



The Beginner's **Guide to Instagram**





You're new to Instagram, which means there's a lot you don't know about one of the hottest social media apps around. But that's okay! We've done all the hard work for you and put together your **ultimate beginner's guide to using Instagram.**

In this guide, you'll find answers to all of your Instagram needs, including:

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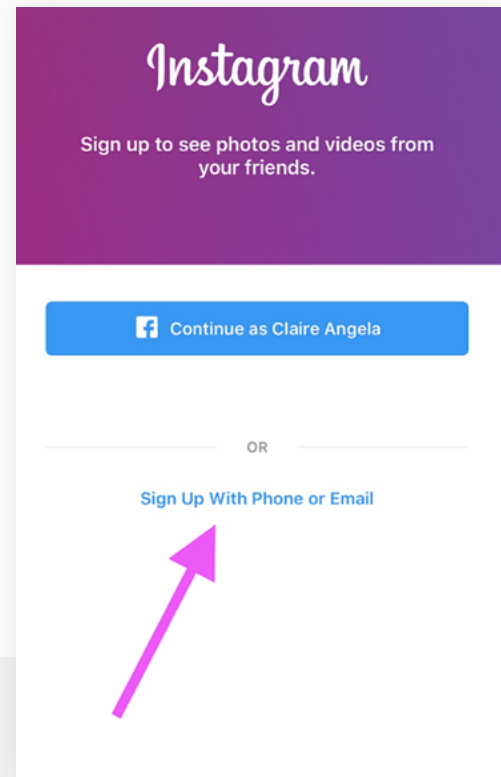


What is Instagram?

Instagram is a social media app created for sharing photos and videos. Users can create a profile for free with a unique username. They can then follow content that is relevant to them, whether it be friends, celebrities, brands, or food accounts. Users then interact with others by liking or commenting on photos and videos. Instagram also allows individuals to message each other directly.

How to create your Instagram account:

1. Download the Instagram app to your phone
2. Create your profile by linking it to Facebook or signing up with your phone or email
3. Choose an Instagram username and password
4. Find accounts to follow
5. Upload a profile picture
6. From here, you can choose to switch to a business profile if you want
7. Start sharing your photos!



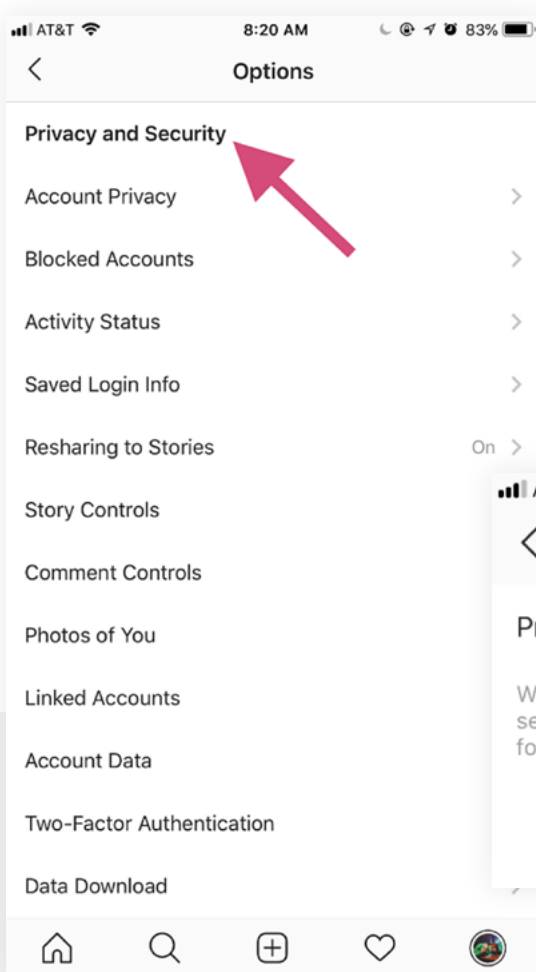
Source: *Instagram.com*

For full step-by-step instructions on making a personal or business account (complete with pictures), check out

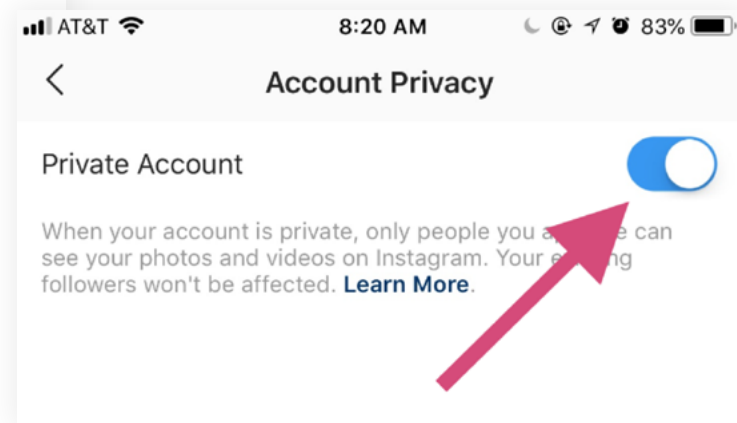
How to Create an **Instagram Business Profile**



How to make Instagram private:



1. Open Instagram and log in to your account
2. Navigate to your profile
3. Open up Settings
4. Find the Privacy and Security tab
5. Click on Account Privacy
6. Toggle Private Account to "on"



Wondering about the pros and cons to a private or public account? Learn more about which one is right for you in our guide on

How to Make **Instagram Private**



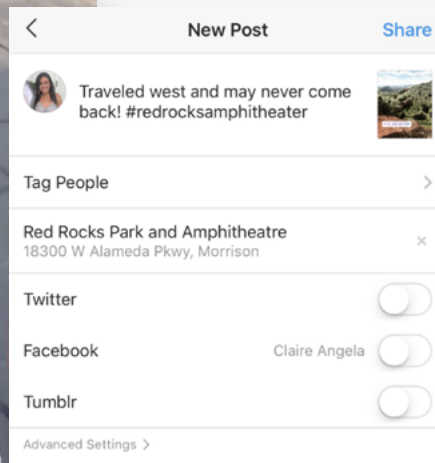
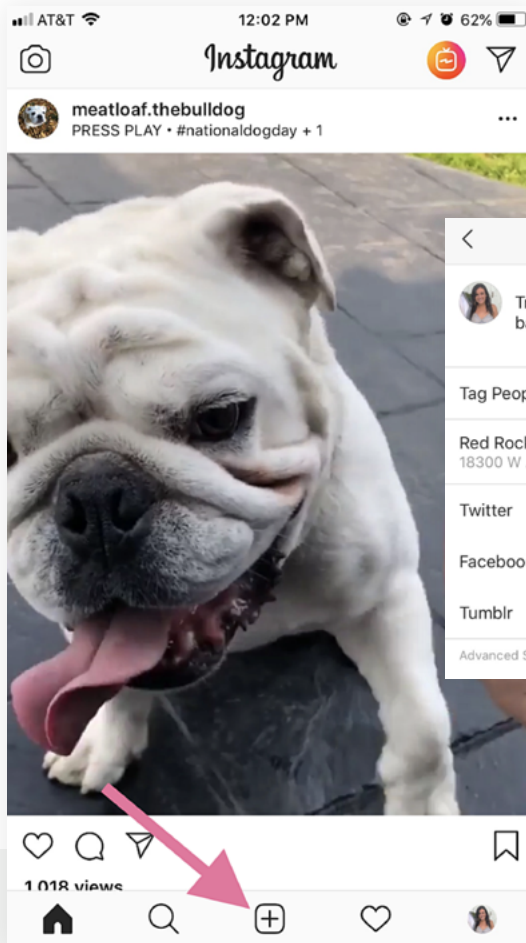


Uploading posts to Instagram

Once you've downloaded the app and set up your account, it's time to start adding content to your profile! Instagram is a visual app, so it's highly important you share an image or video to start the conversation. This section will show you everything you need to know about posting on Instagram.

How to post on Instagram:

1. In Instagram, click the + sign at the bottom center of your screen
2. Select the photo you want to post from your camera roll or take a new picture
3. Press 'Next,' select your filter of choice, and edit the photo as needed
4. Write a caption, tag people, and add a location



5. Press 'Share,' and you'll see your new post appear on the newsfeed

For more tips and tricks, as well as step-by-step instructions, read

[How to Post on Instagram \(+4 Instagram Tips on Posts that Perform\)](#)



Photo dimensions:

Instagram allows photos with a width between 320px and 1080px. Any smaller or larger than that, and the app will resize your photo for you, potentially negatively impacting the quality of the photo. To ensure your pictures look the best they can, here are the ideal measurements (in pixels) depending on what kind of photo you're uploading.



Read more on

[Instagram Photo Sizes](#)

Having trouble with your profile picture?
Check out this guide on

[Instagram Profile Picture Size](#)

- Square photo: 1080px by 1080px
- Landscape photo: 1080px by 601px
- Portrait photo: 1080px by 1350px
- Account profile picture: 180px by 180px
- Instagram story: 1080px by 1920px
- IGTV: 1080px by 1350 px or 1080px by 1920px
- Instagram Live: 1080px by 1920px



Best time of day to post on Instagram:

Believe it or not, there *is* a strategy to posting on Instagram. The time of day actually *does* matter because if you post at a time when no one is online, your content might get lost in the newsfeed and thus receive very little engagement.

To avoid that, post at these times:



We've also broken down the best times to post on Instagram based on the industry you're in. Check that out and more in our guide on

[Best Times to Post on Instagram \(Based on Day, Time + Industry\)](#)



Building relationships on Instagram

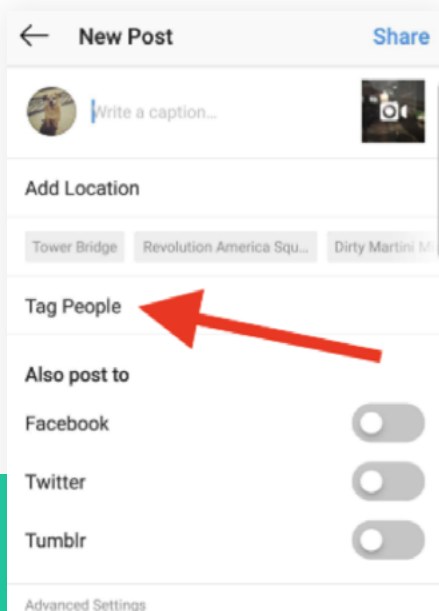
Now that you know how to post on Instagram, it's time to build relationships and create an engaged community for yourself! Check out the following ways to build your follower base, tag people on Instagram, and start conversations through direct messages.

How to attract more followers:

1. Consistently engage with your Instagram community
2. Utilize Instagram features such as hashtags, geotagging, and post notifications
3. Watch your competitors and take a page from their book
4. Have a consistent and memorable profile aesthetic and make use of your bio
5. Seek out partnerships and explore giveaway contests

There are many other ways to gain more followers. **Check out exactly how in 23 attainable ways to**

Get More Followers on Instagram



How to tag people on Instagram:

1. Open Instagram and hit the + sign to create a new post
2. Take a photo or choose one from your camera roll
3. On the Share screen, tap on "Tag people"
4. Tap on someone in your photo
5. Type in the person's username that you want to tag
6. Select the username from the drop-down menu and hit done

To learn how to tag in comments or on a story, read the complete guide on

How to Tag Someone on Instagram



How to direct message (DM) someone on Instagram:

1. Tap the paper airplane in the upper right corner, or swipe left from anywhere in the feed
2. Using the + sign, add your recipient(s)
3. Type your message, select or take a photo, and press send!



For more ways to DM and advice on when to do it, learn how to **Send an Instagram Direct Message with these**

5 Easy Steps

Blocking and unblocking accounts on Instagram:

Sometimes, you need to disengage with someone on social media. Whether it's an ex that broke your heart or an angry customer that won't stop leaving harassing comments, there are ways to limit their access to your account. The following steps explain how to block someone on Instagram, and how to unblock someone if you change your mind later on.

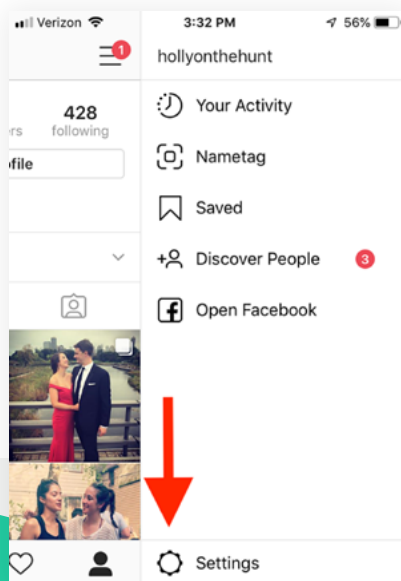
To block someone on Instagram:

1. Navigate to the user's profile that you want to block
2. Tap the three horizontal dots located in the upper right hand corner of your screen
3. Select 'Block' in the pop-out menu that appears
4. Tap 'Dismiss' on the confirmation message that appears



For screenshots of how it's done, see our rundown on how to

Block Someone on Instagram (on Mobile and Desktop!)



To unblock someone on Instagram:

1. Navigate to your Instagram profile and select the three horizontal lines in the upper right corner
2. Go to 'Settings'
3. Under 'Privacy and Security,' select 'Blocked Accounts'
4. Click on the account you want to unblock and select 'Unblock'

For full step-by-step instructions complete with pictures, read more on how to

Unblock Someone on Instagram (on Mobile and Desktop!)





Additional Instagram resources

This guide is just the beginning of your Instagram journey! Once you get familiar with the basics, you can explore more about how to make the most of Instagram using the resources below.

For beginners:

- [How to Deactivate or Delete Your Instagram Account \(3 Easy Steps!\)](#)
- [How to Retrieve a Forgotten Instagram Password \(+What to Do if You Forget Your IG Email\)](#)
- [Instagram Filters: The Best Filters, Using Face Filters, How To's and More!](#)
- [How to Repost on Instagram: A Complete Guide to Sharing Creative Content](#)
- [How to Get More Likes on Instagram and Improve Engagement Metrics](#)
- [How to Save Instagram Photos the Safe and Easy Way](#)
- [How to Download Instagram Videos: Save IG Videos on Any Device](#)
- [How to Add Instagram Alt Text to a Photo](#)
- [What is IGTV: All Your Instagram TV Questions, Answered](#)
- [Instagram Close Friends: What It Is and How to Use It \(Add Friends + Choose Who Sees Your Story!\)](#)
- [Getting the Most from Your Instagram Search \(+Clearing Your Search History\)](#)

More advanced:

- [What is Instagram Marketing \(+7 Instagram Posts that Perform\)](#)
- [12 Best Instagram Hashtag Strategy Tips From the Pros](#)
- [6 Ways to Improve Your Instagram Campaigns](#)
- [How to Sell on Instagram: Strategies and Tips for Success](#)
- [A Comprehensive Guide to Instagram Analytics: Listen to Your Audience](#)
- [Perfecting Your Instagram Grid Layout \(Including Tools and Templates!\)](#)
- [How to Get Verified on Instagram in 2019 – The Step-by-Step Application Process](#)
- [How to Advertise on Instagram Using Facebook Ads Manager](#)
- [Instagram Shadow Ban: What is It? \(+Tips on How to Fix It\)](#)
- [Instagram Launches Creator Accounts – Here's Why That Matters](#)
- [What is Instagram Influencer Marketing \(+How Your Brand Can Benefit\)](#)
- [Connect With New Friends Using Instagram Nametags](#)

Ready to read more social media hacks? Visit the

[G2 Learning Hub](#)

for more!

