

# INSTAGRAM BASICS



## What is Instagram?

Instagram is a photo and video sharing social network owned by Facebook. Each “post” contains a photo and a caption. Instagram is not meant for posting long text, but for short captions.

## What is a hashtag?

- ◆ The pound sign (or hash #) turns any word or group of words that directly follow it into a searchable link.
- ◆ #libraries, when clicked, would take you to a page on Instagram that shows all the photos by the Instagram community that have the libraries hashtag.