



INSTAGRAM

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WHAT?

Instagram is an online mobile photo-sharing, video-sharing and social networking service.

Facebook purchased Instagram for \$1 billion in Sept of 2012.

200 million active users who are uploading 20 billion photos everyday.

90% of users are under the age of 35

HOW

1. Download the Instagram app for Apple iOS from the App Store, Android from Google Play Store or Windows Phone from the Windows Phone Store.
2. Once the app is installed, tap to open it.
3. Tap Register with Email to sign up with your email address or Register with Facebook to sign up with your Facebook account.
4. If you register with email, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to sign into your Facebook account if you're currently logged out.

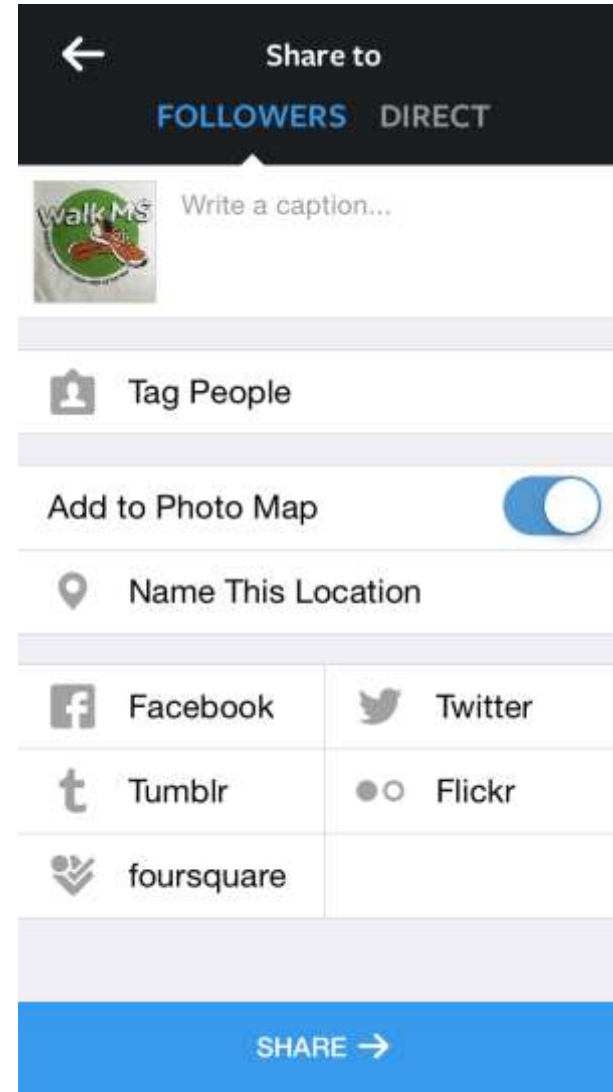
POST

Insert caption, Hashtags here.

Click here to tag other Instagram account users in your photo

Clicking on this will bring up locations near you or you can name your own.

Use these options to share your post on your other accounts



TIPS

Take advantage of the Explore button to find new users and hashtags to follow.

Post 2 to 3 times a day if post is relevant

Use hashtags to gain followers.

1. #selfie
2. #nofilter
3. #TBT (throwback Thursday)

Making your profile private allows user to control who follows your posts.

03-:15 videos can also be posted to Instagram.

Go to the Instagram Help Center on their website for more information and tips.

DIFFERENT TYPES OF INSTAGRAMMERS



The Selfie
King/Queen

The World
Traveller

The Foodie

The
Fashionista

THE SELFIE KING/QUEEN

South Korea

(@purin_deul) Webstagram



India

(@lalit_kalia) Webstagram



UK

(@norab5) Webstagram



United States

(@xx_leopold_xx) Webstagram



THE WORLD TRAVELER

South Korea

(@wallace_yung) Webstagram



India (@rohitalmostdaily)

Webstagram



UK (@lewiiifarrello)

Webstagram



United States

(@mauriciopaiz) Webstagram



THE FOODIE

South Korea (@oragaga) Webstagram



India (@piaghoshroy) Webstagram



UK (@neilsean11) Webstagram



United States (@blackxdenim) Webstagram



THE FASHIONISTA

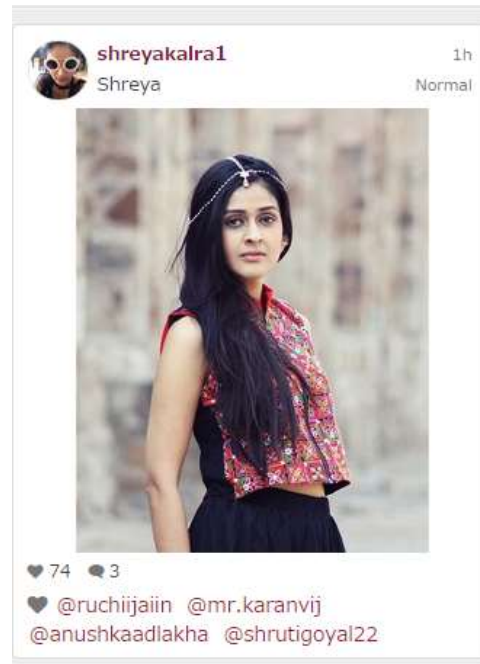
South Korea

(@cuteulzzangthings) Webstagram



India (@shreyakalra1)

Webstagram



UK (@kingdom_classy)

Webstagram



United States

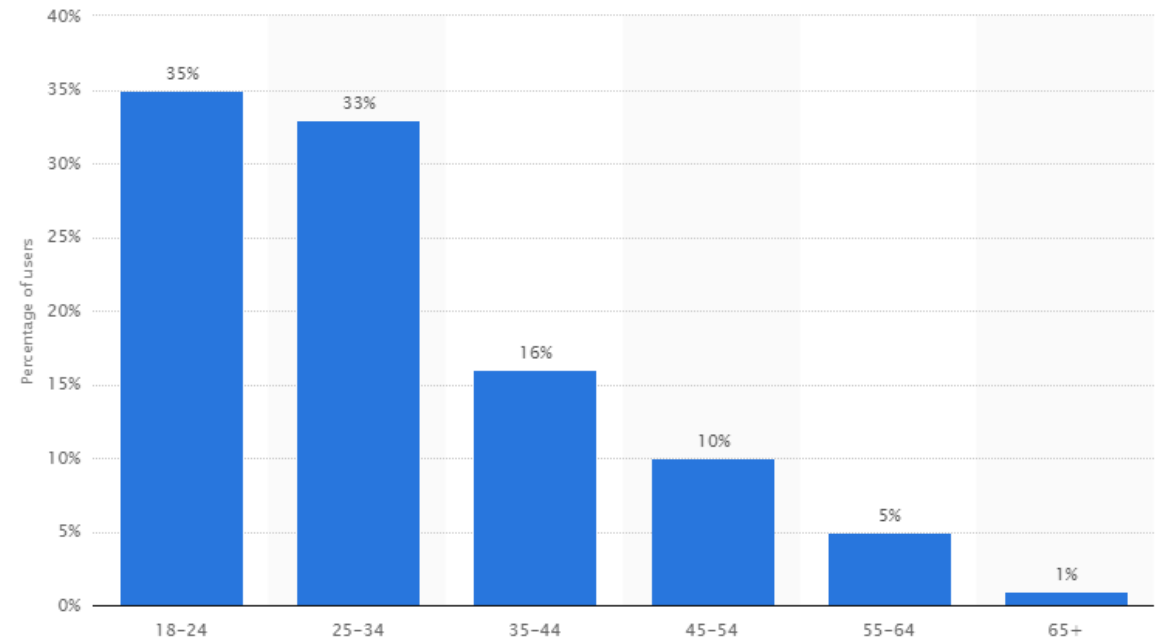
(@taun.taun) Webstagram



GENERATIONAL CULTURAL LAYER

- Depending on the generation people will have the same interests
- Instagram users are mostly between the ages of 18-34
- Millennials- birth years ranging from the early 1980s to the early 2000s.
- Look at indulgence differently

Distribution of worldwide Instagram users as of September 2012, by age group



HOW TO ENGAGE ON DIFFERENT PLATFORMS



CONCLUSIONS

People adopt western styles of Instagramming

Instagram is its own culture with different trends

People in different countries participate in the same trends

There is a generational cultural layer portrayed on Instagram

REVIEW AND FOLLOW US

