

IN THIS CHAPTER

- » Finding Instagram apps for your device or computer
- » Deploying Instagram apps on Windows and Mac computers
- » Installing Instagram apps on mobile devices
- » Using Instagram on the web
- » Launching Instagram on your computer or mobile device

Chapter 1

Installing Instagram

The good people at the Instagram division of Meta (which also owns Facebook and Threads) realized long ago that many people use Instagram with all their computing devices, not just smartphones. What's more, they knew that if business owners were going to adopt Instagram as the de facto photo-sharing app, Instagram had to be available everywhere: on smartphones, tablets, computers, and even the Instagram website.

If you haven't installed Instagram yet, this is the chapter you need to read. We start by showing you where to find Instagram on the web, and then you find out how to install the Instagram app on computers, smartphones, and tablets.

Next, you see how to use Instagram on the web in case you're using a computer or device that either doesn't or can't have Instagram installed, such as a company smartphone that allows only company-approved apps. Finally, you launch the Instagram app on your computer or device so you can scratch that itch and start Instagramming.

Moving Instagram to the Launch Pad

If you don't have Instagram installed on your smartphone (or your computer), search in one of the following locations to find and download the app:

- » **iPhone or iPad:** App Store
- » **Android smartphone or tablet:** Google Play Store
- » **Windows:** Microsoft Store
- » **Mac:** App Store

In the iPhone example shown in Figure 1-1, the Instagram entry in the Search screen list shows the Get button so you can download Instagram.



If your workplace has a BYOD (Bring Your Own Device) policy, pass this book around to the people in your company so they can refer to the appropriate section in this chapter for installing Instagram on their computer or device.

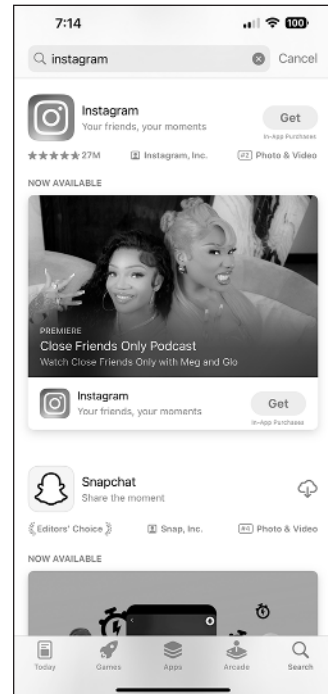


FIGURE 1-1:
The Get button on the Search screen.

Installing on Instagram's Native Platform

The first version of Instagram, which was available for download on October 6, 2010, was for iPhone users. It was a wise decision: The popularity of the iPhone Instagram's ease of use when sharing photos resulted in more than one million registered Instagram users by the end of 2010. (Ten years later, about one billion users are on the iPhone and Android platforms.) You can install the iPhone app on your iPhone and iPad if you prefer to use your tablet. (If you have an Android smartphone or tablet, don't worry. We have you covered in the next section.)

Installing on an iPhone

It's easy to download Instagram from the App Store to your iPhone:

- 1. Tap the App Store icon.**
- 2. Tap the Search icon in the lower-right corner of the screen.**
- 3. Tap the Search box at the top of the screen and start typing the word Instagram.**

After you type the first few letters, Instagram appears at the top of the results list.

- 4. Tap Instagram in the results list.**

The app information appears on the screen, as you saw in Figure 1-1.

- 5. Tap Get.**

If you need to sign into the App Store, type your password in the Sign In to the App Store window and then tap Get. If you have a newer iPhone that doesn't have a Home button, follow the prompts to complete your transaction. If your iPhone has a touch button and you use Touch ID instead of typing your password, place the appropriate finger or thumb on the Home button.

- 6. Tap Open.**

The next time you want to open Instagram, swipe to the Home screen with room for icons — because that's where you'll find the Instagram icon.

Now Instagram is ready for you to start using it, so move ahead to the “Starting to Gram Instantly” section.

Installing on an iPad

Instagram has yet to create a native app for the iPad, which is another one of life's great mysteries (but not at the level of where missing socks go). However, you can use the iPhone app on the iPad.

Here's how to install Instagram on an iPad:

- 1. Tap the App Store icon.**
- 2. Tap the Search icon in the lower-right corner of the screen.**
- 3. Tap the Search box at the top of the screen and start typing the word “Instagram.”**

After you type the first two or three letters, Instagram appears at the top of the results list.

4. Tap **Instagram** in the results list.
5. In the upper-left corner of the screen, tap **Filters** ⇨ **Supports**.
6. Tap **iPhone Only**, as shown in Figure 1-2.
7. Tap the **Instagram** app's **Get** button (see Figure 1-3).

If you need to sign into the App Store, type your password in the Sign In to the App Store window. Then tap **Get**. Or, if you use Touch ID, place the appropriate finger or thumb on the Home button instead.

8. Tap **Open**.

Now that you've installed Instagram on your iPad, go straight to the “Starting to Gram Instantly” section later in this chapter to learn how to start using Instagram.

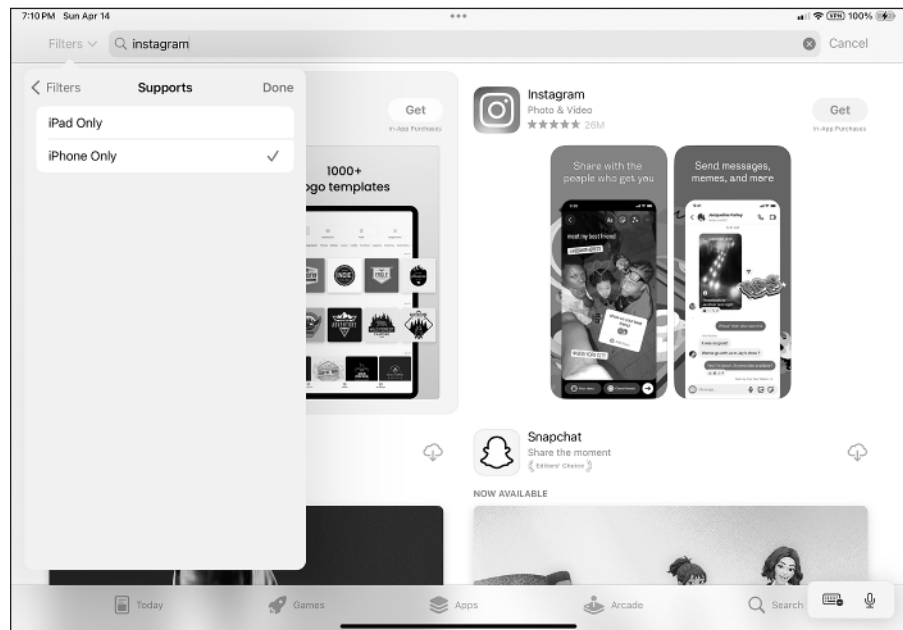


FIGURE 1-2:
Yes, tap iPhone Only when you're installing Instagram on your iPad.

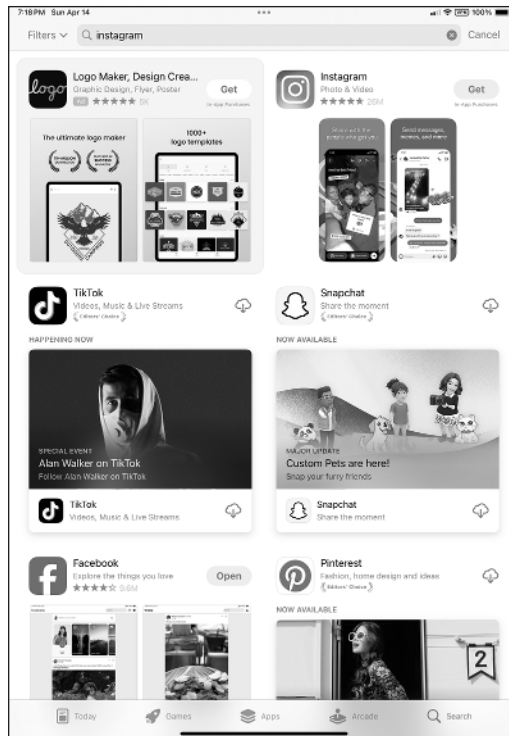


FIGURE 1-3:
The Instagram
app is in the
upper-right
corner.

Instagram Has Android Covered, Too

After Instagram was satisfied with the development of its app on the iPhone, staffers turned their attention to developing Instagram for the Android platform. On the day the app was released in April 2012, more than one million users downloaded it.

Here's how to install Instagram from the Google Play Store:

- 1. Tap the Play Store icon on the Home screen.**

If the Play Store icon isn't on the Home screen, tap Apps on the Home screen and then tap Play Store on the Apps screen.

- 2. Tap the Search box at the top of the screen and start typing the word Instagram.**

After you type, Instagram appears in the results list.

- 3. Tap Instagram in the results list.**

The app information screen shown in Figure 1-4 appears.

4. Tap Install.
5. Tap Open.

It's time to start Instagramming, so skip ahead to the “Starting to Gram Instantly” section.

Installing on a Computer

Instagram was designed for a smartphone, but in a business setting, you'll be more likely to view it at your desk while you're working. Otherwise, you'll have to keep looking from your computer screen to your smartphone.

Fortunately, Instagram is available for Windows and Mac, so you can view, like, and comment on photos and videos from other Instagram users. However, you can't use your computer's webcam to take pictures or shoot video.



TIP

Feel free to skip ahead to the “No App? No Problem: Instagram Is on the Web” section to learn how to use the Instagram website. (This information should go in your brain's “be prepared” file.) Then, continue reading to the end of the chapter to learn how to log in to Instagram.

Installing on a Windows PC

The Windows version of Instagram is a Windows 11 app. Windows PC users can install the Instagram app from the Windows Store or the Instagram website. Here's how to install the app from the Windows Store:

1. Click the Start icon in the taskbar.
2. Click Store in the list of programs or click the Start tile in the Start menu.
3. In the Search box, type Instagram.
4. In the list that appears below the Search box, click Instagram.
5. Click the Install button, as shown in Figure 1-5.

After the Windows Store installs the Instagram app on your computer, the Get button in the Store window changes to Launch.

6. Click Launch to start the app.

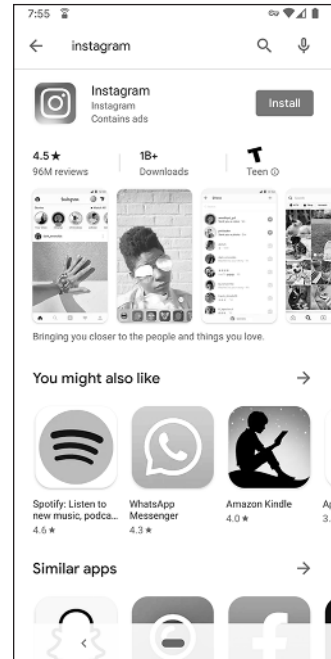


FIGURE 1-4:

Tap the Instagram icon to read more about the app.

If you prefer to install the Windows app from the Instagram website, follow these steps:

1. **Navigate to the Instagram website at www.instagram.com.**
2. **Click the Sign Up link on the Instagram web page.**
The Store window appears in front of your browser window.
3. **Click the Install button (refer to Figure 1-5).**
4. **After installation, start the app by clicking the Launch button.**

Now, you can skip ahead of the rest of the class and start Instagramming by going to the “Starting to Gram Instantly” section.

Installing on a Mac

Instagram doesn’t have a Mac version of its app available to download, as you’ll discover if you search for Instagram in the App Store and don’t find Instagram in the list.

The only way you can access Instagram is on its website. And if you use a web browser other than Safari, you’ll only be able to view, like, and comment on photos and videos. Fortunately, you can bamboozle the Instagram website into thinking you’re accessing the website on the iPhone so you can upload photos.

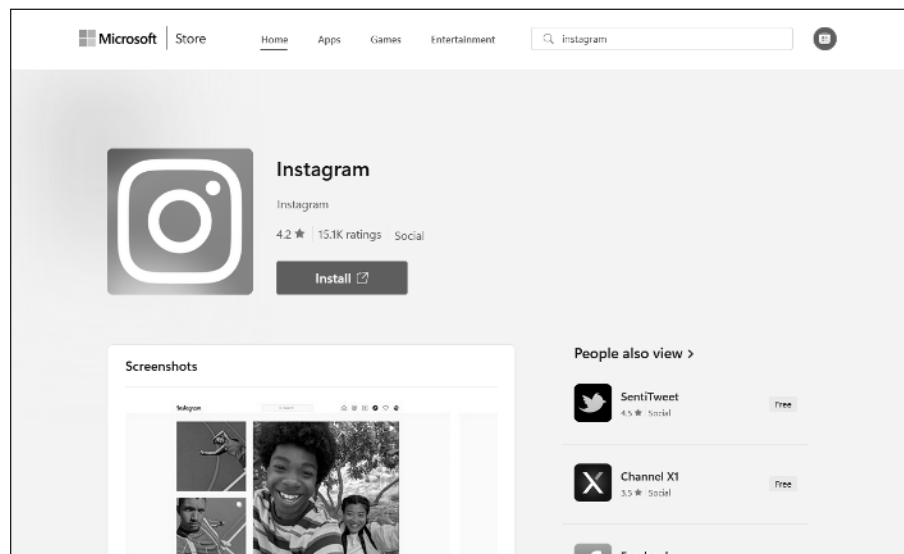


FIGURE 1-5:
Click Install in the Microsoft Store window.



REMEMBER

You can only upload photos from your Mac from the bamboozled Instagram website. You can't take photos, shoot videos, or upload videos.

An article by Lewis Painter on the Macworld UK website (www.macworld.co.uk/how-to/mac-software/instagram-for-mac-3641569/) tells you how to do this. But rather than make you go to the website for this information, we tell you how here:

1. **Open Safari.**
2. **Choose Safari ⇨ Settings or press Command+, (comma).**
3. **If the Advanced tab isn't displayed in the dialog box, click the Advanced icon.**
4. **Select the Show Features for Web Developers check box, shown at the bottom of Figure 1-6.**
5. **Close the window.**

The Develop option now appears in the menu bar.

6. **Click Develop, move the mouse pointer over User Agent, and then click Safari — iOS 17.4 — iPhone in the side menu.**



REMEMBER

Apple is always improving its iOS, so the version in the side menu will be newer than 17.4 by the time you read this.

7. **Open the Instagram website and log in.**

The Instagram home screen appears, as shown in Figure 1-7.

8. **Click the plus icon at the bottom of the screen.**

The File window opens so you can navigate to your desired folder and add photo(s) to your Instagram profile.



WARNING

If you click the Use the App link (at the bottom of the screen, as shown in Figure 1-7), Safari will just refresh the page and ask if you want to open the App Store. Close the dialog box by clicking Cancel, and close the Use the App link by clicking the X to the right of the link.

Alas and alack, after you upload your photos, you'll find that the photo-editing options in Safari are more limited than those in the iPhone app. (And remember that you can't upload videos to Instagram on Safari.)

Now that you have Instagram doing your bidding on your Mac, start using Instagram by moving ahead to the "Starting to Gram Instantly" section.

FIGURE 1-6:
Display the Develop menu in the Safari menu bar by selecting the check box at the bottom.

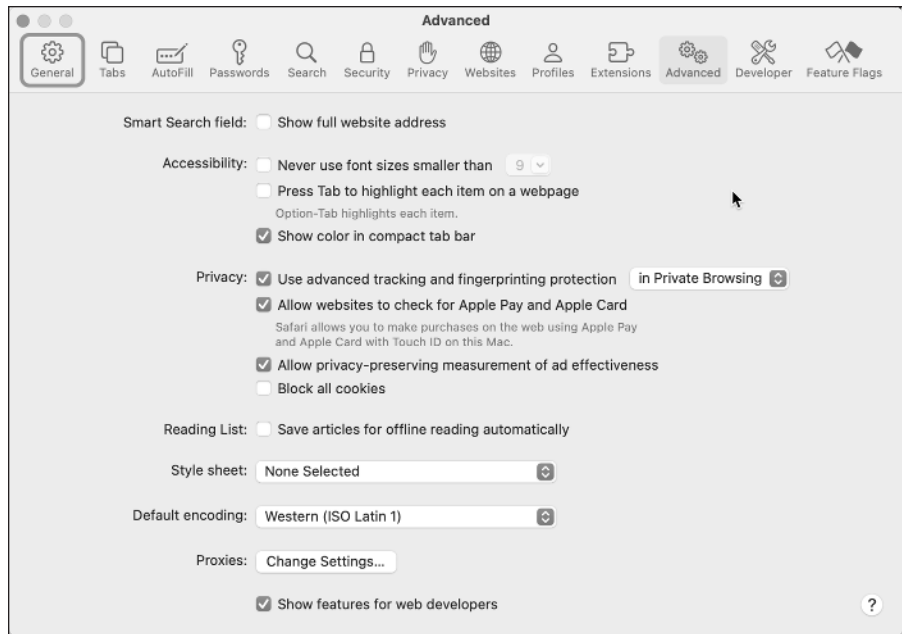
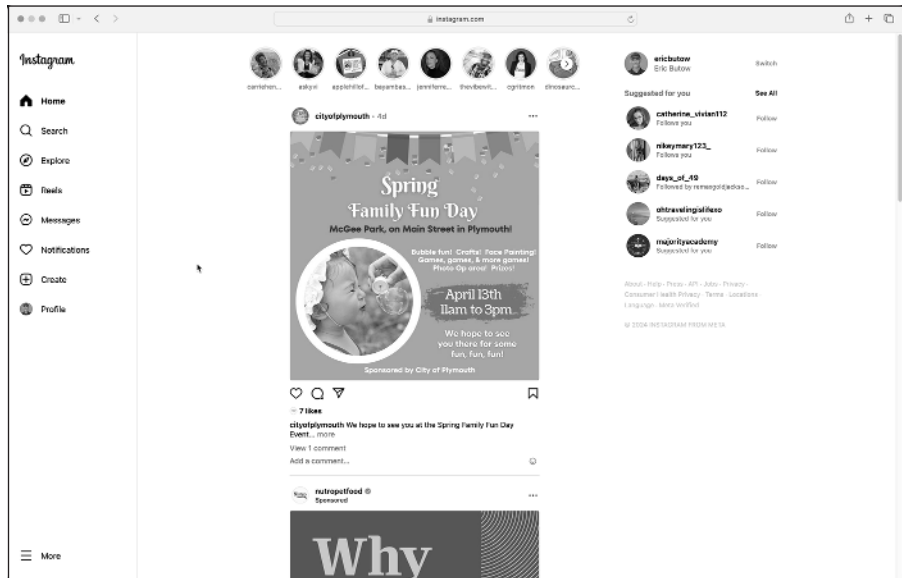


FIGURE 1-7:
To upload a photo, click Create in the left-hand menu.



No App? No Problem: Instagram Is on the Web

If your company doesn't allow you to install unauthorized apps on company smartphones, you can still access the Instagram website on your smartphone or computer, but there is less functionality.

Open the Instagram website by typing www.instagram.com in your browser's address bar. You can log in to Instagram on the web in one of two ways:

- » **Instagram username and password:** Type your Instagram username in the Username box and then type your password in the Password box. Then click or tap Log In.
- » **Facebook account:** If you prefer to use your Facebook account, click or tap Log In with Facebook. (If your browser doesn't have your Facebook account information stored in a cookie, the Facebook window appears on your screen so you can type your username and password.) Then click or tap the Log In As button.



REMEMBER

If you haven't created an Instagram account yet, bookmark this page and read Chapter 2 to learn how to create an effective profile.

After you log in, you see the home page with the latest photos and videos from users you follow. The left side of the screen features the Instagram logo with nine menu options below it, as shown in Figure 1-8.

- » **Home:** Opens the home page. When you're on the home page, this icon is black.
- » **Search:** Opens the Search area on the left side of the screen so you can search for users, posts, and topics.
- » **Explore:** Opens the Explore area so you can view a list of posts from other users whom Instagram thinks you may want to follow. To follow a user, click the Follow button.
- » **Reels:** Opens the Reels page, where you can view and browse the latest Reels from Instagram users.
- » **Messages:** Opens the Direct Message page so you can read private messages from and send private messages to other Instagram users.
- » **Notifications:** Displays a list of notifications, such as when someone comments on one of your photos or videos.

- » **Create:** Allows you to create a post or a live video.
- » **Profile:** Displays your Profile page.
- » **AI Studio:** Opens the Meta AI Studio website in a separate browser tab so you can find and interact with AIs created by others.
- » **More:** Opens more menu options, including Settings, Your Activity, Saved (to view saved posts), Switch Appearances, Report a Problem, open the Meta Business Suite, Switch Accounts, and Log Out.

If you're on the Reels or Profile page, you can return to the home page by clicking the Home icon or the Instagram logo.

Scroll down the screen to see photos and videos from other Instagram users you follow. You can double-click the photo or click the heart icon to like the photo. You can also add a comment: Click the comment icon (a text bubble) to open the post page shown in Figure 1-9, click Add a Comment, type the comment, and then press Enter.

Note the three-dot icon to the right of the person who posted the photo. (If you're following this person, the icon appears to the right of the word *Following*, as in Figure 1-9.) Click this icon to open a pop-up menu that enables you to report the photo or video as inappropriate, unfollow the user, open the post, share the post, copy a link to the post, embed the photo on a website, or cancel the action and close the menu.

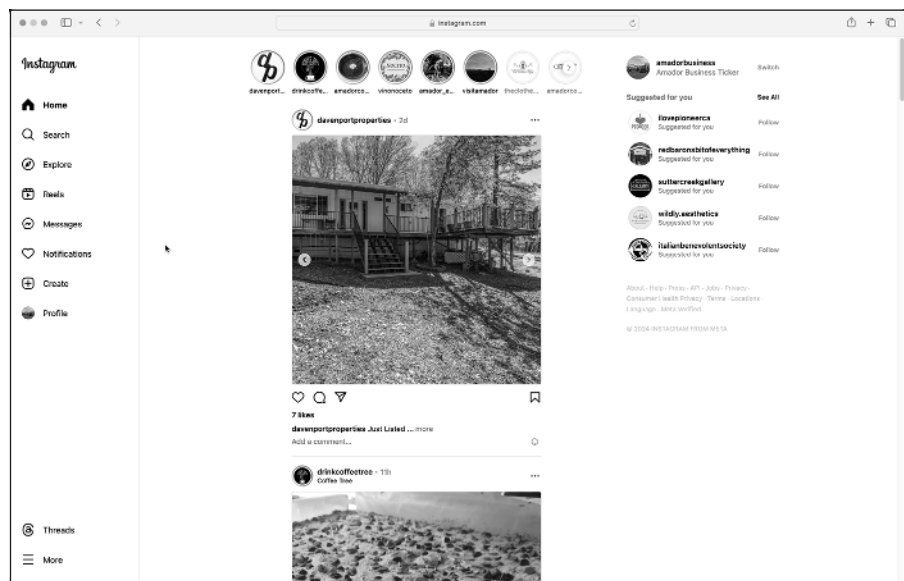
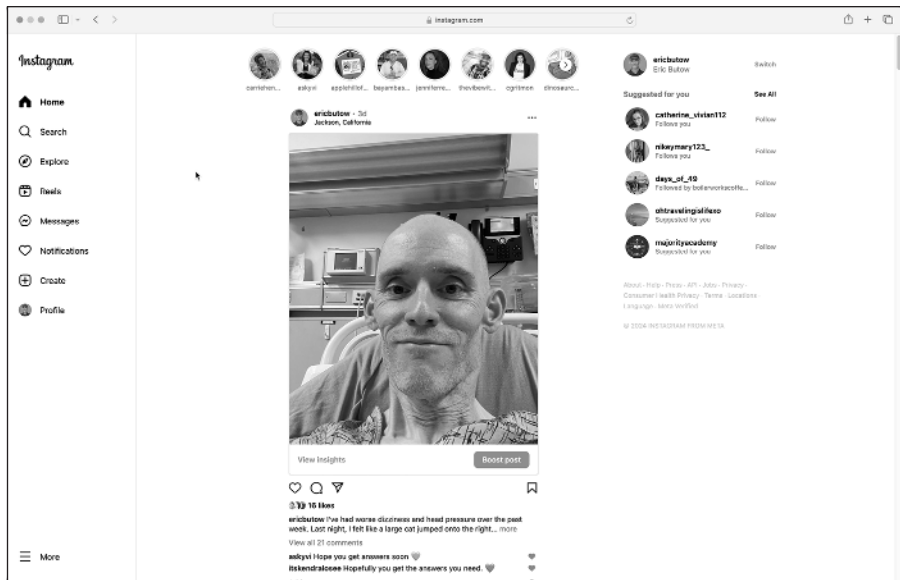


FIGURE 1-8:
The menu is on the left side of the Instagram home page.

FIGURE 1-9:
You can view
comments from
other users to
the right of
the photo(s).



Starting to Gram Instantly

If you've installed the Instagram app on your Windows PC or smartphone, you should use those versions instead of the tablet or website because they have more functionality. And if you have a choice between using a PC or a smartphone, remember that iPhone and Android smartphone versions of Instagram have the most functionality of all.



REMEMBER

You can also use the smartphone version of the Instagram app on your iPad or Android tablet.

Starting Instagram on a computer

To open Instagram on your Windows PC, click the Start icon in the taskbar and then click Instagram in the apps list, as shown in Figure 1-10. Alternatively, you can click the Instagram icon in the Start menu.

After you launch the app for the first time, it will ask you to sign in using your Instagram username and password or to log in with your Facebook account.

If you don't have an Instagram account, click the Sign Up link at the bottom of the window. The signup screen asks you to log in with Facebook or create an Instagram account by clicking the Sign Up with Phone or Email link. From there, you use the Signup Wizard to create an account.

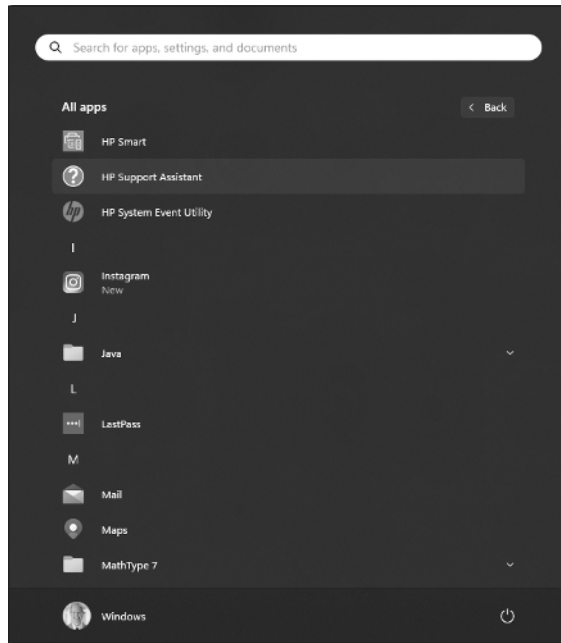


FIGURE 1-10: The Instagram app is in the I section of the apps list.



TIP

Want to launch Instagram from your taskbar? Simply right-click the Instagram icon in the taskbar and click Pin to Taskbar.

Starting Instagram on a mobile device

If you're using Instagram on an iPhone, iPad, or Android device, you can start the app by tapping its icon, as shown in Figure 1-11.

If you're using Instagram on an iPhone or iPad, you'll be asked to turn on Instagram notifications in the Please Turn On Notifications window. If you don't turn them on, you won't know, for example, if one of your followers likes a photo you posted. Turn on Instagram notifications by tapping OK in the window. Next, you see the Instagram Would Like to Send You Notifications window. This seems redundant, but Instagram is asking you to send your notifications with sounds and alerts. If you want to do this, tap Allow in the window. Otherwise, tap Don't Allow in the window.

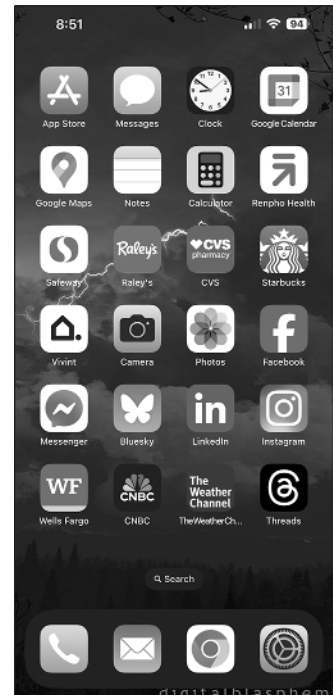


FIGURE 1-11: The Instagram icon appears in the fifth row of icons on this iPhone.

You won't see a notification window if you're using an Android smartphone or tablet. Instead, you'll see your home screen. You can change the notification settings in Instagram for Android.