



# Basics

Instagram is a **visual** platform. Instagram's sole purpose is to enable users to share images or videos with their audience. Text space is available to describe photo content, but this is not the focus. Instagram is a great tool for creatives to share with and follow other creators.

## Get Started

- Most users have IG as an app on their smartphone. You can join and use the features on a computer.
- Accounts are designated by using the @ symbol.
- Some individuals use a nickname or business name. Others use their actual name.
  - Tracy Feldmann uses @frayedseams
  - Victoria McQuerry uses @vmcquerry
  - Central Iowa ASG uses @centraliowaasg

## Sharing Your Photos & Videos

When you want to post a picture or video you'll get a choice of how you want other users to see it. To share, click the add icon (square + sign). You can delete anything you decide not to post or cancel at any time.

### Post

A post is simply a photo or photos posted to your account. Like with Facebook posts, these will stay in order on your page. Other users will see these populate their feed as well.

### Story

A story is a photo or short video that is temporarily shared to your profile. You'll see these represented by round icons at the top of your feed. These disappear after 24 hours (but you can save them to your profile for longer viewing).

### Reel

A reel is a short video that is meant to mimic the features of the app TikTok. You can find reels by clicking the movie clapper icon at the bottom of the page.

### Live

Live videos are displayed in the Story bar. Users can share live content (similar to Youtube). These can be saved to the account when completed.

## Hashtags

Now here's the great part about IG!

- You will be able to see content from anyone you follow - your friends, pattern companies, fabric stores, etc.
- Adding hashtags to your posts is an easy way to share information with users outside of your friend circle. Add hashtags to share:
  - Technique names
  - Pattern/fabric companies
  - Equipment makers
  - Pattern names
- Hashtags are designated by using the # symbol before a word.
- You can also follow topics through the use of hashtags.
  - Are you thinking about making the Closet Core Carolyn Pajamas? Follow the hashtag to see others who have made that pattern.
  - Do you want to find inspiration for your sashiko? Follow the hashtag!
  - You don't need to use spaces or capitalizations with your hashtags.
- As you start a hashtag, IG will provide suggestions to help you find the right one.
- Designers may specify in their IG or patterns which hashtag they prefer.

## Great Sewing Hashtags

#centraliowaasg

#iowasews

#sewover50

#sustainablesewing

#sewingismysuperpower

#americansewingguild

#desmoinessews (you can use any city name followed by sews)

#memadewardrobe

**@centraliowaasg**

**#centraliowaasg**