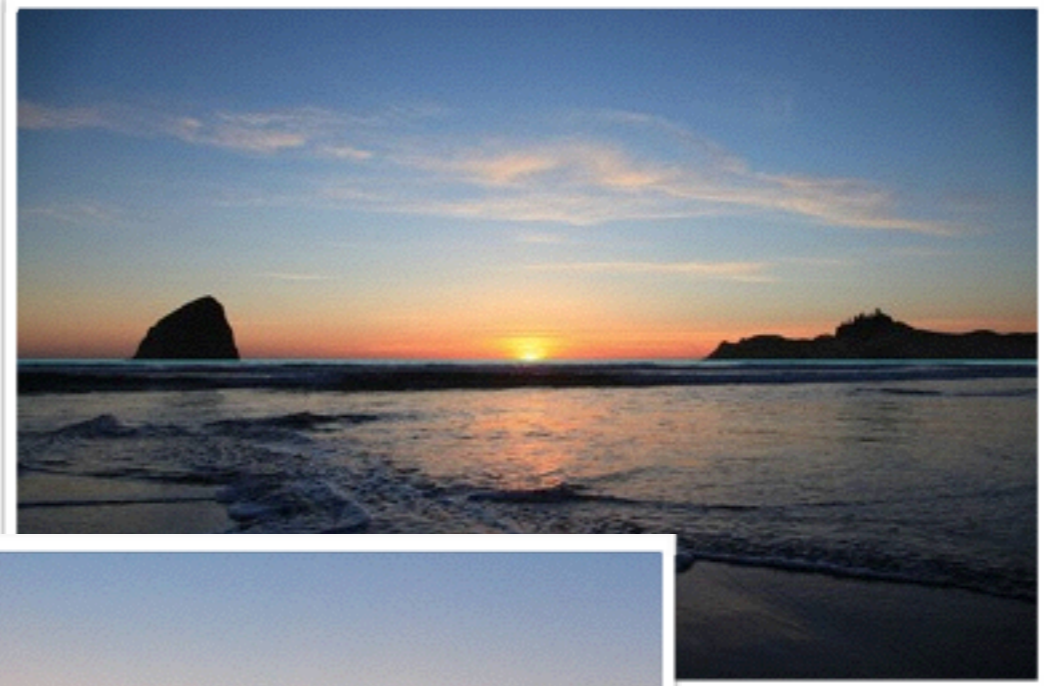
USE DIAGONAL LINES

- Diagonal and leading lines help to draw your eyes deeper into the picture.
- Linear elements shot diagonally like roads, waterways and fences are generally perceived more dynamic than horizontally placed lines.



BE AWARE OF YOUR HORIZON

- Nobody notices a perfectly straight horizon, everyone notices a crooked one.
- Sometimes when focusing on a subject in the foreground the horizon is forgotten.
- Be aware of your horizon - many cameras offer grids to use as guides to keep your horizons straight.



- Make sure your photos are not too busy, keep it simple and focus on your subject.
- Don't be afraid to get close, often times close-up detail shots are more interesting than long shots.





- Play with perspective to add impact to your photos. Try different things: crouch down or get above the subject, or try shooting through an archway.
- Shooting from above makes the subject feel smaller and powerless, and shooting below exaggerates size and gives the subject a feeling of power.



BREAK THE RULES

- Use the rules as guidelines, but they are not set in stone.
- Not everything needs to be on the thirds, or framed correctly.
- Add interest to your photos by experimenting with your shots.



QUICK TIPS



Today almost everyone has a camera phone. Shooting pictures with a small camera built into your phone can be tricky without many manual controls. Here are some basic tips to help you get the most out of your camera:

Hold the camera steady - most camera phones do not have built in stabilizers.

Watch the lighting - do not shoot directly into the sun or with too much sky in the shot; it will create a silhouette effect on your subject.

Avoid using the zoom if possible - camera phones generally use a digital zoom, which degrades the image.

Use both landscape and portrait mode - people have a tendency to only shoot hold the phone straight up, shoot both based on the subject.

Use the Grid Guides - most camera phones now have the guides built in, use them.

Edit your photos – now that you have taken a great photo, use one of the thousands of phone apps to add another dynamic to your image.

POPULAR IPHONE APPS



Over App - Add text to your photos before sharing them



Afterlight - Fine tune your image's exposure, brightness, etc and add white borders for sharing with Instagram



Camera+ - Bored with Instagram's filters? Try this app with all different filters and image adjustments



Flipagram - Create slideshow videos that you can share on your Instagram account

