

## Thank you for attending the ETAG Instagram workshop on Thursday March 12!

Here are a selection of key points from the workshop:

<b>Key Point:</b>	<b>Discussed:</b>	<b>Notes:</b>
What is Instagram?	Instagram is a mobile participation platform for people to take and view photos.	Remember to spend more time looking at others photos, don't just share images.
What Instagram accounts should I look at for examples?	@burberry @australia @sydney @newyorkcity (vs @nyc)	Photographs don't have to be with a phone – but they do have to be consistent.
What do I need to do with the @ ?	Use the right @ for your business, keep it simple and use the bio and the url in your profile.	In the bio be clear about what the business does. Use the URL to create business, make sure your website is mobile friendly!
What is my Visual Brand?	Your visual brand will aesthetically identify your business, without a logo or obvious signs.	Find a recognizable image, learn what is aesthetically pleasing (your images will be judged) and make your brand consistent (what you post, how it looks and when).
What #Hashtags do I use?	Hashtags bring new eyes to your images, but they need to be relevant to the photograph or business!	Use 4-5 hashtags or hide more in the first comment on your photo.  Use simple hashtags and specific hashtags – especially geographic tags like #scotland and #edinburgh.
What do I do?	You entertain or inform.	Or both, but always get the right image for the context – it's not twitter, it has to have a good image.
What are the ways to look for images?	Silhouettes Symmetry Sunsets Selfies	All these can help you find the image you need for your business.
<b>WHAT APPS:</b> Snapseed VSCO ProCamera CortexCam Instagrab	<b>Which Phones?</b> iPhone and Android iPhone and Android iPhone iPhone iPhone and ?	<b>Used for?</b> Editing images Editing images (filters) Shooting (advanced) Shooting in low light Download images for reposting to your Instagram. Always say the @ of the person!

Please let me know if you have any questions, my email is oggsie@gmail.com