



## Instagram Key Terminology Cheat Sheet (Glossary of Terms)

### In this lesson, you will learn about:

- ★ The Username/Handle & Bio
- ★ The Grid/Gallery
- ★ Stories
- ★ Highlights
- ★ Explore Page
- ★ Instagram Live
- ★ IGTV
- ★ The Search Function
- ★ Hashtags
- ★ Geotags
- ★ Name Tag
- ★ Mentions and Tags
- ★ Direct Messaging
- ★ Notifications
- ★ Archive
- ★ Saved Posts
- ★ Business Profile
- ★ The Creator Profile
- ★ Organic Reach
- ★ Impressions
- ★ Instagram Shopping
- ★ Instagram Insights
- ★ Instagram Reels
- ★ Instagram Guides
- ★ User-Generated Content

### The Username/Handle & Bio (these will be covered in more detail in the Profile lesson)

- ★ Profile Image
- ★ Searchable Name
- ★ Username/Handle
- ★ Bio

### The Grid/Gallery



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- ★ Display of photos, videos, carousels or IGTV Preview
- ★ Generally works best in a group of 9
- ★ Ideally want to weave 3-5 visual themes throughout your posts
- ★ Ideally want to weave 3-4 content themes throughout your posts
- ★ You are not able to add clickable links to the grid

### Stories

- ★ Very popular feature of Instagram indicated by a pink circle around your profile pic.
- ★ When you have over 10,000 followers, you can include clickable links with the 'Swipe Up' feature.
- ★ 15 second clips, lasts for 24 hours
  - There is no limit to how many you can create (but you do have to decide on the purpose of them, the story you are telling and how to keep your audience engaged).
  - Very powerful tool for Marketing.

### Highlights

- ★ You can turn stories into highlights.
- ★ Highlights can feature your products/services.
- ★ Or can feature the 'inside story' of you and/or your business (or both!).

### Explore Page

- ★ The Explore page shows a curated collection of public photos, videos, Reels and Stories for each user based on the type of posts they typically interact with. Users can discover posts, accounts, hashtags or products they might like, based on those.
- ★ The Explore page can be very helpful — if your posts have geotags and get a lot of engagement, they might appear on that page for some users, giving you more exposure.
- ★ In May 2021, the Explore feed was moved from its original position at the bottom and was replaced with a dedicated reels tab.
- ★ The Explore button/Search or Discover tab is now at the top of the Home page, next to the Direct Messages icon. Go to the Home Page and look for the DM at the top. A new search icon will be available.

### Instagram Live



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- ★ Is great for connecting with your followers in a direct, transparent and authentic way.
- ★ When you use Instagram Live, you're bumped to first place in the Stories that are shown above the feed. Instagram Live is a shortcut to greater exposure.
- ★ It is unedited and can only be broadcast from a mobile .
- ★ Created via the Instagram Stories section.
- ★ 80% of people would rather watch a live video from a brand than read a blog.
- ★ You can do a Live on your own or invite someone to join your Live.
- ★ It will last up to 24hrs on your Stories.
- ★ You can now save your Live to IGTV.
- ★ They can be viewed on the desktop by your followers.

### IGTV

- ★ IGTV (Instagram TV) is a long-form vertical video channel that is accessible from Instagram.
- ★ Instagram's first standalone video platform.
- ★ The goal of IGTV is to be more like YouTube, an extension of your Stories.
- ★ Videos must be at least one minute long. The maximum length your video can be is:
  - 15 minutes when uploading from a mobile device. 60 minutes when uploading from the web. *Unless you have a verified account or an account with a large following.*
- ★ Instagram recommends that vertical IGTV videos should have an aspect ratio of 9:16, while horizontal videos should be 16:9.
- ★ When you add IGTV to your grid, it plays a 15 second preview of your IGTV video and invites your followers to 'keep watching'.
- ★ You can create an IGTV series.
- ★ You can give a Title to each IGTV.
- ★ You can insert a link into an IGTV caption which becomes "clickable" once it is posted.
- ★ You can insert hashtags as part of your caption.



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### The Search Function

- ★ Explore what is trending on Instagram
- ★ Populated by things you have liked and commented on
- ★ Great for getting ideas for posting and finding new accounts and hashtags to follow.
- ★ Can be used to boost your Instagram Marketing (please see the external link below) <https://buffer.com/library/instagram-search/>
- ★ Has different tabs great for identifying new accounts and content, especially good for finding new IGTVs which are categorised by various topics.
- ★ Has a section dedicated to Reels

### Hashtags

- ★ Indicated by a #
- ★ Help more people see your posts
- ★ You can use up to 30 in a single post either at the end of your caption or in the first comment posted immediately your post goes live
- ★ You can use up to 10 in each Story
- ★ You can follow hashtags

### Geotags

- ★ To geotag your post, you select a location, and then that location shows up just under your account name. Geotagging posts is a good way to help more people find them. It is especially useful for local information, for businesses who are looking to increase local customers or people who wish to make local connections.

### Name Tag

- ★ Your Instagram nametag is found by tapping the three horizontal lines in the upper right-hand corner of your profile and then selecting "Nametag." This nametag is scannable, so people can find your profile by simply scanning the tag instead of typing in your username and searching.

### Mentions and Tags

- ★ Mentions are included in the post copy itself and it is where you mention someone else by including their username
- ★ Tags are when you actually tag another user in the picture itself

### Direct Messaging



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- ★ Aka DM
- ★ A way to privately send and receive messages to ANYONE! (not that everyone will reply)
- ★ When you get a message from someone you aren't following it goes into your 'general' dms vs. your 'primary' dms
- ★ Reactions and replies to stories also get recorded here
- ★ You can set up quick replies and flag important messages
- ★ DM's don't apply to your engagement rate, but they are a great method of building engagement and trust with your followers; conversations over DM can make users more likely to come see your other posts. Responses to your Instagram stories also come to you via direct messaging.

### Notifications

- ★ Instagram will let you know if someone has interacted with you
  - Mentioned you in a grid post, story or IGTV
  - Tagged you in a grid post
  - Liked or Commented on your grid post or a post you are mentioned in
  - Started following you
  - Pinned your comment in a Live or on a Post

### Archive

- ★ When you "archive" a post you can remove a post from your profile without deleting it. You'll be able to see the archived post by tapping "Archive" (found under the three horizontal lines at the top right-hand corner of your profile), but no one else can see archived posts.

### Saved Posts

- ★ To save a post simply tap the banner icon at the bottom right, just above the caption. This will save the post to your library. You might save posts for different reasons, to support, research, monitor etc.

### Business Profile

- ★ Allows you to see Insights = Analytics are shown once you have 100 followers.
- ★ Allows you to pay to get in front of more people = Paid Advertising
- ★ It is advisable to link to Facebook Page, this will enable you to have access to more tools, have access to shopping and run instagram ads
- ★ If using a scheduling tool such as Later, Buffer, Planoly, Creator Studio your posts can be pre-scheduled and pushed\* through to Instagram.



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*\*If you don't have a business account and use a 3rd party pre-scheduling tool (more on that in the strategy module) then often the 3rd party pre-scheduling tools will remind you to post but will not post automatically on your behalf.*

### Creator Profile

- ★ For Instagram influencers, artists and content creators
- ★ Has more growth tools to understand follower growth and trends
- ★ Allows you to access daily follow/unfollow data
- ★ Allows you to collect insights from the past 7 days
- ★ Has DM filtering options (including three new tabs: Primary, General, and Requests), allowing you to prioritize DMs
- ★ Allows you to share featured products in their organic posts and stories
- ★ If using a scheduling tool such as Later, Buffer, Planoly, your posts will be published automatically

### FAQ: When should I have a Business Account vs. a Creator Account?

Business Instagram accounts are meant for brands and other businesses, so these accounts are made with features that will help businesses

With Business accounts, you can add additional Call-to-Action buttons so that visitors can book an appointment, contact customer service, or even make reservations

Only business accounts are able to use Social Media Post Scheduling tools like Later or Buffer. In order to run any type of advertisements you need a business account.

Unlike regular business profiles, Instagram Creator profiles are meant to fulfill the needs for influencers and creators that don't yet have a business. They are trying to build fan communities, gain brand partnerships, and share within a specific industry.

Instagram's Creator and Business accounts are nearly identical in features now, so a Business account with the added perk of auto-publishing seems to take a narrow lead. Auto-publishing and being able to schedule posts in advance seems to rank high on the list of benefits.

### So with an Instagram Business Profile You...



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### CAN

- ★ Get access to Instagram Analytics about your followers and posts
- ★ Promote Instagram posts as ads
- ★ Add links to Instagram Stories
- ★ Schedule and auto publish your posts with a scheduling tool such as Later, Planoly or Buffer

### CAN'T

- ★ Go private on Instagram

### AND with an Instagram Creator Profile You

#### CAN

- ★ Get exclusive access to the Instagram Creator Studio on desktop
- ★ Access creator-specific analytics, including follow/unfollow metric and engagement stats
- ★ Filter your Direct Message inbox
- ★ Tag products from brands directly within a feed post

#### CAN'T:

- ★ Connect your Instagram to any third-party apps
- ★ Schedule and Auto publish your posts from a scheduling tool such as Later, Planoly or Buffer, but you can from Facebook Creator Studio

### Organic Reach

- ★ Your organic reach is the number of people who find your page by themselves. For small businesses who don't have the budget to create a promotion, focusing on organic reach can be a great strategy. Reach measures how many unique users have seen your post

### Impressions

- ★ Impressions count the total number of times the post has been seen. That means one person could look at your post three times, resulting in one number added to your total reach and three added to your impressions.

### Instagram Shopping



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- ★ A customisable storefront allowing people to shop directly on business profile pages.
- ★ You can set up a shop tab
- ★ You can showcase your products and prices in stories and feed
- ★ You can direct people to your website
- ★ Or you can set up for people to pay using the checkout feature
- ★ A Shopping Tab is now available on each accounts navigation bar
- ★ See our TechPixies Quick Start Checklist - Facebook & Instagram Shopping for more information about how to get Instagram shopping up and running

External Instagram Resource will provide up to date information about setting up and checkout procedure. <https://business.instagram.com/shopping>

[TechPixies](#) ★ [Quick Start Checklist](#) ★ [Facebook & Instagram Shopping](#)

### Instagram Insights

- ★ Let you learn more about your followers and about how your content performs with your audience
- ★ You can view insights for specific posts up to a year ago, but it is advisable to take a look on a weekly basis and take screen grabs on a monthly basis as part of your review process
- ★ You can view insights for specific Stories (best time for this is during the 24 hrs they are live)
- ★ You can see how your posts and Stories have performed and how your audience are engaging with them which is great for future planning
- ★ You can delve deeper into your accounts reach, impressions, profile visits, website taps in the last 7 days
- ★ You can delve deeper into your post content interactions ( likes, comments, saves, shares) and Stories Interactions ( Replies) and IGTV interactions in the last 7 days
- ★ You can delve deeper into your follower breakdown ( number of follows and unfollows) in the last 7 days

### Instagram Reels





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- ★ Instagram Reels are a fun and engaging way to use video content
- ★ It is Instagram's response to Tik Tok
- ★ The essence of Instagram Reels and TikTok is the same: providing users with a creative space to create and share short videos with others. They come with creative options, allowing users to make their best possible clips
- ★ You can record and edit together 15 or 30 second video clips set to music and share them to your Stories, Your Grid and they show up on the new Reels tab on a user's profile
- ★ You can find the Reels feed on the Instagram Explore Page
- ★ On a private account Reels will only be seen by your followers
- ★ Instead of only seeing Reels from accounts you follow as you scroll, you will see Reels from popular and trending accounts on Instagram
- ★ The Reels Algorithm is likely to be influenced by who you already follow, what content you interact with, and where you're located
- ★ According to Instagram "If your Reel is featured in Explore, you'll receive a notification"
- ★ Instagram Reels is a new way to build your community and grow your reach on Instagram

### Instagram Guides

- ★ This is a newest format on Instagram for sharing curated, scrollable content
- ★ It has a Pinterest feel to it
- ★ You can create the guides from your profile and curate either by places, post or products
- ★ You will now be able to add a new tab to their profiles, in addition to 'Posts', 'Mentions' and 'IGTV', which links through to the Guides option
- ★ You will be able to display themed collections linked together with short text descriptions.
- ★ Guides can also be shared via Stories, providing another way to promote your collections.
- ★ It is a good way to showcase more of your interests on Instagram, while for brands, it opens up a range of new possibilities in presenting and sharing your products.

### User-Generated Content



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- ★ When your customers post pictures of themselves using your product or experiencing your service, this is user-generated content, or UGC. Brands will look for user-generated content and ask permission to repost it.

### Key Takeaways

- ★ Instagram has multiple ways to create content and when used together as part of a Social Media Strategy they are very powerful
- ★ It is important to learn about each section and try the different functions so that you are then able to use them to increase engagement, visibility, leads and sales
- ★ Instagram Insights are a great way to have a greater understanding about your followers and what content is working well. They are great for future planning

Please see external link below for additional information about the different types of accounts <https://later.com/blog/instagram-business-profile/>