



HOW TO USE INSTAGRAM

A COMPLETE GUIDE



Instagram is getting bigger and bigger, with celebrities, brands and many churches among those sharing images on the social app. If you're new to Instagram, it can be a bit overwhelming, so here we take you step-by-step through how to use Instagram in our complete guide.

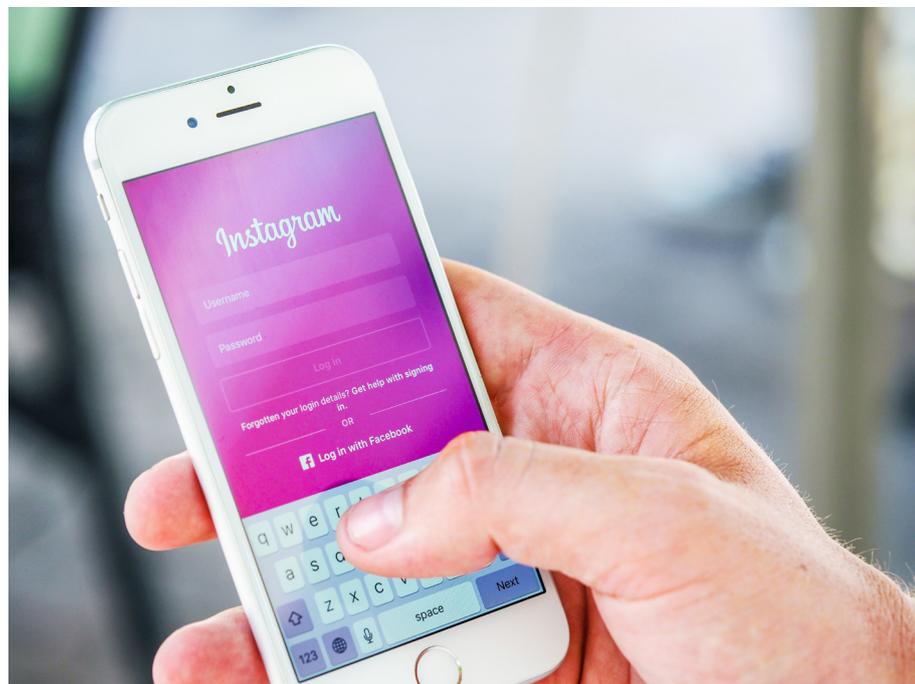
With Instagram you have the power to create a gallery of beautiful images, as well as a photo journal, and you will be joining a whole community, so you can follow people and like their images too. More than this you can use Instagram to post images to your Twitter and Facebook accounts bringing them to life with attractive images whenever you wish. So let's get started.

Download the app

The first thing you'll need to do in order to use Instagram is download the app on your phone. There is an Instagram website but it's very limited – you can't upload new images there, only view them and like or comment on them.

You can download the app from Apple's App Store or Google Play.

Instagram is a great tool for churches to **reach people's everyday lives**, and connect them to your church and **God's Word** every single day.



Create your account

Once the app has downloaded, you'll need to create an account. When you launch the app you should see a link at the bottom of the screen that reads: "Don't have an account? Sign Up." Click that to start the process of signing up to Instagram.

Choose a username

Your username is a lot like a Twitter handle in that it'll be the name your followers will see when you post a new photo or when they tag you in a photo. Create a username that links in with your church name and any other social media accounts.



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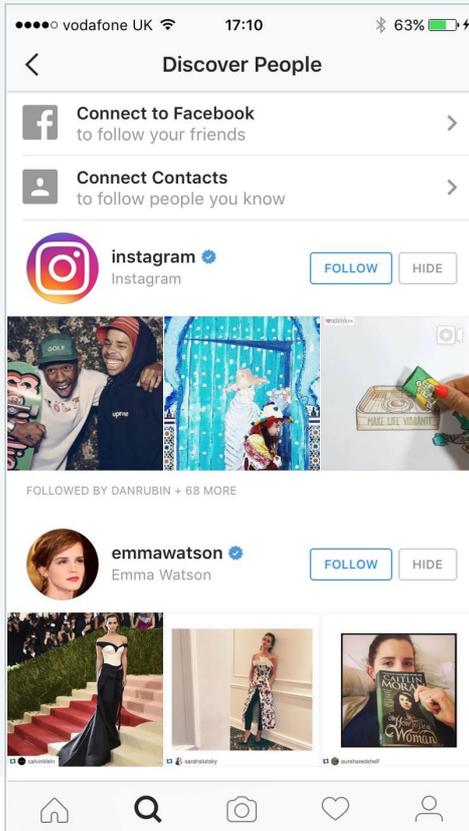
Find other accounts to follow

If you've followed all of the steps above, you'll now have created an Instagram account. Now, you'll see the Explore screen, which lets you search for photos posted by other Instagram users from around the world.

Tap the search bar at the top to search for a topic, hashtag, person or place. Use the tabs along the top of the search screen to find what you're looking for. Follow other users on Instagram by tapping the "Follow" button next to their name. Following people allows you to see their posts in your "Home" page. Click on the Heart icon below other people's photos to like their photo.

Recommendations:

- > [chelmsdio](#)
- > [thechurchofengland](#)
- > [justinwelby](#)
- > [247prayer](#)
- > [htbchurch](#)

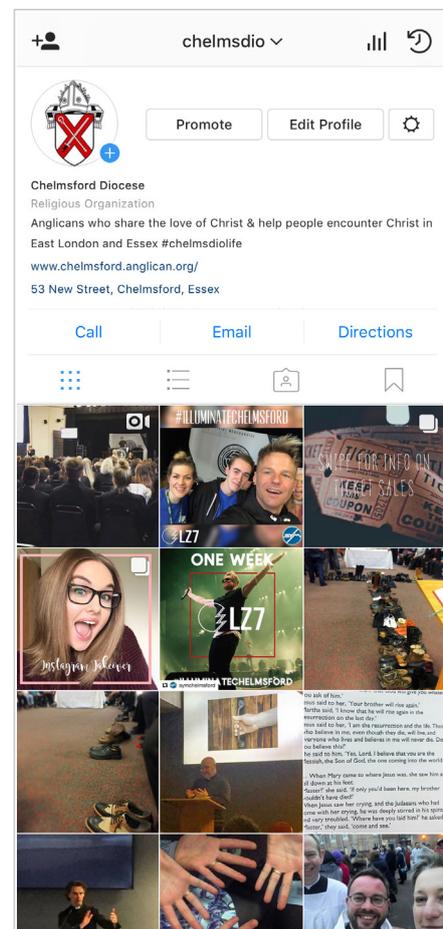


Update your profile

The last icon in the navigation bar is usually your profile picture or a little person symbol. That's where you can have a look at your account and edit your profile.

Use a recognisable photo (your church logo or building) as your profile picture.

Add a small amount of information in the "About" section. Such as: where your church is based, your website, other social media accounts and/or a short summary of your church community ethos.





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Share a photo

Now that you have your account you want to share a photograph on Instagram that shows off your church community & activities! You can tap the square + icon in the centre of the navigation bar and from there, you can choose Library for photos and videos you've already captured that are stored on your phone, Photo to take a new photograph within Instagram, or Video to capture a new video within Instagram.

Videos can be three to 15 seconds long, and you can stop and start the recording simply by letting go of the big red record button and then pressing and holding it again when you want to record more.

Publish

When you're happy with the edits you've made, tap next. You can now add a caption to your image, and include hashtags to help people find it. When using hashtags – use place names, descriptive phrases, tag other users and more! For example you can use hashtags from The Church of England national campaigns like #thykingdom_come or #Easter along with #chelmsdiolife.

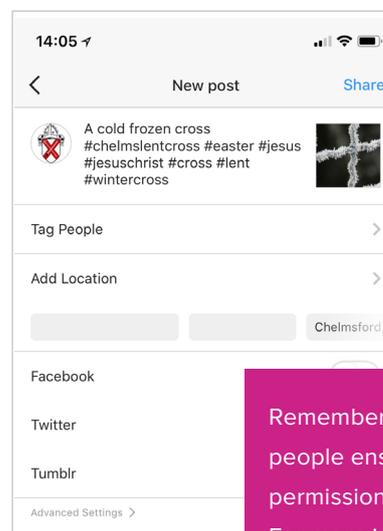
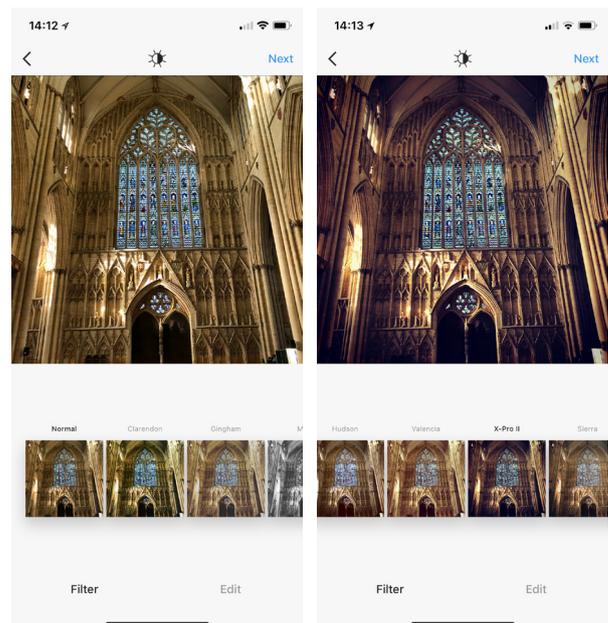
Ideally aim to have between 5 - 15 hashtags describing the content. The more tags that you have the more likes and followers you will receive.

You can also tag people, add your location, and if you've connected your Facebook, Twitter, Tumblr or Flickr accounts you can share the image there directly from within Instagram too. To connect your accounts, tap on the relevant option on the share screen and log in. Tap Share at the bottom of the screen and your Instagram photo has been shared!

Edit your photo and add a filter

Once you've chosen your image, tap next to go to the filters and image editing tools. You'll first be able to swipe through and apply filters by tapping on them at the bottom of the article.

The sun icon lets you change the brightness and contrast of the image, and you can use the slider to change the effect. When you're happy, tap the + to apply. For the finer details, tap the Edit button at the bottom of the screen play around with the options.



Remember when taking photos of people ensure that you have the correct permission to share their images. For more information please visit chelmsford.anglican.org/safeguarding



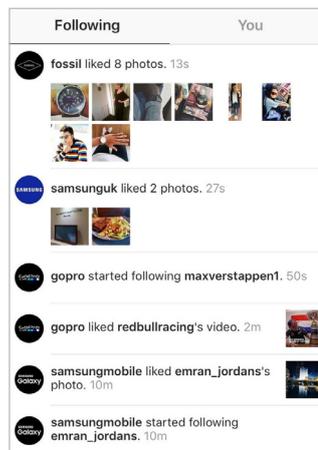
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Activity

Now, you might start to see likes, follows and comments on your newly shared Instagram photo. Those will appear in the Activity section, which you can access by tapping the speech bubble icon in the navigation bar at the bottom of the app.

There, you'll see all of your recent activity, including new followers, mentions, tags and likes. By tapping following, you can see what the people you follow have been liking, and who they've started following too.



Instagram Stories

A newer feature in Instagram that'll be familiar with Snapchat users is Stories. These are a series of photos and/or videos that are shared with your followers for one day before disappearing (and being replaced by the next day's story should you create one).

To create a Story, simply swipe right and press once for a photo, hold for a video. You can also change the mode to Boomerang or Hands Free.

You can add annotations and illustrations to these images too.



Live Video

To start live video, swipe right from feed to open the camera, tap the "Start Live Video" button. You can stay live up to an hour, and your friends might get a notification. While live, you can pin a comment for everyone to see or turn comments off.

If someone else starts a live story, you'll see "Live" under their profile photo in the stories bar.



With Mentions you can now tag people in stories. When you add text to your story, type "@" followed by a username and select the person. When someone taps the mention, they'll see a pop-up that takes them to that profile. Plus, the person mentioned gets a push notification. Within Stories, you can now also add face filters. This is undeniably copied straight from Snapchat, but Instagram integrates it well, allowing you to add them alongside text.

Have an instagram account - let us know. Follow us and send us a direct message on instagram. Click on the  icon and share a photo or message with us.