



Instagram Cheat Sheet

Instagram is still going full steam ahead, dominating social networking. With new features rolling out every day, it can be hard to understand just what it all means. We're sharing a bit of Instagram know-how to help you get going with IG!

Feed

Your **Feed** is where photos and videos shared by people you follow populate, similar to Facebook's newsfeed. Your feed only displays **Posts**, while **Stories** appear above your feed. Content in your feed takes on the classic Instagram "square" layout, while **Stories** take on a vertical, full-screen view. Users must scroll through their feed to see content, while Stories auto-play. Stories are often watched with the sound on, while posts within a feed are often viewed without audio.

Profile

Your Instagram **Profile** is where all of your posts live. It features a profile image, bio and options to see any posts you have been **Tagged** in. **Tagged** posts are uploaded by another user, and do not appear in your followers' feeds. You will also find your **Highlights**, allowing you to permanently display archived **Stories**. Business profiles allow for special capabilities, such as insights and analytics.

Hashtags

Hashtags are an awesome way to get your content in front of a larger audience. When Users search by hashtags, all posts that include the hashtag they searched will show up, making your posts discoverable by more than just your followers. Using the right hashtags can help your business attract more users to your profile.

How many hashtags is common practice you ask? Posts with the highest engagement have around 9 hashtags, so don't be shy! But remember to keep them relevant to the content you're sharing. Instagram's helpful **Discover** function utilizes hashtags to generate suggestions based on the Instagram algorithm.

IGTV

Instagram TV is a long-form video platform within the Instagram app or within the IGTV app. **IGTV** content lives forever, unlike Stories which are only publicly viewable for 24 hours. IGTV is a vertical video format, utilizing a full screen view on smart devices. Once an Instagram user begins watching an IGTV video, the Instagram algorithm will auto play suggested content after the first video ends, helping to keep the binge-watching going.

Stories

Stories are a great way to post teaser content, share updates about an ongoing project, announce or countdown to events and share temporary but relevant information – such as special offers and promotions. Stories are public but do not appear in content feeds. They are viewable on both the Instagram app and the desktop platform. Stories are automatically archived for the person who posts them, who can then permanently display them as **Highlights** within their profile.

Live

Instagram Live, or **Live Stories**, allow businesses to interact in real time with their audience via live streaming. Live videos are only public as they are happening, but the person posting does have the ability to save the stream privately after the broadcast ends. Live streams are an awesome way to make announcements, gain real time feedback, and to share and promote events as they happen. Viewers can communicate through comments, and Live provides both viewers and the streamer with the number of viewers currently watching.