

# Instagram - should you be on it?

Notes provided by Bill Oldham

## Introduction

A lot of us from the boomer generation have a suspicion that social media is out to get us. And you are so right!

Everywhere that we look, we read about people being scammed out of their money. Some times it is their personal details that are stolen.

But we have the advantage of belonging to Ausom where we have been shown what steps that we need to take to protect ourselves and our families while on the internet.

There is a lot of scamming that goes unreported simply because people feel too embarrassed to report it. I am still waiting on my commission from the Bank of Nigeria to arrive. But that is a story for another time.

Why would I want to use social media in the first place?

(1) Social media can be educational and entertaining

Social media is a great platform for exploring entertaining and educational content. It offers several options for reliving memories, playing games, watching funny clips, or reading informative articles. Social media accounts and pages are also published to educate users about scientific breakthroughs, historical events, current affairs, and more. Scrolling through a Facebook newsfeed is a perfect way to stay educated about local and global events while discovering more about the world outside your home.

(2) Reconnect with old friends

Social media platforms, such as Facebook, can help you to connect with people in your age group who have similar interests. These groups also frequently organise group meet-ups so that you can connect with your new friends face-to-face to form a bond. Over the years, you might have lost touch with many of your good friends; social media platforms could make it easier to reconnect with long-lost friends from their past and rekindle those significant friendships.

(3) Improves cognitive health

Being socially active can provide psychological support and prevent anxiety and depression. Learning new digital skills and participating in online discussions can improve cognitive function, reducing the risk of cognitive decline.

(4) You can also use social media to:

- Keep in touch with your loved ones
- Help in combatting isolation
- Stay updated about the latest news

Source: <https://taking.care/blogs/resources-advice/social-media-for-older-adults>

That gives us a few reasons to use social media. So moving right along.

## The Joys (?) of Instagram

Today I want to look at the third most popular social media platform called Instagram or simply Insta or IG by those of us in the know.

We can start with some basics from:

(from <https://seasonsliving.com.au/blog/a-beginners-guide-to-instagram/>)

## **Who uses Instagram?**

Instagram is one of the most popular social media platforms in the world today, with approximately 1 billion monthly users. When used properly, it can be a warm place to connect with friends and family and keep up-to-date with their lives. Pop culture has often portrayed Instagram as a tool for the younger generation, but the older generation can also benefit from its use.

## **What is Instagram?**

Instagram is a photo and sharing application that is quite similar to Facebook. This application is free to use, and you can download it on any smartphone or even tablet. The application is based around visual storytelling, so you can take beautiful photos and share them with your friends and followers.

## **How does it work?**

On Instagram, you can create a personal profile. This profile allows you to share your own photos with the world. You can also follow other users and people that interest you which will enable you to see their posts in your feed. This means that you can discover new information that interests you by following your favourite accounts! For example, if you have a particular love for cooking, you can follow popular accounts that share recipes and cooking tips.

## **How to use Instagram safely**

One of the main concerns with social media for many people is how to use it safely. Instagram is fun, but it can also be a source of worry for many people. To tackle this issue, the platform gives users a chance to choose between a 'Public Profile' and a 'Private Profile'. If you don't want anyone that you don't know seeing your pictures or to follow you without your approval, we suggest using a private profile. This allows you the chance to be as anonymous as possible, and no one will be able to see your pictures unless you choose to make them public.

## **How to use Instagram for personal or for business**

On a personal basis we have, the emphasis is on sharing photos and videos with family.

"Instagram is also one of the great social media apps for seniors to stay connected with family and friends while having fun. With Instagram, users can take photos and videos, add filters or effects to them and share them with their followers. Seniors can also follow accounts of people they know or even explore new interests by following different accounts."

Source:<https://blog.hubspot.com/marketing/how-to-use-instagram>

As far as the business side of using Instagram, that is way beyond what we have time for today. Plus the fact that I know nothing about and have no desire to. Maybe

for the December R&O?

But you can find out more at these websites:

(1) <https://sproutsocial.com/insights/instagram-for-business/>

(2) <https://www.web.com/blog/instagram-small-businesses/>

(3) <https://restless.co.uk/career-advice/what-are-the-benefits-of-using-instagram-for-business/>

## **Where do I start?**

When you're ready to sign up for Instagram, follow these steps below:

(1) Go to the Instagram site on your desktop, or download the Instagram app from the App Store (iPhone) or Google Play Store (Android).

(2) If you're on desktop, click "Log in with Facebook", or fill in the form with your mobile number or email, name, username, and password. Then click "Sign up".

(3) On Android, click "Sign Up With Email or Phone Number".

(4) On iPhone, select "Sign Up".

(5) Enter your email address or phone number, then click "Next". Alternatively, you can sign up with your Facebook account.

(6) Once you've filled out your username and password, you will be instructed to fill out your profile info. Then, tap "Done".

(7) If you register with Facebook, you'll need to log into your Facebook account if you're currently logged out.

Now what??

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So there you go! It may seem as though there's a lot to know about Instagram, but once you've been on the platform a few times, it becomes quite easy to use. If you want to find out more or need help navigating it, don't hesitate to reach out for help from the team at Seasons or your family. All it takes is a quick tutorial, and you'll be able to use the platform in no time. And don't forget to follow Seasons on Instagram while you're at it, so you can keep up with all of our communities!

Source: <https://seasonsliving.com.au/blog/a-beginners-guide-to-instagram/>