

Using Social Media: INSTAGRAM

Instagram is a popular free app that allows user to easily share photos and videos.

Benefits to Instagram include:

- Quick sharing with customers
- Easy engagement through comments and messaging
- Increased lead generation with customers



Signing Up

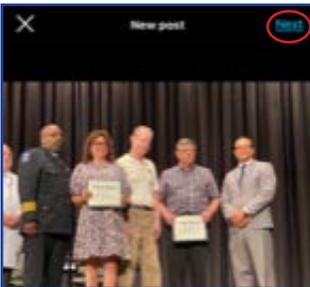
Suggested follows:

- @Caterpillar
- @Cummins
- @EuroMarketingLTD
- @HighwayandHeavyParts
- @Erkaeng
- @OceanEnginePartsLLC
- @PanamaDieselPower
- @TechnoDieselPower

Creating a Post



Click on the "+" icon



Choose media from your media library or take a photo or video in Instagram

Click "Next" and follow the on-screen prompts



Add a caption
*To tag people type @ before the person's username
ex. @interstate-mcbee*
Select "Share" to post

Liking



To like an image:
Double tap on the image
OR
Tap on the hollow heart

Following



Click on the search icon



Type in a person, topic, or brand. Select the person you want to follow.



Tap on the blue "Follow" button to follow the account

Commenting



Tap on the comment icon



Type your comment
Add emojis using the smiley face icon



Select "Post" to post the comment

Notifications

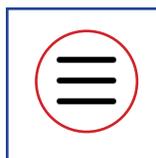
Notifications provide valuable insight into what is being said about your company or yourself. By setting up notifications, you receive real-time updates and alerts.

Adjust notifications to your preferences

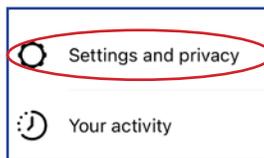
Go to your profile



Select the three line icon



Select "settings and privacy"



Select "notifications"

