

# Instagram



## # Instagram

Sharing your experiences with other people is the core of the online platform Instagram. The social network allows you to upload your own pictures and small videos, also known as stories. But that's not all, you can not only show your own little treasures from your everyday life or special moments. You can also view, comment on, and share other users' pictures and stories.

A special feature that has made Instagram famous almost overnight is the selection of filters that you can put over your photos and videos. These filters allow you, for example, to conjure up funny characters on your snapshots or to change your surroundings. The selection also changes depending on the seasons or upcoming holidays. Among other things, there are filters with which you can conjure up spooky figures or effects for Halloween. But Instagram also offers Christmas filters or the right background for the spring festival.

Instagram is not only an interesting platform for private individuals. Many companies use the network to promote their products. In the Stories, the products are presented and often tried out by Instagram users. The interest in these clips is very high and there are many Instagram users who follow certain people to watch their little test videos or to enjoy their Stories. Through the sharing option, particularly exciting or funny movies are forwarded to thousands of users to draw even more attention to the respective products or even just to certain channels. # The functions of Instagram explained in more detail

The main function of Instagram is the creation of so-called posts. This means small comments that you combine with a picture or a video. When designing the posts, you have a lot of design options. You can take a picture from your smartphone or the gallery of your tablet. However, Instagram also offers you the option of taking and uploading pictures and videos directly with the app. Using the so-called swipe function, you can access your media to upload and edit them on the platform. With the various filters, you can then give your pictures and videos additional effects or looks to make them stand out.

So that other users can also become aware of your content, Instagram relies on the so-called hashtags. These are small keywords that you can attach to your posts, such as "#holiday" or "#holiday". When other users search for the hashtags, they'll see all the pictures and videos that have been tagged with that keyword. The more hashtags a post has and the more recent the keywords are, the greater the chances that other users will come across the posts.

Besides taking pictures and videos, Instagram also lets you hold live chats. With chats, users of your channel can not only see what you are doing. They also have the opportunity to communicate directly with you. They can ask you questions in the chat, which you can answer directly, or they can write comments on your posts. Through live chats, you are able to show your followers even

more of your life and get in touch with them even more directly.

### # Who is Instagram suitable for?

Instagram is a large social network that allows you to reach and interact with many other users in a relatively easy way. The platform is suitable for you if you yourself like to take pictures or videos of your life or if you simply like to look at what other users upload on their channels.

But Instagram has also become a very useful application for companies. The app can be used to promote products and services quickly and with comparatively little effort. Small companies that don't have much money for advertising companies also benefit from this. Through Instagram, they can already make a name for themselves, especially among younger users, and possibly make their company a bit better known.

### Advantages / Disadvantages

Easy upload of images and videos  
Many filters for editing your own posts  
Even more direct contact through live chats

Insufficient filter functions for deleting inappropriate comments  
Postings are quickly lost due to high competition  
Separation of normal and commercial postings often difficult to recognize