



Computer / Mobile Literacy, Social Health Growth

Computer & Mobile Literacy Program

Instagram

Learning Objectives

To understand what is Instagram
了解什么是Instagram

To understand why should you use Instagram
了解为什么要使用Instagram

To understand how to sign up for Instagram
了解如何注册Instagram

To understand how to use Instagram
了解如何使用Instagram



What is Instagram?

Instagram is a social media platform where people share photos, videos, art, and infographics – really anything visual is fair game.

Instagram 是一个社交媒体平台，人们可以在其中共享照片，视频，艺术品和信息图表-几乎任何视觉效果都是公平的游戏

The photos get posted to a feed which you can scroll through.

照片将发布到供稿中，您可以滚动浏览

Instagram has been more focused on visual media and art, and less on textual media.

Instagram 直专注于视觉媒体和艺术，而较少关注文字媒体

Why should you use Instagram?

It's free to use
免费使用

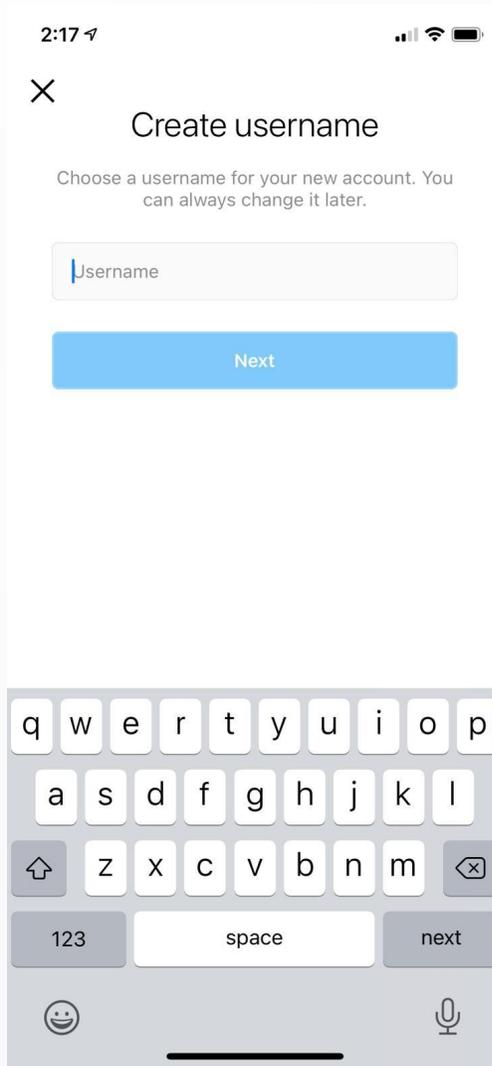
Hundreds of millions of people use it every day – so you have a huge potential audience
每天有成千上万的人使用它 – 因此您拥有巨大的潜在受众

It can help increase exposure for your site, product, service, or tool
它可以帮助增加您的网站，产品，服务或工具的曝光率

You can get inspiration and ideas from others' posts
您可以从其他人的帖子中获得启发和想法

You can share what you've learned through infographics
您可以分享通过信息图表学到的东西

How to Sign Up?



Step 1: Download the Instagram app

步骤1: 下载Instagram应用

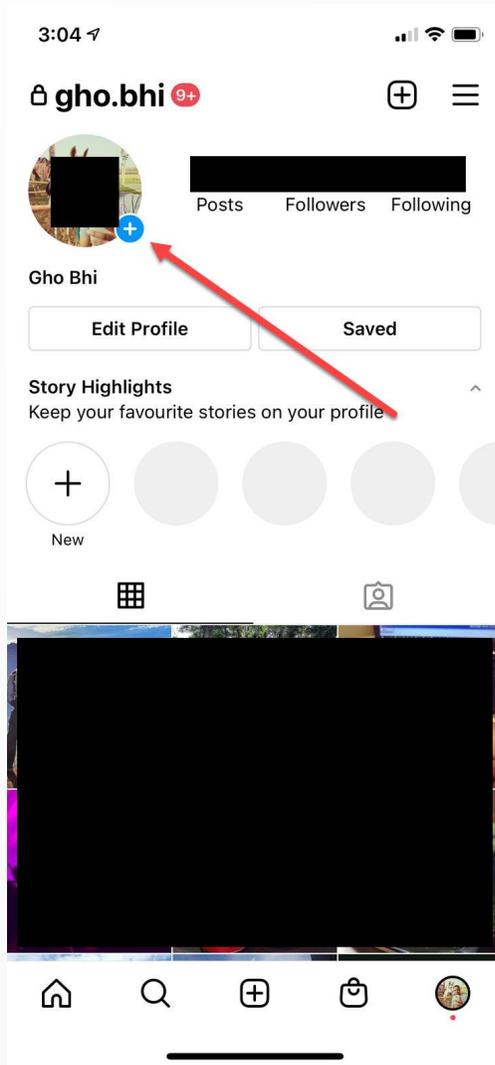
First, you'll need the app. Visit the app store and download it
首先，您需要该应用程序。访问应用商店并下载

Step 2: Sign up for Instagram

第2步: 注册Instagram

You'll need to create an account. Pick a username and a password.
您需要创建一个帐户。选择一个用户名和密码。

How to Sign Up?



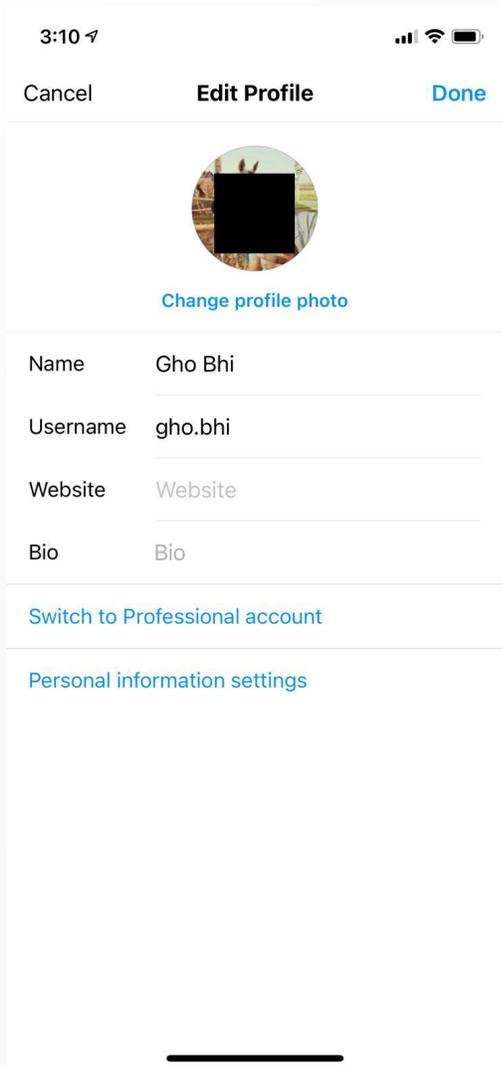
Step 3: Add a Profile Photo and Other Info 第3步：添加个人资料照片和其他信息

You can add a profile photo by clicking the “+” icon. It doesn't have to be a photo of your face – but you should add something.

您可以通过单击“+”图标添加个人资料照片。它不必是你的脸的照片，但你应该添加一些东西。

No one wants to see that little grey person icon.
没有人愿意看到那个小小的灰色人形图标。

How to Sign Up?



You can also add bio information, a website, and any other info you want people to know.

您还可以添加生物信息，网站以及您希望人们知道的其他信息。

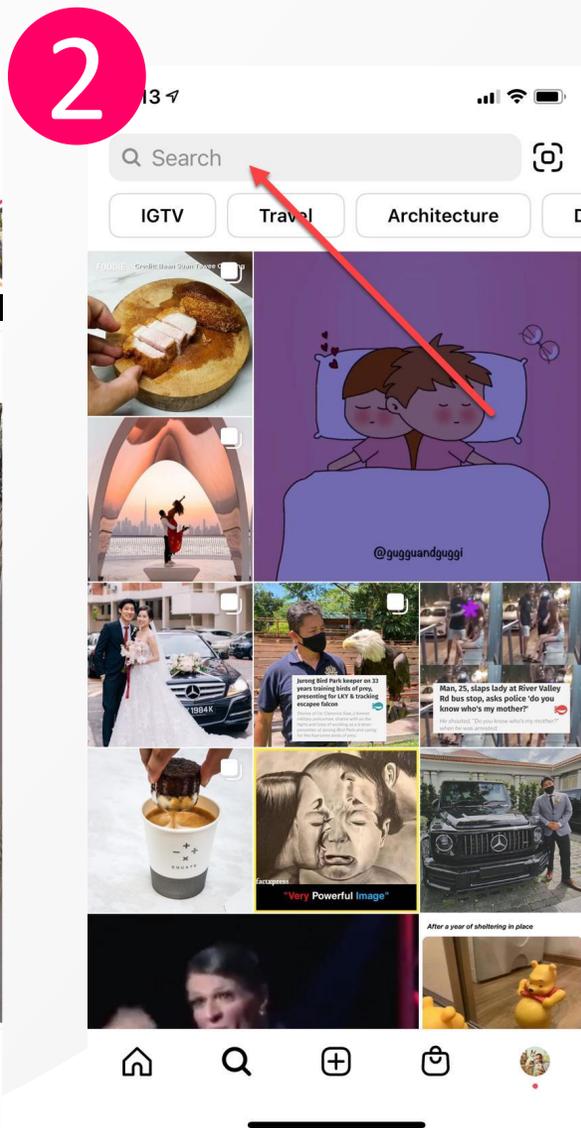
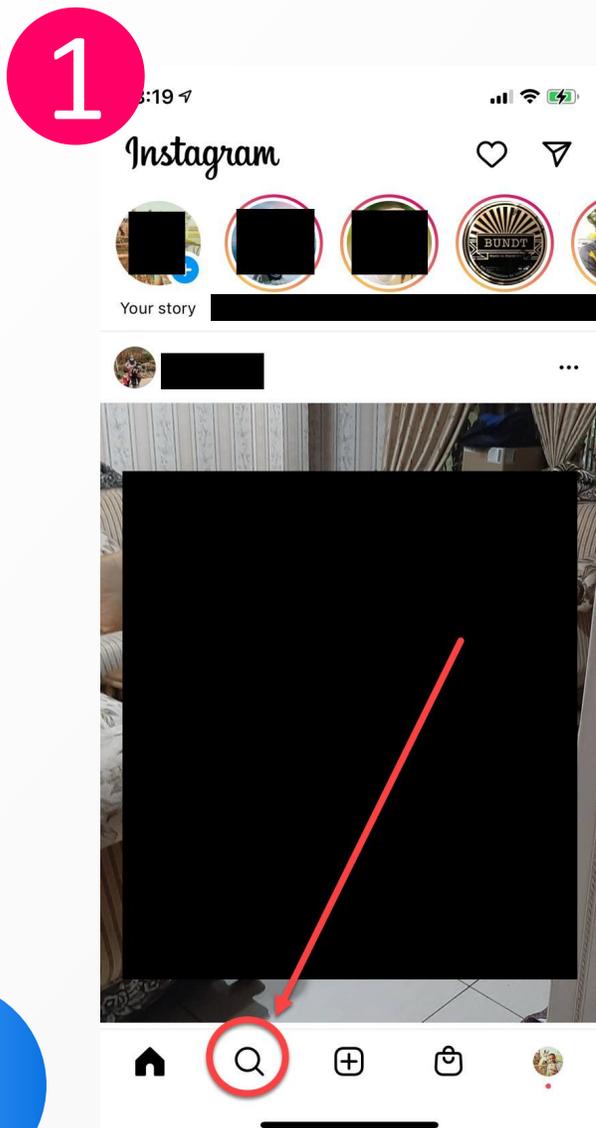
Many people use this section to tell a bit about themselves, link to their personal sites, and so on.

许多人使用此部分来介绍一些有关自己的信息，链接到其个人站点的信息，等等。

Now that your profile is all set up, you're ready to start exploring and posting to Instagram.

现在您的个人资料已全部设置好，您就可以开始探索并发布到 *Instagram* 了。

How to search in Instagram?



You'll find the search icon on the bottom of your screen, towards the left.
您会在屏幕底部的左侧找到搜索图标。

If you click on the little magnifying glass icon, you'll be taken to the search page.
如果您点击小放大镜图标，您将被带到搜索页面。

If you have a specific person in mind you want to find, enter their name into the search bar.
如果您想找一个特定的人，请在搜索栏中输入他们的名字。

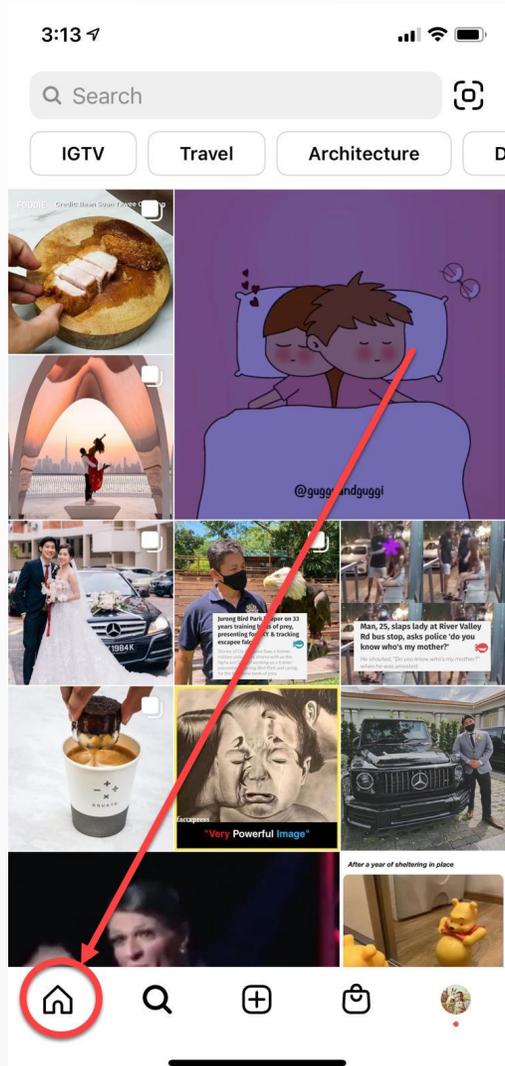
When you find them, you can click "Follow" to get updates from their account in your feed.
找到他们后，您可以单击“关注”以从其Feed中的他们的帐户获取更新。

How to find Instagram Homepage?

When you open your Instagram app, it'll take you to the home page.
当您打开Instagram应用程序时，它将带您到主页。

To find your home page, look at the menu bar with the five icons along the bottom of the screen. You can get home by tapping the little house icon.
要找到您的主页，请查看屏幕底部带有五个图标的菜单栏。您可以点击小房子图标回家。

Once you're there, you can scroll down to see what people have been sharing.
到达那里后，您可以向下滚动以查看其他人正在分享的内容。



Using Instagram



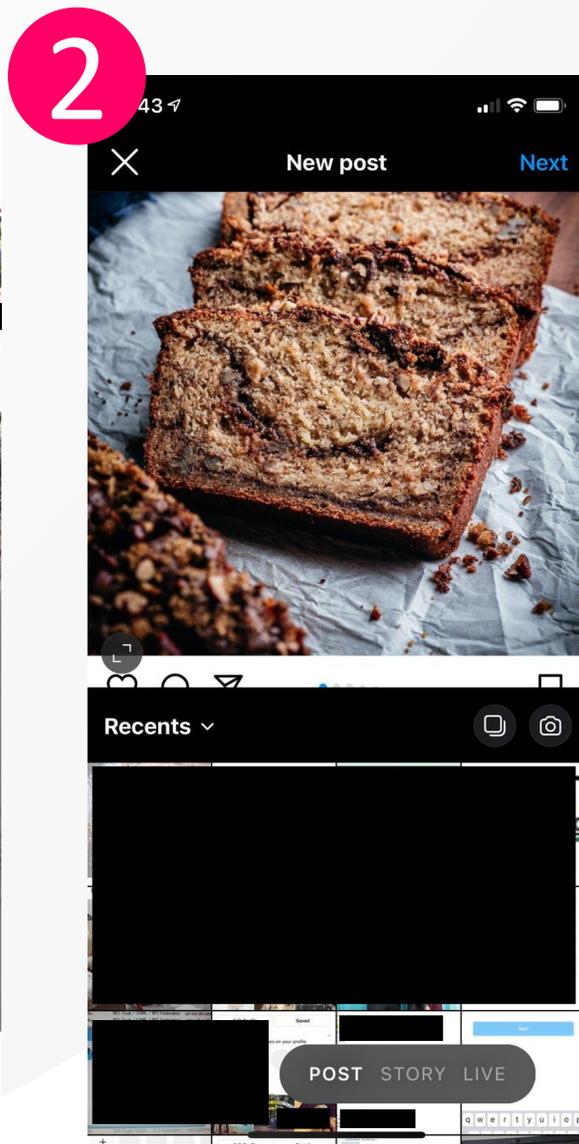
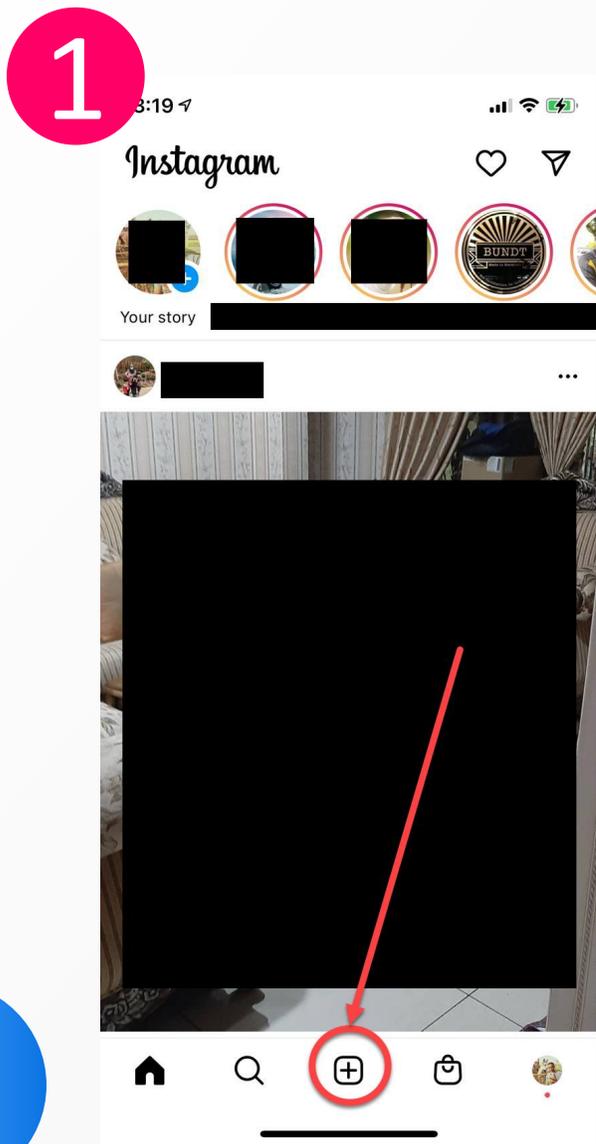
You can like a post (tap the heart icon)
您可以赞一个帖子（点按“心脏”图标）

You can comment on a post (tap the speech bubble icon)
您可以对信息发表评论（点按语音提示图标）

Send the person a message (tap the little paper airplane or message bubble looking icon)
向此人发送消息（点一下小纸飞机或消息气泡图标）

Save the post for later (the little flag icon on the right).
保存该帖子以供以后使用（右侧的小标志图标）。

How to add photo/video in Instagram?



Step 1: Select the photo(s) you want to share

步骤1: 选择您要分享的照片

To add a photo or video, click on the plus (+) icon in the bottom middle of your home screen.

要添加照片或视频，请单击主屏幕底部中间的加号 (+) 图标。

Your camera roll will pop up, with the last photo you took selected at the top.

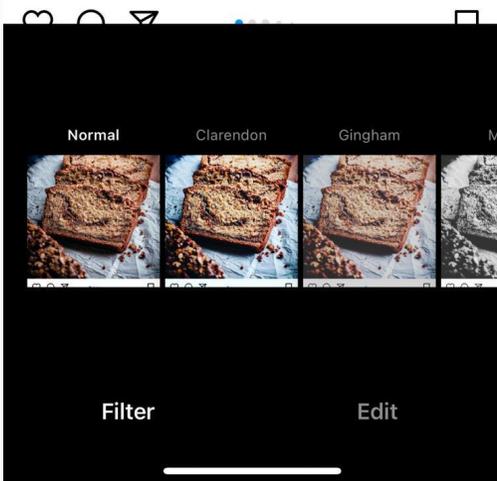
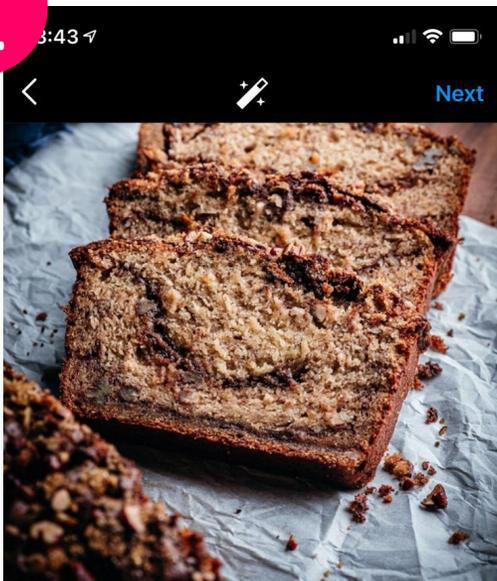
您的相机胶卷将弹出，并在顶部选择您拍摄的最后一张照片。

You can scroll down to find older photos if you want.

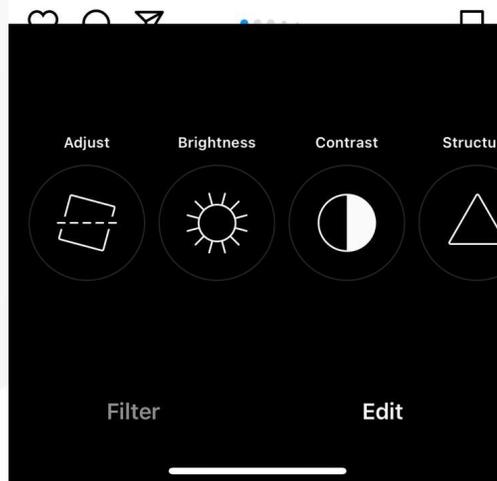
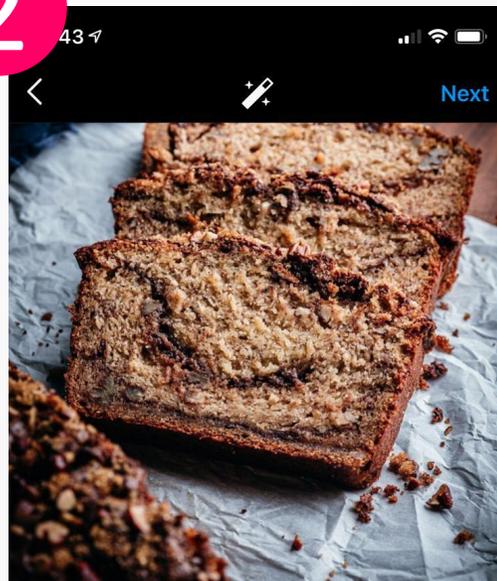
您可以根据需要向下滚动以查找较旧的照片。

How to add photo/video in Instagram?

1



2



Step 2: Add a filter or edit your photo(s) (if you want)

第2步：添加滤镜或编辑照片（如果需要）

Once you've selected your photo(s), hit "Next" in the upper right corner of your screen.

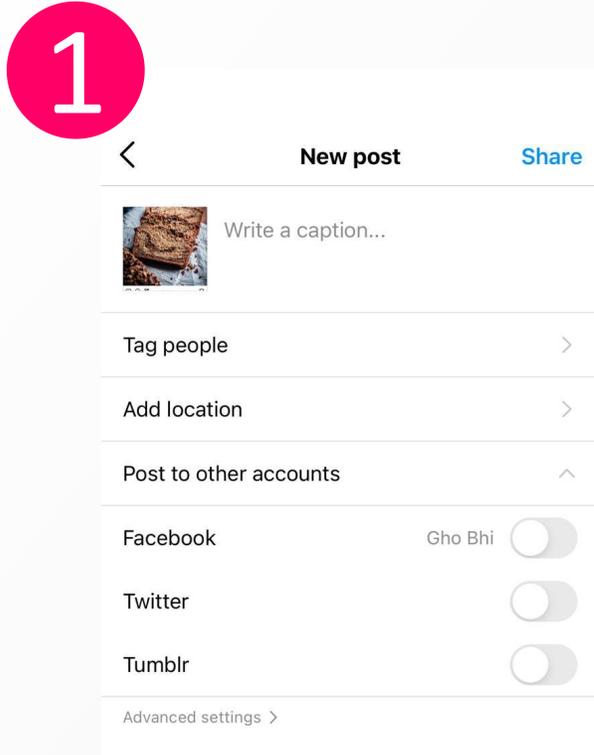
选择照片后，点击屏幕右上角的“下一步”。

You'll then have the option to select a filter – they appear along the bottom below the photo and show you a little preview of what the filter would look like.

然后，您可以选择一个过滤器-它们会出现在照片下方的底部，并向您显示过滤器的外观预览。

When you're done editing, click "Next" in the upper right corner.

How to add photo/video in Instagram?



Step 3: Add text, hashtags, and location to your post

第3步：在帖子中添加文字，主题标签和位置

First, add your text (if you want there to be text).

首先，添加您的文本（如果要添加文本）。

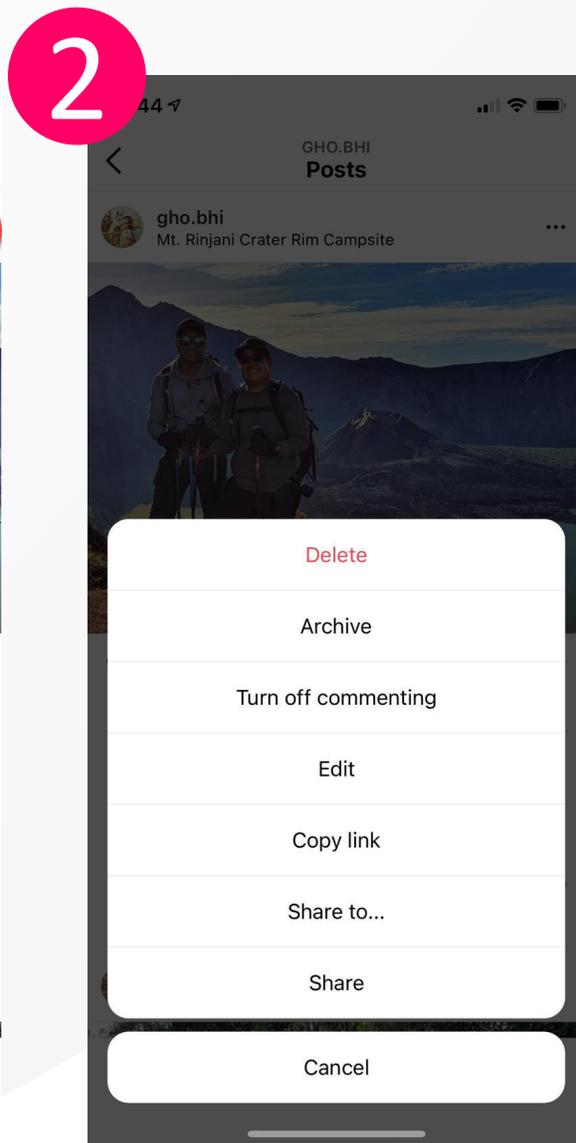
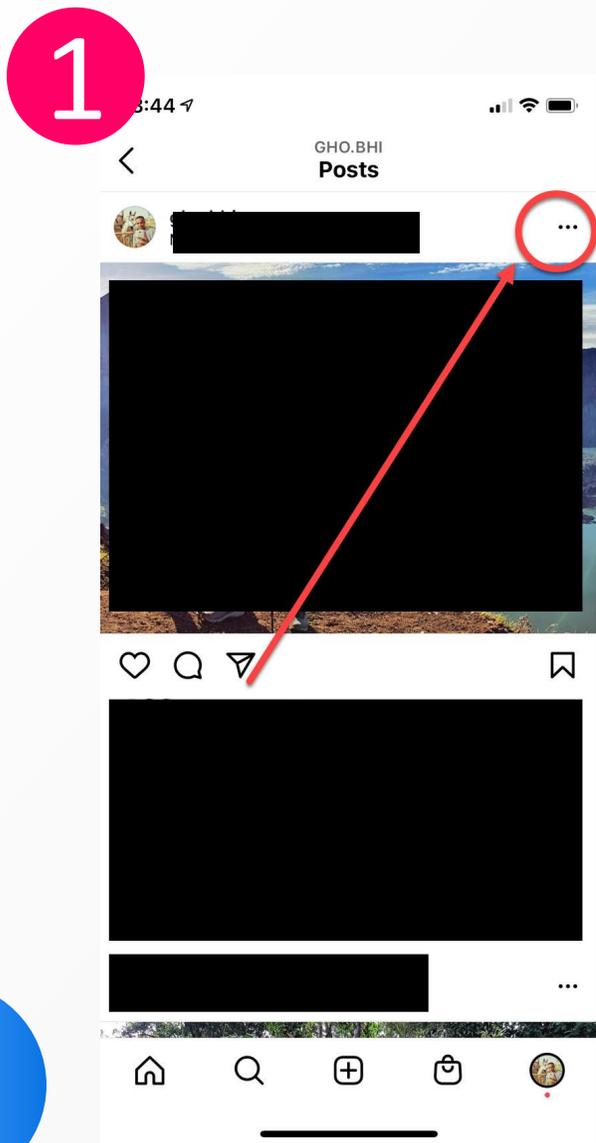
Then, add your hashtags. To create a hashtag, simply use the hash/pound sign/number sign (#) followed by a word, like #technology. No space.

然后，添加您的标签。要创建主题标签，只需使用井号/磅叹号/数字符号（#）后跟单词，例如#technology。没有空间。

When you create the hashtag, Instagram will provide a list of hashtags that match. For example, if I started typing #food, then various related hashtags will come up.

创建主题标签时，Instagram将提供匹配的主题标签列表。例如，如果我开始输入#food，那么各种相关的标签会出现。

How to edit / delete post in Instagram?



Maybe you forgot to @mention someone.
也许您忘记了@提及某人。

Maybe you came up with better wording.
也许您想出了更好的措辞。

Or maybe you just really need to remove a post.
You can do all that and more.
或者，也许您只需要删除帖子即可。您可以做更多的事情。

Just find the three horizontal dots at the top of your post (upper right, opposite your name) and click them.
只需找到帖子顶部的三个水平点（右上角，名字的对面），然后单击它们即可。

Thank You!

Social Health Growth

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SHG is a registered Charity with Ministry of Social and Family Development

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