

Instagram: Mini-Guide

Instagram is another great image and video social media sharing site that is gaining popularity. It's a form of mobile photography sharing that attracts a young and creative base of users. It's not always on the list of highly recommended social media sites to focus on, as many people don't even have enough time to maximize energy and effectiveness on Facebook and Pinterest (the top sites). Nonetheless, here are some tips for maximizing Instagram, for those who decide to venture into its creative and engaging fan-base.

As with any form of art, those who are most successful with Instagram over the long run are those who find ways to inspire others, and capture something beautiful. Here are some ways to use Instagram effectively, and to improve your content marketing plan overall:

The more you stay true to the vibration and quality that represents your creativity; the more your photos will stand out to others on Instagram. It is best on Instagram that you brand your photos by creating a look and feel that is easy to identify and recognize as your art. Release photos that represent your unique vibration, keeping to a certain font, imagery effect (Instagram effects), overall feel, and selection of hashtags for posts.

With Instagram, photos on your profile appear as a grid. If they have a unifying theme, it is easier for people to see a clear message and understand the feeling you are trying to give them or story you are subtly sharing with them. If you are using Instagram to express something deeply inspiring, it will help others receive your message by having clarity.

Try out different angles, effects, enhancements, and more to make sure your images stand out. Follow the lighting and keep your images bright so that they have an uplifting effect on others. See things in new and exciting ways. Expand your vision and yourself in the process.

New features for editing from Instagram: filter strength, adjust, brightness, contrast, warmth, saturation, highlights, shadows, vignette, sharpen.

Up-close photos that capture amazing detail are always received well. Close-ups are becoming more and more possible with high-resolution smart phones.

When taking your photos, take the time to get in tune with the subject at hand. Be still and observe. Capture the moment of your photo deeply—with intense awareness—by becoming still before you take the picture. Try not to rush from one place to another.

Connect with the item that you are focusing on and feel its essence. You can even experiment with sending love to the subject matter you are photographing, and watch it come alive in your pictures. Think of how you can tell a story with your photos. We are all naturally moved by, and remember for years to come, a story that touched our hearts.



Instagram: Mini-Guide

Don't give up until you feel you've given your best at capturing the scene and found the quality that maximizes imagery and upliftment. The same goes with editing, and taking the time to channel your inspiration into your art through the right version of an image.

Use your social networking to connect viewers of your profile to your website or another social media site for which you want to drive traffic. Once you do connect to other networks, whenever you post a new photo, remember it will go out on those sites unless you change the settings on a photo you share. Be careful to respect other profiles and not to spam if you are in the middle of uploading a large quantity of photos.

Observe what other Instagrammers are posting that you feel uplifted by and are inspired to share. How can you improve the technique you are already using to connect more deeply with your audience? Follow and observe those that stand out to you in your field and continue to study and improve so that you can be successful with your use of Instagram.