

LEARNING MADE EASY



2nd Edition

# Instagram<sup>®</sup> For Business

for  
**dummies**<sup>®</sup>  
A Wiley Brand



Establish a profile  
just for your business

Grow your audience,  
your brand, and your sales

Enhance your business with  
Stories, Live, and Reels

**Jenn Herman**  
**Eric Butow**  
**Corey Walker**

Co-authors of *Instagram  
For Dummies*





# Instagram<sup>®</sup> For Business

2nd Edition

by Jenn Herman  
Eric Butow  
Corey Walker

for  
**dummies**<sup>®</sup>  
A Wiley Brand

## Instagram® For Business For Dummies®, 2nd Edition

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, [www.wiley.com](http://www.wiley.com)

Copyright © 2021 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

**Trademarks:** Wiley, For Dummies, the Dummies Man logo, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and may not be used without written permission. Instagram is a registered trademark of Instagram, LLC. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002. For technical support, please visit <https://hub.wiley.com/community/support/dummies>.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit [www.wiley.com](http://www.wiley.com).

Library of Congress Control Number: 2020950826

ISBN 978-1-119-69659-9 (pbk); ISBN 978-1-119-69660-5 (ebk); ISBN 978-1-119-69662-9 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

# Contents at a Glance

<b>Introduction</b> .....	1
<b>Part 1: Creating Your Profile</b> .....	5
CHAPTER 1: Installing Instagram .....	7
CHAPTER 2: Setting Up Your Profile .....	21
CHAPTER 3: Hitting Your Target Audience .....	35
<b>Part 2: Creating Your Narrative</b> .....	49
CHAPTER 4: Taking and Posting Great Photos .....	51
CHAPTER 5: Recording and Posting Great Videos .....	69
<b>Part 3: Interacting with Others</b> .....	79
CHAPTER 6: Finding People to Follow .....	81
CHAPTER 7: Sharing and Commenting on Posts .....	95
CHAPTER 8: Direct Messaging with Ease .....	107
CHAPTER 9: Wielding the Power of the Hashtag .....	123
<b>Part 4: Extending Your Reach with Ads</b> .....	137
CHAPTER 10: Planning a Winning Ad .....	139
CHAPTER 11: Creating an Effective Instagram Ad .....	151
CHAPTER 12: Creating a Winning Contest .....	169
CHAPTER 13: Connecting Your Marketing Dots .....	183
<b>Part 5: Using Instagram Stories as Another Avenue</b> .....	199
CHAPTER 14: Sharing with Instagram Stories .....	201
CHAPTER 15: Making Your Story More Fun .....	215
CHAPTER 16: Sharing Your Stories in New Ways .....	235
CHAPTER 17: Using Highlights to Keep Stories Longer .....	249
CHAPTER 18: Going Live on Instagram .....	257
<b>Part 6: Creating Content on IGTV</b> .....	265
CHAPTER 19: Learning How IGTV Works .....	267
CHAPTER 20: Claiming Your Stake on IGTV .....	273
<b>Part 7: Why Isn't This Working?</b> .....	281
CHAPTER 21: Insta-Diagnosing Instagram .....	283
CHAPTER 22: Insta-Help Is on the Way .....	299

<b>Part 8: The Part of Tens</b> .....	311
CHAPTER 23: Ten Brands Killing It on Instagram.....	313
CHAPTER 24: Ten Places to Find Inspiration.....	325
<b>INDEX</b> .....	337

# Table of Contents

<b>INTRODUCTION</b> .....	1
About This Book .....	1
Foolish Assumptions .....	2
Icons Used in This Book .....	2
Beyond the Book .....	3
Where to Go from Here .....	3
<b>PART 1: CREATING YOUR PROFILE</b> .....	5
<b>CHAPTER 1: Installing Instagram</b> .....	7
Moving Instagram to the Launch Pad .....	8
Installing on a Computer .....	8
Installing on a Windows PC (sort of) .....	9
Installing on a Mac (sort of) .....	10
Installing on Instagram's Native Platform .....	12
Installing on an iPhone .....	12
Installing on an iPad .....	13
Instagram Has Android Covered, Too .....	15
No App? No Problem: Instagram Is on the Web .....	16
Starting to Gram Instantly .....	19
Starting Instagram on a computer .....	19
Starting Instagram on a mobile device .....	20
<b>CHAPTER 2: Setting Up Your Profile</b> .....	21
Professional Profile Practices .....	21
Choosing a name and username for your business .....	22
Choosing a profile photo that attracts customers .....	25
Writing a Bio That Draws in Followers .....	26
Deciding what information to include .....	26
Formatting your bio .....	28
Using a call to action to drive website traffic .....	29
Choosing a website link that encourages clicks .....	29
Taking Advantage of a Business Profile Upgrade .....	31
Connecting to a Facebook page .....	31
Navigating your business profile .....	33
<b>CHAPTER 3: Hitting Your Target Audience</b> .....	35
Organizing Your Marketing Goals and Roles .....	35
Assembling your Instagram team .....	36
Determining your brand voice .....	37
Envisioning your look .....	38

Gathering Post Ideas. . . . .	40
Researching your competition. . . . .	41
Determining post content . . . . .	42
Creating a content calendar. . . . .	43
Evaluating third-party scheduling and analytics platforms. . . . .	45
<b>PART 2: CREATING YOUR NARRATIVE</b> . . . . .	<b>49</b>
<b>CHAPTER 4: Taking and Posting Great Photos</b> . . . . .	<b>51</b>
Taking Your Best Shot. . . . .	52
Improving Your Best Shot . . . . .	53
Applying a filter . . . . .	54
Tweaking with the editing tools. . . . .	56
Saving your changes (or not). . . . .	59
Enriching Your Photo . . . . .	59
Describing your photo . . . . .	60
It's good to have options . . . . .	60
Posting Your Photos: Ta Da! . . . . .	63
Uploading Photos from Your Camera Roll. . . . .	64
Uploading Multiple Photos to One Post. . . . .	66
Selecting multiple photos. . . . .	66
Applying filters and adding photos. . . . .	67
Editing photos individually. . . . .	68
Adding information and sharing your photos. . . . .	68
<b>CHAPTER 5: Recording and Posting Great Videos</b> . . . . .	<b>69</b>
Recording Your Day. . . . .	70
Filming with a smartphone or tablet . . . . .	70
Recording multiple video clips. . . . .	72
Deleting video clips . . . . .	72
Checking out your video. . . . .	72
Improving Your Video . . . . .	73
Applying a filter . . . . .	73
Changing the cover frame . . . . .	74
Adding details. . . . .	74
Posting your video. . . . .	74
Uploading a Stored Video. . . . .	75
Uploading Multiple Videos. . . . .	76



<b>PART 3: INTERACTING WITH OTHERS</b> .....	79
<b>CHAPTER 6: Finding People to Follow</b> .....	81
Where Are My Peeps? .....	82
Finding your Facebook friends .....	82
Syncing your contact list .....	82
Finding New Friends .....	83
Exploring the Explore function .....	84
Searching the Search feature .....	85
Letting Instagram suggest users to you .....	86
Following Your Industry .....	86
Watching your competition .....	87
Getting noticed by big brands .....	88
Deciding Whom to Follow Back .....	89
Viewing and following your followers .....	90
Reciprocating a follow or not .....	90
Finding Your Insta-Tribe .....	92
Finding or creating a community you vibe with .....	92
Deciding whether Instagram pods are beneficial .....	93
<b>CHAPTER 7: Sharing and Commenting on Posts</b> .....	95
Before You Share, Stop and Think .....	96
Sharing on Other Social Media Sites .....	97
Copying and pasting a link to another social network .....	97
Embedding your photo or video on a web page .....	98
Garnering Comments .....	99
Including a caption .....	99
Mentioning your followers .....	100
Reviewing Your Comments .....	100
Deciding to respond or delete .....	101
Reporting Commenters When All Else Fails .....	104
Reporting a commenter .....	104
Blocking a commenter .....	105
<b>CHAPTER 8: Direct Messaging with Ease</b> .....	107
Starting a New Direct Message .....	108
Sending Photos and Videos Privately .....	110
Sharing GIFs .....	114
Using Voice Messages .....	115
Creating a New Group Message .....	116

	Replying to a Direct Message . . . . .	117
	Using Live Chat in Direct Messages . . . . .	118
	Navigating Your Inbox . . . . .	119
	Getting Rid of Unwanted Messages . . . . .	121
<b>CHAPTER 9:</b>	<b>Wielding the Power of the Hashtag . . . . .</b>	<b>123</b>
	Investigating Hashtags . . . . .	124
	Following hashtag best practices . . . . .	125
	Storing hashtags for later . . . . .	127
	Tracking hashtag analytics . . . . .	128
	Researching the Right Hashtags . . . . .	131
	Checking out the competition . . . . .	131
	Picking up on similar hashtags . . . . .	132
	Discovering what the cool kids are doing (influencer hashtags) . . . . .	133
	Creating a Branded Hashtag . . . . .	134
	Hashtag your promotion or contest . . . . .	135
	Gathering user-generated content . . . . .	135
	<b>PART 4: EXTENDING YOUR REACH WITH ADS . . . . .</b>	<b>137</b>
<b>CHAPTER 10:</b>	<b>Planning a Winning Ad . . . . .</b>	<b>139</b>
	Selecting the Right Ad Type . . . . .	140
	Photo ad . . . . .	141
	Video ad . . . . .	142
	Carousel ad . . . . .	142
	Stories ad . . . . .	143
	Collection ad . . . . .	144
	Using an Effective Ad Strategy . . . . .	144
	Design requirements . . . . .	144
	Selecting your target audience . . . . .	145
	Choosing ad images wisely . . . . .	146
	A caption can speak (less than) 1,000 words . . . . .	148
<b>CHAPTER 11:</b>	<b>Creating an Effective Instagram Ad . . . . .</b>	<b>151</b>
	Using the Instagram Mobile App to Create an Ad . . . . .	152
	Using Facebook to Create an Ad . . . . .	153
	Creating the campaign . . . . .	153
	Creating the ad set . . . . .	155
	Creating the ad . . . . .	159
	Running an Instagram Stories ad in Ads Manager . . . . .	160
	Monitoring your Instagram ad . . . . .	162
	A/B Testing . . . . .	162
	Measuring Your Ad Results . . . . .	165

Viewing Insights via Instagram . . . . .	166
Viewing Insights via Facebook Ads Manager. . . . .	166
<b>CHAPTER 12: Creating a Winning Contest. . . . .</b>	<b>169</b>
Exploring the Benefits of Hosting Instagram Contests . . . . .	169
Following the Rules and Restrictions for Running Contests . . . . .	170
Listing the official contest rules. . . . .	171
Releasing Instagram of any involvement. . . . .	172
Planning a Successful Contest. . . . .	172
Stating your contest goals . . . . .	173
Choosing a prize . . . . .	173
Establishing entry requirements. . . . .	174
Defining the rules or conditions . . . . .	175
Determining the contest's length . . . . .	175
Figuring out the promotion schedule. . . . .	175
Choosing a hashtag. . . . .	175
Designing contest images . . . . .	177
Crafting post captions for the contest . . . . .	177
Deciding how winners will be chosen and notified . . . . .	178
Outlining who will respond to contest engagement . . . . .	179
Executing a Winning Contest. . . . .	179
Following Up. . . . .	180
<b>CHAPTER 13: Connecting Your Marketing Dots. . . . .</b>	<b>183</b>
Incorporating Instagram in Your Marketing Mix. . . . .	183
Connecting Instagram to Other Social Networks . . . . .	184
Including Instagram on Your Website . . . . .	186
Linking your website to your Instagram page. . . . .	186
Allowing others to share your content via Instagram . . . . .	187
Embedding your Instagram feed on your website. . . . .	188
Promoting Instagram on Printed Materials. . . . .	190
Incorporating Instagram into an Event or Promotion . . . . .	191
Monitoring Your Instagram Stats . . . . .	194
Using Instagram's native analytics . . . . .	194
Best third-party apps for Instagram analytics. . . . .	196
<b>PART 5: USING INSTAGRAM STORIES AS ANOTHER AVENUE . . . . .</b>	<b>199</b>
<b>CHAPTER 14: Sharing with Instagram Stories . . . . .</b>	<b>201</b>
Checking Out Instagram Stories . . . . .	202
Getting Started. . . . .	203
Creating an Instagram story in the app . . . . .	203
Uploading a photo or video from your camera roll . . . . .	205

Adding a Text Post . . . . .	206
Saving Your Story . . . . .	207
Using Direct Messages to Send a Story . . . . .	208
Determining the Best Content to Share . . . . .	210
Talking to your audience . . . . .	210
Providing before-and-after and series shots . . . . .	211
Peeking behind the scenes . . . . .	212
Showing your travels . . . . .	212
Advertising Your Story . . . . .	213
<b>CHAPTER 15: Making Your Story More Fun . . . . .</b>	<b>215</b>
Creating Graphics for Stories . . . . .	215
Adding Text and Username Tags . . . . .	218
Drawing on Your Story . . . . .	220
Stickers and Tags . . . . .	221
Adding a Link to Your Website . . . . .	223
Making Funny Faces with Face Filters . . . . .	224
Using Boomerang to Keep Fans Coming Back . . . . .	225
Creating a Collage with Layout . . . . .	226
Using SuperZoom for Drama . . . . .	227
Using Hands-Free to Make Life Easier . . . . .	228
Using Reels to Stand Out . . . . .	228
Finding and watching reels . . . . .	229
Creating a reel . . . . .	230
What's the catch? . . . . .	232
Capitalizing on reels . . . . .	233
<b>CHAPTER 16: Sharing Your Stories in New Ways . . . . .</b>	<b>235</b>
Jazzing Up Your Story Post Using Stickers . . . . .	235
Location, mention, and hashtag stickers for search and notifications . . . . .	236
GIFs, sliders, emojis, and more . . . . .	239
Questions, polls, quizzes, chats, and more . . . . .	241
Use the countdown sticker to intrigue your followers . . . . .	242
Picture in picture for the fun of it . . . . .	243
Deleting stickers that don't work . . . . .	243
Personalizing Stories with Doodles . . . . .	244
Saying More with Text . . . . .	246
Changing your font option . . . . .	247
Removing your text boxes . . . . .	248
<b>CHAPTER 17: Using Highlights to Keep Stories Longer . . . . .</b>	<b>249</b>
Getting Acquainted with Highlights . . . . .	249
Creating a Highlight Gallery . . . . .	250

Adding a highlight from your profile . . . . .	250
Adding a highlight from an active story . . . . .	251
Naming and customizing your highlight . . . . .	252
Setting a cover image for your highlight . . . . .	252
Creating a custom cover image . . . . .	253
Adding Content to a Highlight . . . . .	253
Sharing a current story . . . . .	253
Finding an archived story . . . . .	253
Deleting a story from a highlight . . . . .	254
Coming Up with Fun Ideas for Highlights . . . . .	255
<b>CHAPTER 18: Going Live on Instagram . . . . .</b>	<b>257</b>
Getting Started with Live Videos . . . . .	257
Knowing When to Go Live . . . . .	260
Developing a Game Plan . . . . .	260
Alerting Your Fans . . . . .	261
Acknowledging Live Followers . . . . .	262
Inviting a Guest onto the Live Broadcast . . . . .	262
Saving Live Broadcasts and Sharing Them . . . . .	263
<b>PART 6: CREATING CONTENT ON IGTV . . . . .</b>	<b>265</b>
<b>CHAPTER 19: Learning How IGTV Works . . . . .</b>	<b>267</b>
Finding IGTV within Instagram . . . . .	267
Finding IGTV in the IGTV App . . . . .	269
Understanding How IGTV Videos Are Formatted . . . . .	270
Tapping into Whose Videos You're Seeing . . . . .	271
<b>CHAPTER 20: Claiming Your Stake on IGTV . . . . .</b>	<b>273</b>
Uploading Videos to IGTV . . . . .	273
Using your mobile device to upload . . . . .	273
Using your computer to upload . . . . .	276
Creating Quality Content for IGTV . . . . .	278
Making your videos shine . . . . .	278
Using the video description to your advantage . . . . .	279
Responding to Comments on Your Videos . . . . .	280
<b>PART 7: WHY ISN'T THIS WORKING? . . . . .</b>	<b>281</b>
<b>CHAPTER 21: Insta-Diagnosing Instagram . . . . .</b>	<b>283</b>
Installation Issues . . . . .	283
Dealing with compatibility issues . . . . .	284
Checking your space . . . . .	284
Unfreezing an installation on your iPhone or iPad . . . . .	287

Finding a missing app on your iPhone or iPad . . . . .	288
Resolving issues on an Android device . . . . .	288
Log-In Difficulties . . . . .	288
Checking your username . . . . .	288
Fixing password issues . . . . .	289
Dealing with a disabled account . . . . .	293
Finding Relief for Common Problems . . . . .	293
Instagram won't share . . . . .	294
Getting Instagram to notify you . . . . .	295
Nothing Is Working . . . Now What? . . . . .	296
Getting Rid of Error Messages . . . . .	297
Can't add a comment . . . . .	297
Can't delete comments . . . . .	297
Can't refresh feed . . . . .	298
Can't follow anyone else . . . . .	298
<b>CHAPTER 22: Insta-Help Is on the Way . . . . .</b>	<b>299</b>
Taking Advantage of Instagram's Help . . . . .	299
Accessing Help Center . . . . .	300
Visiting Privacy and Safety Center . . . . .	302
Viewing Instagram Business web pages . . . . .	303
Tapping Social Media . . . . .	304
Sending a message on Facebook . . . . .	304
Tweeting and being tweeted . . . . .	305
Reading the Instagram and Instagram for Business blogs . . . . .	306
Visiting the Instagram Business blog . . . . .	306
Joining a Community . . . . .	308
Visiting Reddit and Quora . . . . .	308
<b>PART 8: THE PART OF TENS . . . . .</b>	<b>311</b>
<b>CHAPTER 23: Ten Brands Killing It on Instagram . . . . .</b>	<b>313</b>
GoPro . . . . .	313
Yellowillow . . . . .	314
LeesFeedBoutique . . . . .	315
RPMItalian . . . . .	316
GymShark . . . . .	317
TheLoveBombCo . . . . .	318
The.Book.Report . . . . .	319
LajollaMom . . . . .	320
TSA . . . . .	321
GeneralElectric . . . . .	322

<b>CHAPTER 24: Ten Places to Find Inspiration</b> .....	325
Investigate the Explore Page .....	325
Review Hashtag Searches Related to Your Brand.....	327
Spy on Your Competitors.....	329
Get Inspiration from Local Businesses.....	330
Check Out Your Favorite Products .....	330
Look to Photographers.....	331
Get Inspired by Bloggers .....	332
Find Big Brands That Are Being Creative .....	333
Learn from Instagram and Marketing Experts .....	334
Follow the Instagram for Business Account .....	335
<b>INDEX</b> .....	337





# Introduction

---

**A**re you ready to have some fun? We hope you are! Because Instagram is all about entertainment and creating exciting content. Because you've chosen this book, we know you're ready to get down to business creating an Instagram account that will not only help you grow your business but also be something you enjoy!

With more and more people joining Instagram every day, the social media app continues to grow at unprecedented rates. But with that growth comes a lot of noise and saturation from people who don't quite understand how to use the platform effectively. However, after reading this book, you'll have the tools and tactics necessary to build a successful Instagram profile.

## About This Book

---

The purpose of *Instagram For Business For Dummies*, 2nd Edition is to help you use Instagram effectively. But as you can see by the number of pages in this book, that purpose is easier said than done!

Instagram really is as simple as uploading a photo. But for strategic business use, you should employ a number of marketing and traffic-generating tactics, which we explore in this book. And as Instagram adds more features to the platform, such as IGTV and Reels, understanding how to create this additional content is just as important.

Instagram is an interactive and community-focused platform, so we hope you are looking forward to building a community around your brand.

We take you through every step of creating and uploading content to Instagram, writing effective captions that get your audience to take action, finding hashtags that help you get more exposure, building your audience, and using all the fun features built into Instagram.

# Foolish Assumptions

When writing this book, we assumed that you

- » Have a business or are getting ready to start a business
- » Have a website for your business
- » Know your target customer audience and know that they're using Instagram
- » Want to use Instagram effectively to drive real business results
- » Don't want to look like an amateur, even if you're new to using Instagram
- » Are committed to devoting time and energy to build a presence on Instagram that will reflect your brand

If these assumptions are correct, this is the right book for you! We're confident that the tactics and information here will help you achieve your goals.

## Icons Used in This Book

To make things easier and ensure that you don't miss important details, various icons appear throughout this book. Here's what the different icons look like and mean.



TIP

The Tip icon is a small piece of expert advice that will save you time and make your experience on Instagram easier to master.



REMEMBER

Because we cover a lot of details and information, every now and then we throw in a Remember icon to remind you of important details we've already covered. We know you're reading every juicy detail of the book; the Remember icon just helps resurface some of those tidbits.



TECHNICAL  
STUFF

Who doesn't love a little geek-fest on technical jargon? Okay, a lot of people! We've pulled out these paragraphs so you can understand the technical aspects of using Instagram without getting overwhelmed.



WARNING

Yes, this book has a few warnings. When you see a Warning icon, please take a few extra moments to understand the effect of what we're saying. You're not going to blow up your Instagram account or do anything irreparable, but we want to save you from any headaches we can.

# Beyond the Book

---

In addition to what you're reading right now, this book also comes with a free, access-anywhere cheat sheet that provides a handy list of Instagram lingo, steps for sharing posts directly, and more. To view the cheat sheet, simply go to [www.dummies.com](http://www.dummies.com) and type **Instagram for Business For Dummies Cheat Sheet** in the Search box.

# Where to Go from Here

---

The first few chapters dive into how to set up a new Instagram account. If you already have an Instagram account, you can skip the first chapter, but we encourage you to check out Chapter 2 because it contains information on how to set up an effective profile. Don't worry, you can easily update or edit anything you've already started!

After that, we have a ton of information on creating better content and getting strategic with your Instagram content. If you want to focus on specific areas, look at the Table of Contents for guidance.

If you run into trouble, check out Chapters 21 and 22, which are dedicated to troubleshooting Instagram issues. And if you're looking for inspiration, read Chapters 23 and 24.

It's time to jump into all the fun of Instagram that we've been talking about! Enjoy the book.



# 1

## Creating Your Profile

### **IN THIS PART . . .**

Install Instagram on your smartphone, tablet, or Windows computer.

Set up your Instagram business profile to draw followers like moths to a flame (or whatever trite saying applies).

Prepare your business goals for your Instagram profile so you can reach the most customers.

- » Finding Instagram apps for your device or computer
- » Deploying Instagram apps on Windows and Mac computers
- » Installing Instagram apps on mobile devices
- » Using Instagram on the web
- » Launching Instagram on your computer or mobile device

## Chapter **1**

# Installing Instagram

The good people at the Instagram division of Facebook realized long ago that many people use Instagram with all their computing devices, not just smartphones. What's more, they knew that if business owners were going to adopt Instagram as the de facto photo-sharing app, Instagram had to be available everywhere: on smartphones, tablets, computers, and even the Instagram website.

If you haven't installed Instagram yet, this is the chapter you need to read. We start by showing you where to find Instagram on the web, and then you find out how to install the Instagram app on computers, smartphones, and tablets.

Next, you see how to use Instagram on the web in case you're using a computer or device that either doesn't or can't have Instagram installed, such as a company smartphone that allows only company-approved apps. Finally, you launch the Instagram app on your computer or device so you can scratch that itch and start Instagramming.

# Moving Instagram to the Launch Pad

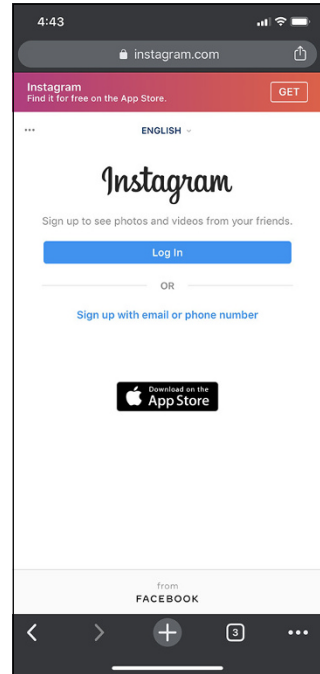
If you don't have Instagram installed on your smartphone (or your computer), search in one of the following locations to find and download the app:

- » **iPhone or iPad:** App Store
- » **Android smartphone or tablet:** Google Play Store
- » **Windows:** Microsoft Store
- » **Mac:** App Store

In the iPhone example shown in Figure 1-1, the brightly colored bar at the top of the page indicates where you can download the app.



If your workplace has a BYOD (Bring Your Own Device) policy, pass this book around to the people in your company so they can refer to the appropriate section in this chapter for installing Instagram on their computer or device.



**FIGURE 1-1:** Get the iPhone Instagram app by clicking Get at the top right.

## Installing on a Computer

Instagram was designed for a smartphone, but in a business setting you'll be more likely to view it at your desk while you're working. Otherwise, you'll have to keep looking from your computer screen to your smartphone.

Fortunately, the Instagram app is available for Windows and the Mac, so you can view, like, and comment on photos and videos from other Instagram users. However, you can't use your computer's webcam to take pictures or shoot video.



Feel free to skip ahead to the "No App? No Problem: Instagram Is on the Web" section to learn how to use the Instagram website. (This information should go in your brain's "be prepared" file.) Then continue reading to the end of the chapter to learn how to log in to Instagram.



# Installing on a Windows PC (sort of)

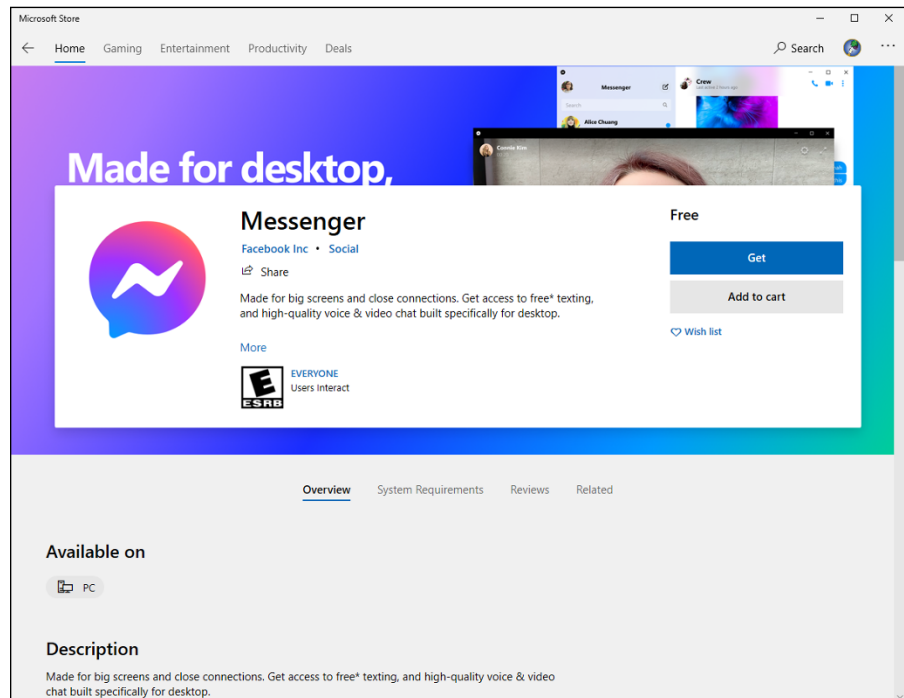
The Windows version of Instagram is a Windows 10 app. As any Windows 10 user knows, Microsoft is trying to make Windows the best of both worlds by offering apps that can run on both Windows on computers and the Windows Mobile 10 operating system. (Good luck trying to find anyone using Windows Mobile 10 on a smartphone.)

Windows PC users can install the Instagram app from the Windows Store or the Instagram website. Here's how to install the app from the Windows Store:

1. Click the Start icon in the taskbar.
2. Click Store in the list of programs or click the Start tile in the Start menu.
3. In the Search box, type Instagram.
4. In the list that appears below the Search box, click Instagram.
5. Click the Get button, as shown in Figure 1-2.

After the Windows Store installs the Instagram app on your computer, the Get button in the Store window changes to Launch.

6. Click Launch to start the app.



**FIGURE 1-2:** Click Get in the upper-right area of the Microsoft Store window.

If you prefer to install the Windows app from the Instagram website, follow these steps:

1. **Navigate to the Instagram website at [www.instagram.com](http://www.instagram.com).**
2. **Click the Sign Up link in the Instagram web page.**  
The Store window appears in front of your browser window.
3. **Click the Install button (refer to Figure 1-2).**
4. **After installation, start the app by clicking the Launch button.**

Now you can skip ahead of the rest of the class and start Instagramming by going to the “Starting to Gram Instantly” section.

## Installing on a Mac (sort of)

Instagram doesn’t have a Mac version of its app available to download, as you’ll discover if you search for Instagram in the App Store. If you try to download the app from iTunes by clicking Get on the Instagram app page, you’ll see the Get button change to Downloading for a few seconds, and then the button will change back to Get.

The only way you can access Instagram is on its website. And if you use a web browser other than Safari, you’ll only be able to view, like, and comment on photos and videos. Fortunately, you can bamboozle the Instagram website into thinking you’re accessing the website on the iPhone so you can upload photos.



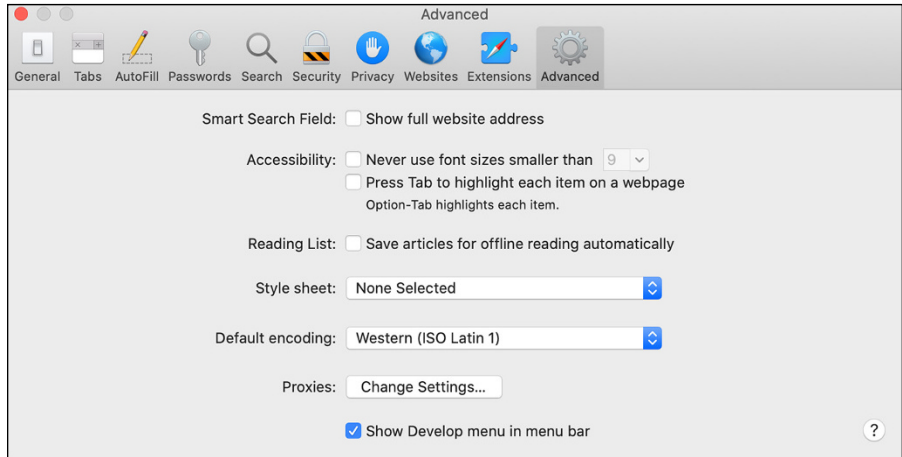
REMEMBER

You can only upload photos from your Mac from the bamboozled Instagram website. You can’t take photos, shoot videos, or upload videos.

An article by Lewis Painter on the Macworld UK website ([www.macworld.co.uk/how-to/mac-software/instagram-for-mac-3641569/](http://www.macworld.co.uk/how-to/mac-software/instagram-for-mac-3641569/)) tells you how to do this. But rather than make you go to the website for this information, we tell you how here:

1. **Open Safari.**
2. **Choose Safari ⇨ Preferences or press Command+, (comma).**
3. **If the Advanced tab isn’t displayed in the dialog box, click the Advanced icon.**
4. **Select the Show Develop Menu in Menu Bar check box, shown at the bottom of Figure 1-3.**

**FIGURE 1-3:** Display the Develop menu in the Safari menu bar by selecting the check box at the bottom.



**5. Close the window.**

The Develop option now appears in the menu bar.

**6. Click Develop, move the mouse pointer over User Agent, and then click Safari—iOS 13.1.3—iPhone in the side menu.**



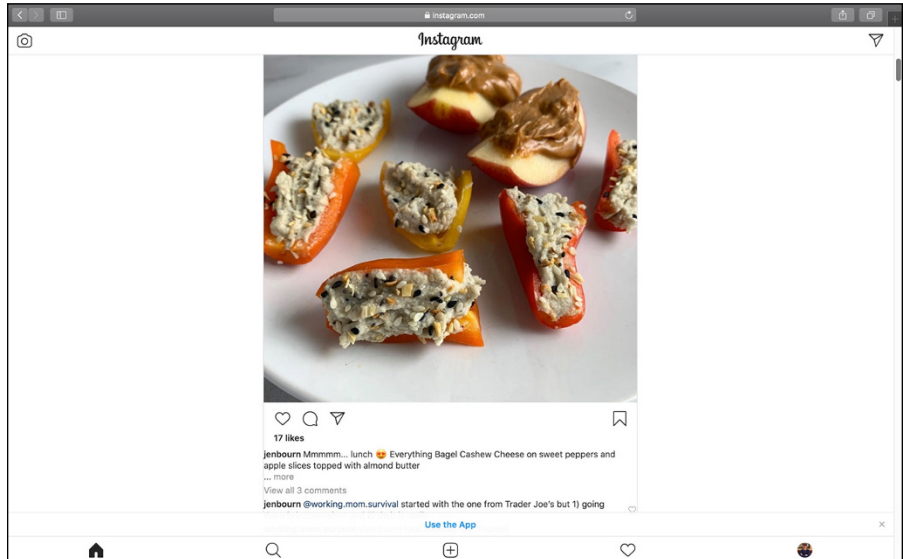
REMEMBER

Apple is always improving its iOS, so the version in the side menu will be newer than 13.1.3 by the time you read this.

**7. Open the Instagram website and log in.**

The Instagram home screen appears, as shown in Figure 1-4.

**FIGURE 1-4:** To upload a photo, click the plus icon.



## 8. Click the plus icon, at the bottom of the screen.

The File window opens so you can navigate to your desired folder and add photo(s) to your Instagram profile.



WARNING

If you click the Use the App link (at the bottom of the screen, as shown in Figure 1-4), Safari will just refresh the page and ask if you want to open the App Store. Close the dialog box by clicking Cancel and close the Use the App link by clicking the X to the right of the link.

Alas and alack, after you upload your photos, you'll find that the photo-editing options in Safari are more limited than those in the iPhone app. (And remember that you can't upload videos to Instagram on Safari.)

If you'd rather upload photos to Instagram by using an app, check out the two apps that the Instagram website lists: Flume and Uplet. A discussion of third-party apps is beyond the scope of this book, so please visit the Instagram website for that information.

Now that you have Instagram doing your bidding on your Mac, start using Instagram by moving ahead to the "Starting to Gram Instantly" section.

# Installing on Instagram's Native Platform

The first version of Instagram, which was available for download on October 6, 2010, was for iPhone users. It was a wise decision: The popularity of the iPhone combined with Instagram's ease of use when it came to sharing photos resulted in more than one million registered Instagram users by the end of 2010. (Ten years later, there are about one billion users on iPhone and Android platforms.) You can install the iPhone app not only on your iPhone but also on your iPad if you prefer to use your tablet. (If you have an Android smartphone or tablet, don't worry. We have you covered in the next section.)

## Installing on an iPhone

It's easy to download Instagram from the App Store to your iPhone:

1. Tap the App Store icon.
2. Tap the Search icon in the lower-right corner of the screen.

**3. Tap the Search box, at the top of the screen, and start typing the word Instagram.**

After you type the first few letters, Instagram appears at the top of the results list.

**4. Tap Instagram in the results list.**

The app information appears on the screen, as shown in Figure 1-5.

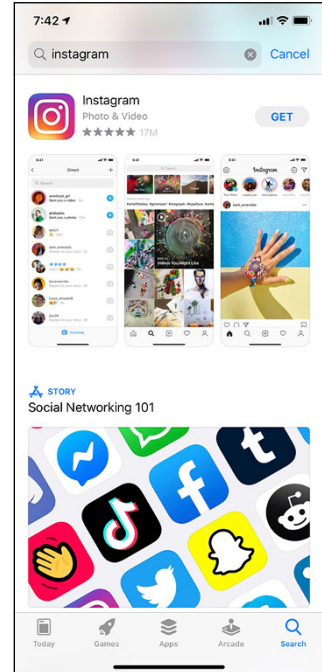
**5. Tap Get.**

If you need to sign into the App Store, type your password in the Sign In to iTunes Store window and then tap Buy. If you have a newer iPhone that doesn't have a Home button, follow the prompts to complete your transaction. If your iPhone has a touch button and you use Touch ID instead of typing your password, place the appropriate finger or thumb on the Home button.

**6. Tap Open.**

The next time you want to open Instagram, swipe to the Home screen that has room for icons — because that's where you'll find the Instagram icon.

Now Instagram is ready for you to start using it, so move ahead to the “Starting to Gram Instantly” section.



**FIGURE 1-5:** The Instagram app in the iPhone App Store.

## Installing on an iPad

Instagram has yet to create a native app for the iPad, which is another one of life's great mysteries (but not at the level of where missing socks go). However, you can use the iPhone app on the iPad.

Here's how to install Instagram on an iPad:

- 1. Tap the App Store icon.**
- 2. Tap the Search icon in the lower-right corner of the screen.**

3. Tap the Search box, at the top of the screen, and start typing the word Instagram.

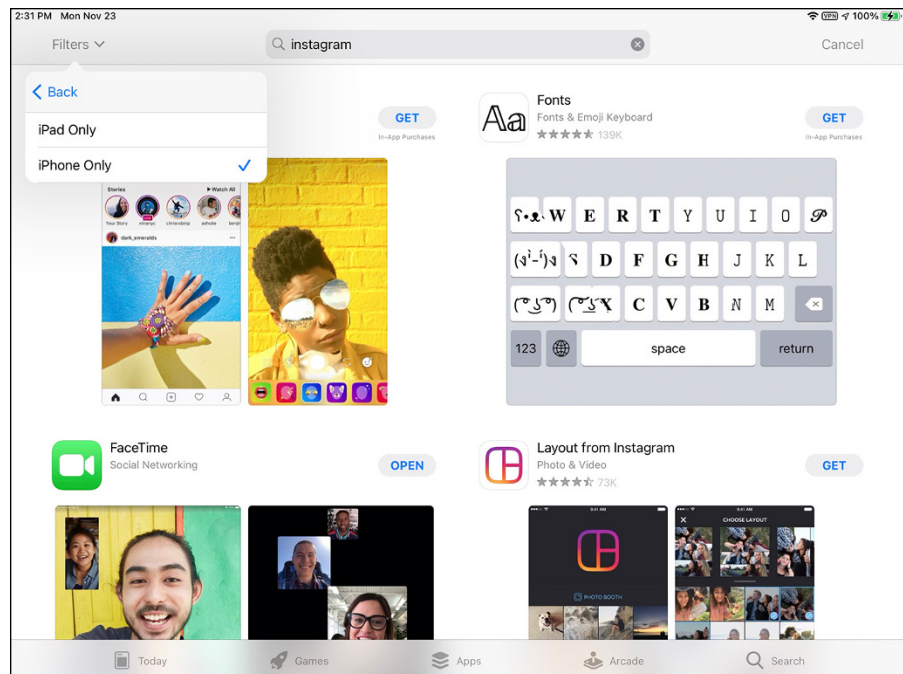
After you type the first two or three letters, Instagram appears at the top of the results list.

4. Tap Instagram in the results list.
5. In the upper-left corner of the screen, tap Filters ⇌ Supports.
6. Tap iPhone Only, as shown in Figure 1-6.
7. Tap the Instagram app's Get button (see Figure 1-7).

If you need to sign into the App Store, type your password in the Sign In to iTunes Store window. Then tap Buy. Or if you use Touch ID, place the appropriate finger or thumb on the Home button instead.

8. Tap Open.

Now that you've installed Instagram on your iPad, go straight to the “Starting to Gram Instantly” section to learn how to start using Instagram.



**FIGURE 1-6:** Yes, tap iPhone Only when you're installing Instagram on your iPad.