



# INSTAGRAM

Instagram is a photo-sharing platform which can be accessed on multiple devices, the most popular being smart phones. Instagram provides users with the functionality to apply filters to alter the characteristics of their photographs.



Uploaded photos are public by default.



Users often apply filters to change how their photos look.



## Getting started

To utilise the service, a user must sign up with their email address or phone number. From here, they can choose to “Follow” accounts of interest. On following another member, you’ll be prompted with their “posts” in the feed sorted in chronological order. By default, a user’s privacy settings are set to “public”, meaning that any user accessing the platform, with an account or not, can view user profiles. A user may change this to “private”, meaning that people who they accept to be followed by can access the content on their account.

## Instagram for business

Having an Instagram account can aid your business’ marketing reach by keeping the public up-to-date with your company’s current affairs. If a company wishes to sign up as a business account, this must be enabled in the “settings” section of the user’s profile in order to access more business features, such as advertising, statistics and more. To aid the cross-posting of content that may appear on Instagram, a business may also wish to link their other social media such as Facebook, Twitter or LinkedIn.

Businesses may use Instagram’s “moderation” feature to block a series of given phrases they may deem inappropriate to be displayed in the comment’s section.

Be aware that anyone posting anything to Instagram grants Instagram and Facebook a royalty-free, transferable licence to use that content in any way they choose. This includes the right for them to distribute, modify, translate, copy, perform and create derivate works of your content.

## Privacy and settings

When using Instagram, the platform will automatically collate data regarding behaviour on the platform, along with the access of device-specific content such as contacts and pictures. Instagram states, when a user begins using the platform, that their data will in fact be collected and used for marketing purposes.

You can set your account to be a ‘private account’, meaning that only users you approve can see the content you post. Be aware this only effects users going forward, as existing followers will still be able to view content available on previously public profiles. If you do not want existing followers to have access to posts, you must block them.

Business profiles cannot make their accounts private.

For added protection, you can enable Two-Factor Authentication on your account, either through SMS message or through an Authentication App, such as Google Authenticator. Payments through Instagram can be further protected by adding a Security PIN which can be used when making purchases.