



Checklist 17 - Instagram Content Creation

Project Name: _____ Date: _____

Before you begin connecting with people on Instagram you need to add some interesting and entertaining pictures or videos to your profile page as this is where someone will visit to see what kind of stuff you are posting.

If they visit your profile and you have no profile image or banner and very few posts that are not related to anything they like then why would they be interested in following you?

If your profile an interesting bio and you have a number of posts that interest them, then they are more likely to feel that it is worth following you.

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 Download the Instagram App | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>You will need to add the Instagram app on your phone to post pictures and short videos</i> | | |
| 2 Open and sign into your Instagram account on your phone | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Create your first post | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Click on the + icon at the bottom of your screen | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 You now have 3 options (you will find these options at the bottom of your screen) | <input type="checkbox"/> | <input type="checkbox"/> |

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- 6 Scroll through your photo library on your phone
- 7 Take a photo or selfie using your phone camera
- 8 Record a video using your phone camera
- 9 When adding a photo from your photo library you have a few options;
- 10 Tap the arrows in bottom left corner of the picture to make photo full size or smaller
- 11 Tap the infinity/2 circles icon to download the Boomerang app so you can make mini videos
- 12 Tap the layout icon next to it so you can add more than one photo within the same post – you can filter searches by all, faces or recent
- 13 Tap the squares icon to add and share more than one photo

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14 Add Filters

when adding a single photo scroll through your photos and tap on the one you want to post then Click next in the top right corner

15 Adjust brightness

Tap on the brightness icon at the top centre of your screen

16 Add a Filter

Tap on one of the filters at the bottom of your screen, swipe left and right to find more filters

17 Edit photo

Tap edit at the bottom of your screen to adjust;

Rotation

Brightness

Contrast

Structure

Test out a number of different filters along with editing such as structure option and you'll be surprised at how different your photo can look

18 Write a caption

*Once you have your photo looking how you want it then tap next in top right corner
Write a few lines about what your photo is about and remember to add relevant hashtags as these will help your photo be seen by more people, you can add up to 30 hashtags*

19 Tag People

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Tap the photo to tag people and you will see a long list of all the people who follow you, just tag those who you feel will be interested in seeing your photo

20 Add a Location

You will need to turn on your location services in your settings, find your location in the results and tap it to add it

21 Share on your other social media accounts

Choose whether or not to share it on Facebook, Twitter or Tumblr

22 Advanced settings

You can turn commenting on or off

23 Once your post is ready then click Share in top right corner

*You will now see your post added to your profile
Whenever you create a post aim to create an attention grabbing, intriguing, controversial, emotional headline. Something that grabs someone's attention within the first few words*

24 Add emojis

Sometimes emojis can help your post stand out but be aware that some people love emoji's whilst some people can't stand them. If you're on a computer and want to easily add emojis then go to <https://www.emojicopy.com/>

Notes