

INSTAGRAM

Instagram is a fun and quirky way to share your life with friends and clients through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever.

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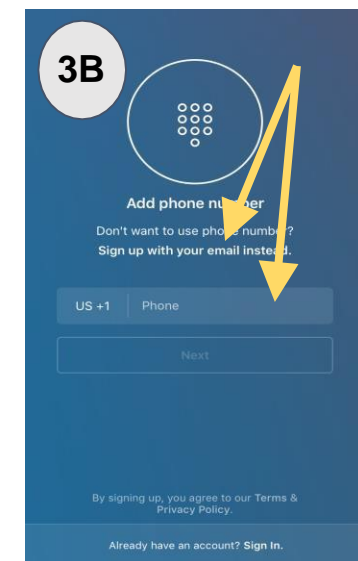
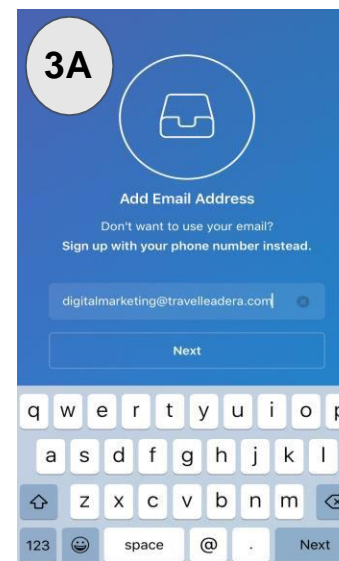
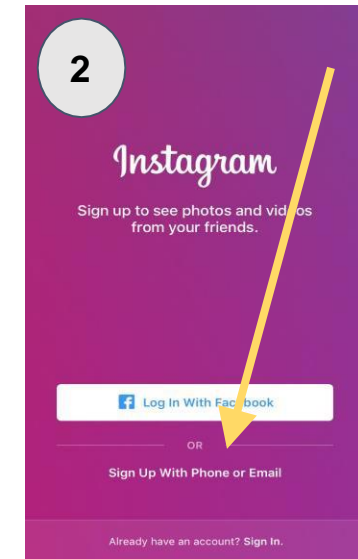
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CREATING AN ACCOUNT

Download the Instagram app for IOS Apple from the App store, Android from Google Play Store or Windows Phone from the Windows Phone Store.
Mobile Device:

Once the app installs tap the  icon to open it.

1. Tap **'Sign Up'**.
2. Tap **'Sign Up'** with phone or email. You can also tap **'Login with Facebook'** to create an account with your Facebook account.
3. If you register with email/phone, create a username and password, fill out your profile info and then tap **'Done'**. If you register with Facebook, you'll be prompted to log into your Facebook account (if you're currently logged out).

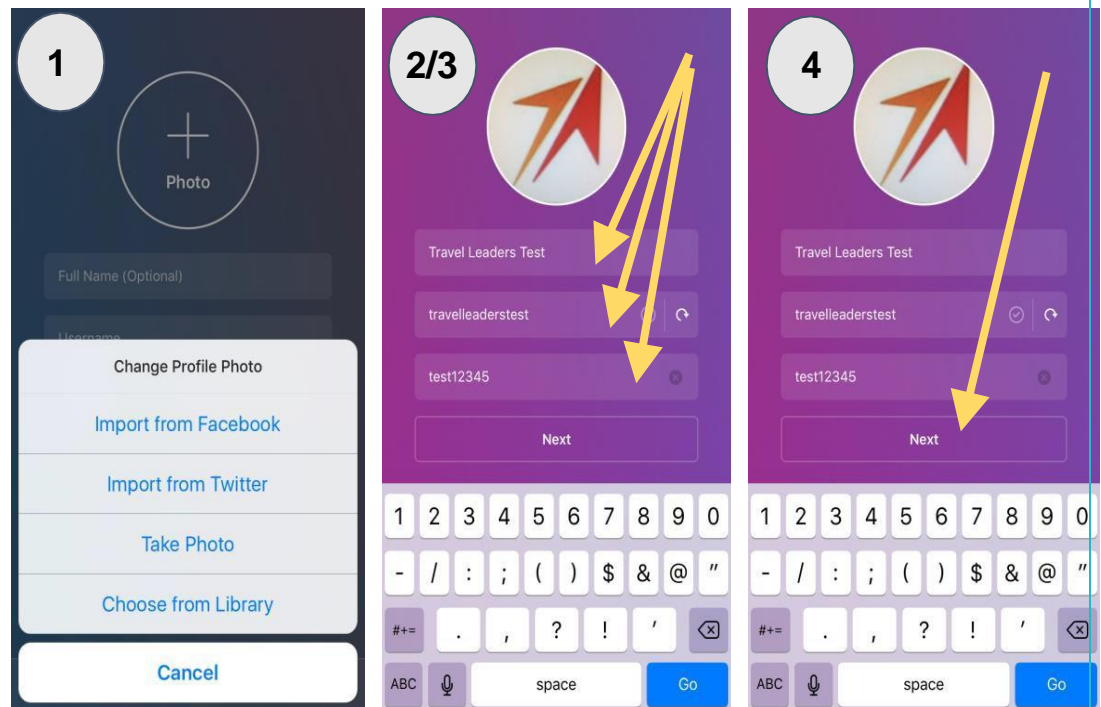


CREATING AN ACCOUNT

Updating Profile Information:

You can add a profile photo, your name (which is optional), your username and password.

1. **Profile Picture:** Click the cross. You can either import something from Facebook, Twitter, your phone images or take a picture right away.
2. **Username:** You will see a little tick mark if it's available and a little arrow if you want Instagram to generate something unique.
3. **Password:** Create a password that is unique and something you will remember.
4. Click **'Next'** when you've done this!

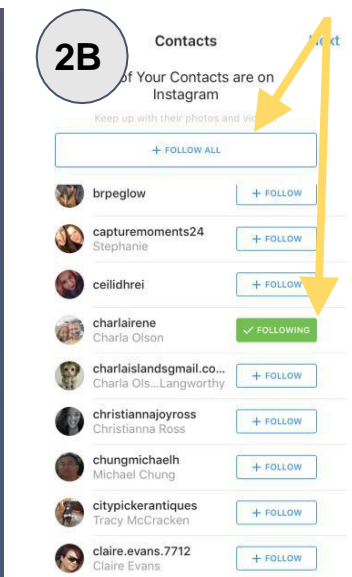
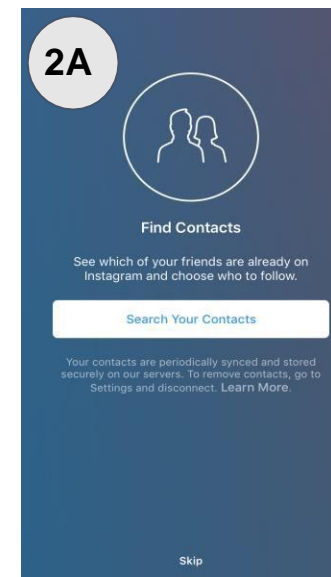
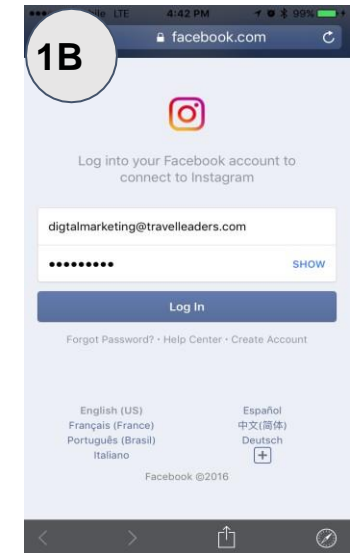


CREATING AN ACCOUNT

Connecting with Audiences:

In the next screens, you can choose to connect with your Facebook following and contacts. Click the **'Connect to Facebook'** if you wish to do this or **'Skip'** at the bottom.

- 1. Facebook:** You will be asked to login with your email and password. Click **'Login'** when you've filled in the fields. You'll see a list of your followers and the option to **'Follow All'** or certain people. Click **'Next'**.
- 2. Connecting Contacts:** You will need to allow Instagram access to your contacts by clicking **'OK'**. You'll see a list of your followers and the option to **'Follow All'** or certain people. Click **'Next'**.



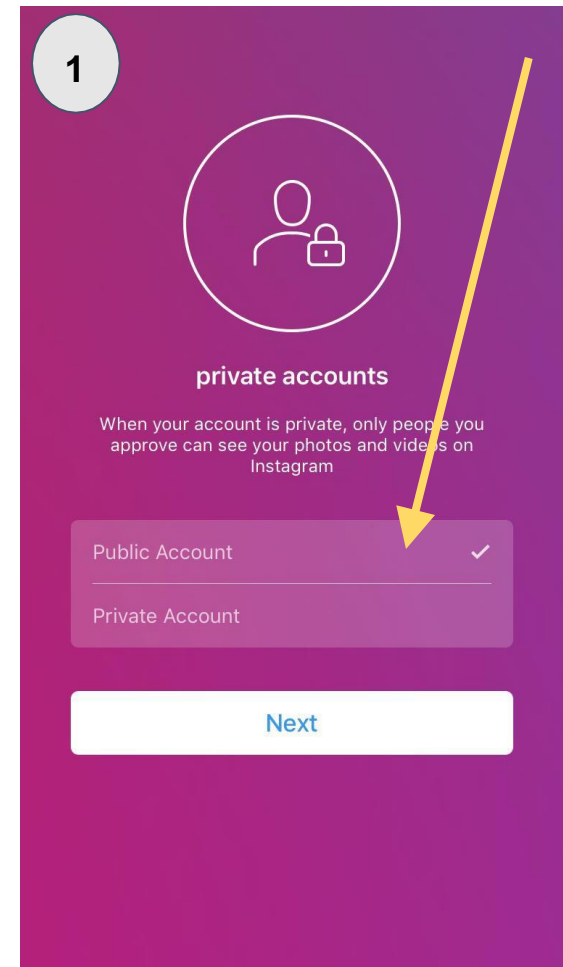
CREATING AN ACCOUNT

Privacy Settings:

There are 2 different types of accounts: a Public Account and a Private Account. A Private Account is only people you approve to be following you can see your photos and videos on Instagram. We recommend selecting a Public Account.

You will then have the option to follow more companies, should you choose – otherwise you can click **Done**

**Congrats you've set up your Instagram Account!
And don't forget to follow Travel Leaders!**

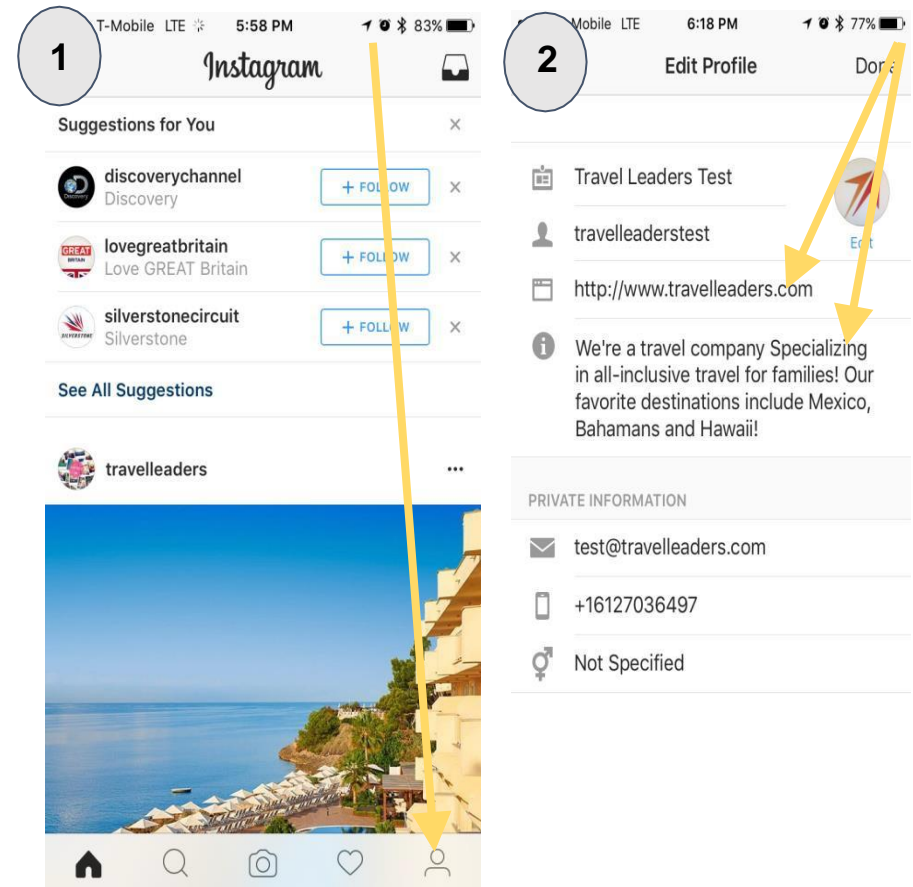


CREATING AN ACCOUNT

Additional Profile Information:

1. Click on the profile button in the bottom right hand corner (icon of a person).
2. You will see your name, username and a space for your website and bio.

We recommend having this information filled out so when people come across your profile, it will provide them a bit of information about who you are and what they can expect when following you! Note the '**Private Information**' is only something YOU can see!



NAVIGATING AROUND YOUR ACCOUNT

You can easily navigate Instagram using the **5 menu icons** along the bottom.

1. **Home** (House Icon): Displays the photos of people you follow, as well as your own.
2. **Explore** (Magnifying Glass Icon): Display photos that have the most interaction with people you follow.
3. **Capture** (Camera Icon): Allows you to take a photo to post to Instagram, and also gives you the option to upload a photo or video.
4. **Activity** (Heart Icon): Has two sections: 'Following' and 'You'.
Following: Shows how the people you follow are interacting on Instagram.
You: Shows the most recent **activity** on the photos you post, as well as, notifications when you have a **new follower** or when someone **tags** you in a photo.
5. **Profile** (Person Icon): Contains every photo you have posted. Also displays the number of Followers and Following. Additionally, within this page, you can view the location of your photos, as well as, view photos that others have tagged you in.

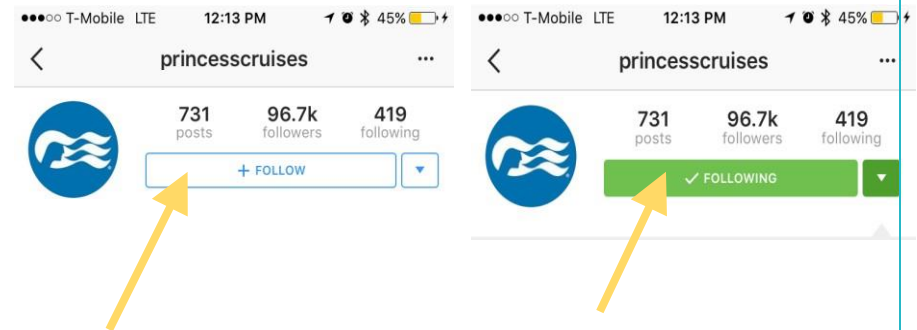
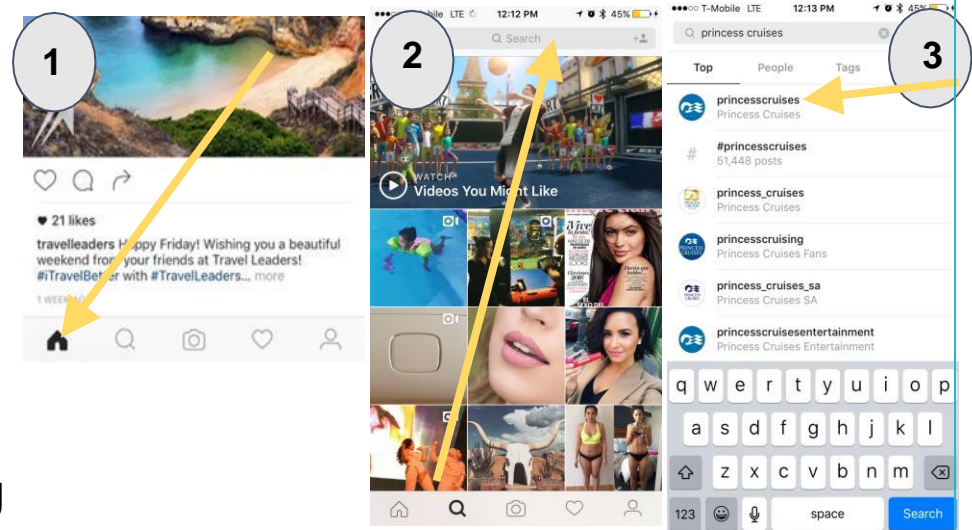


CREATING A FOLLOWING

From the previous steps, you might have chosen to create a following from your Facebook and/or contact list. You also have the option to search for certain suppliers.

1. Click the **'Explore'** icon (Magnify Glass)
2. In the Search bar, you can search top posts, certain people/Instagram users, tags and even places.
3. Once you search for who/what you're looking for, click on their account and click **'Follow'**.
When you have followed a new account, it will turn green and state following.

We have put together a small list of recommended suppliers to help you get started: Travel Leaders, Princess Cruises, Royal Caribbean, Norwegian Cruise Line, Funjet Vacations, Intrepid Travel, Walt Disney World, AM Resorts, RIU and Iberostar



CREATING A POST

1. To create a post, tap the '**Capture**' icon at the bottom.
 - Click '**Photo**' to capture one using Instagram's camera.
 - Click '**Video**' to film a video that is anywhere between 3 and 60 seconds.
 - Click '**Library**' to choose a photo to post from the pictures already on your camera roll.
2. Once you have selected your photo or video of choice, click '**Next**'.
3. This next page will give you options at the bottom to Filter or Edit your post.
4. Select the adjustment you would like to make to your post, and click '**Next**'.
5. The '**Share To**' page has many functions. Here you can:
 - Preview your post
 - Write a caption
 - Use a # to increase your posts visibility and categorize your post
 - Tag People
 - Add a Location
 - Post to one of your Linked Accounts (Facebook, Twitter, etc).
6. When ready to post, click '**Share**'.

INSTAGRAM – SOCIAL MEDIA TERMS

- **App:** A program designed to run on a mobile device
- **Hashtag:** On Facebook, Twitter, and Instagram the # symbol, called a hashtag, is used to mark keywords on topics in a post. It was created as a way to categorize messages. Using a # allows more visibility.
- **Like:** An action that indicates positive feedback to another user's post.
- **Feed:** A term that describes how a user can see updates of friends.
- **Mention:** A term to describe a link from a photo to another member.
- **Direct Message:** A message sent directly from another user to you, and can only be viewed by the people who are included in the message group.