

Instagram

What is it?

A way to share photos and create a network of followers. Photos can be published, comments and tags added and it can all be shared to other platforms (ie Facebook, Twitter, Tumblr). Filters can be used to change and enhance photos.

How to use it?

Account can be created on your iphone or android device in just a few minutes! Using the hash tag (#) allows tags to be searched online. Instagram is a visual platform, just snap the pic, follow a few prompts and viola! If you always have your phone or android device with you, it is easy to post and to follow your friends and contacts.

Who's using it?

Lots of people! 55 million photos are posted every day! Every month 150 million people access their account!* Instagram appeals to a younger crowd than other social networking sites.

* Instagram Website accessed 3/13/2014

Articles:

<http://oedb.org/blogs/ilibrarian/2012/10-interesting-ways-to-use-instagram-for-your-library/>

<http://team-socialblog.wordpress.com/2012/06/23/57/>

http://marketing.njstatelib.org/blogs/2012/oct/11/tmcclary/five_ways_to_use_instagram_to_promote_your_public

Examples:

<http://instagram.com/rapidcitypubliclibraries>

https://www.facebook.com/lawrencepubliclibrary/app_267091300008193

<http://web.stagram.com/n/queenslibrary/>

<http://statigr.am/tag/libraries>

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