

SO..THIS LOOKS LIKE SOME
SORT OF A... COMIC BOOK?

WOT?!

INSTA

GYAAN





THIS
IS A
little
ZINE
for you to
take home.
♥



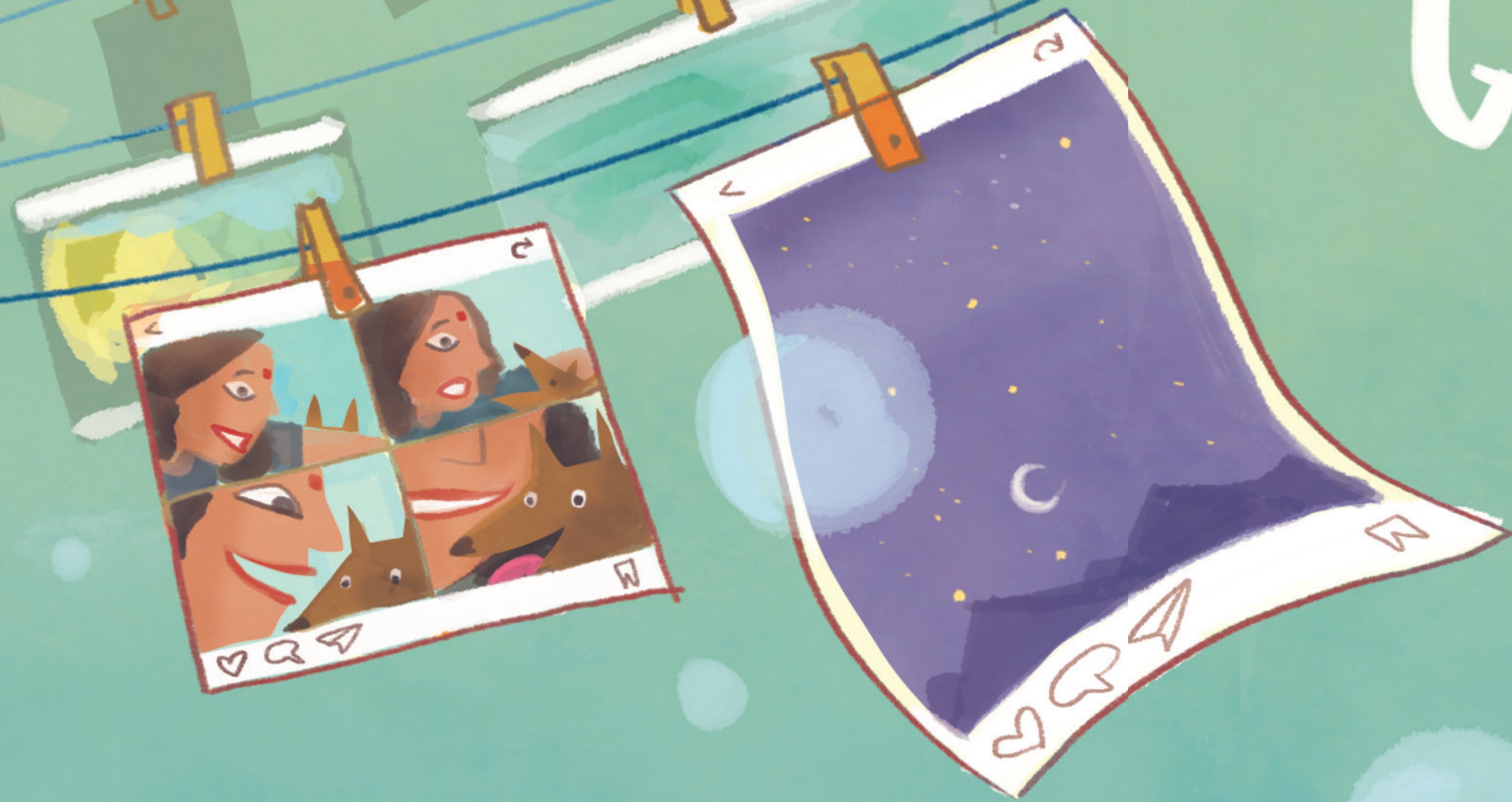
The A-Z
of INSTAGRAM





GET CREATIVE

GET EASY & BREEZY WITH STORIES



WHAT'S AWESOME is your stories disappear after 24 HOURS: SO you never feel like you're OVER POSTING!
NO 'LIKES' OR PUBLIC COMMENTS AND IF SOMEONE LEAVES YOU A COMMENT, YOU'LL FIND IT IN YOUR DIRECT MSGS.

POST PHOTOS AND COLLAGES, AND MAKE FUNNY GRAPHICS WITH LAYOUT

video.. photo.. video.. photo... which video? which photo?

CAN'T DECIDE? !!!
SHARE MULTIPLE VIDEOS & PHOTOS IN ONE POST

BRING OUT YOUR inner artist WITH OUR CREATIVE TOOLS & FILTERS
→ CAPTIONS *HASHTAGS & emojis

to bring your voice INTO YOUR visuals. are an awesome way

WANT TO SHARE WITH NO PRESSURE? INSTAGRAM STORIES IS SUPER LIGHTWEIGHT, Fast and Fun

UPLOAD Photos, Videos, Boomerangs

(OR ANYTHING from YOUR camera roll in the last 24 hrs)

MULTICOLOURED TEXT & DRAWINGS
STICKERS are great for adding context & DON'T FORGET TO mention your friends who feature

PSST

IN YOUR STORIES!

YOU CAN HIDE YOUR STORIES from anyone you don't want to share with
↓
EVEN IF THEY FOLLOW YOU!

ARE YOU A VIDEO WHIZ? BOOMERANG + HYPERLAPSE make videos super snackable!



GO LIVE

LIVE is a superfun way to connect
:REAL TIME: with your friends and
followers and bring them to you
in that MOMENT!

When you're done, your LIVE STORY
disappears from the app so you
CAN feel more comfortable
SHARING ANYTHING, ANYTIME—
AND DON'T WORRY!

→ (You can save it to your phone for later) ←

WHAT'S YOUR STORY?

EXPLORE your Interests.

MORE Than a
100 million people
visit Explore every day
to discover videos and photos.
WHATEVER'S going on in the world-
CHANCES are, you can see it here!
WHETHER it's BEHIND-the-SCENES
at the Filmfare awards, or
VIRAT Kohli hitting sixes in
IPL, or HOLI in
VRINDAVAN, people are
capturing moments BIG
AND SMALL on INSTAGRAM.

THIS IS YOUR
WINDOW into the
World! EXPLORE!

AND what's great
is YOUR explore page
is UNIQUE to you!

EVERYthing you
see here is
customised for
you :)

YOUR INTERESTS, your COMMUNITY

THE WORLD is a better place
when people feel CLOSER to
one another. If you've found the
THINGS AND PEOPLE you love here,
on Instagram, we want to help
strengthen those relationships.

WHEN you SHARE your experiences
visually, you BREAK barriers of
Time and DISTANCE and LANGUAGE
and CONNECT with people AROUND
the WORLD. THE WORLD feels like
a SMALLER
MORE Welcoming Place.

FIND where YOU Belong.



TURN YOUR PASSION INTO YOUR BUSINESS

People come to Instagram to be **INSPIRED**, and discover things they care about, and that includes their favourite brands and causes. **WHETHER** IT'S A LOCAL STORE OR A **GLOBAL BRAND**, businesses want to reach a captive audience **AND** a **COMMUNITY** of people looking to be inspired. **EVERY** day, we see **INCREDIBLE, AUTHENTIC & VISUAL** storytelling from our community, and **SO** many businesses who push the boundary of **THEIR CREATIVE**.

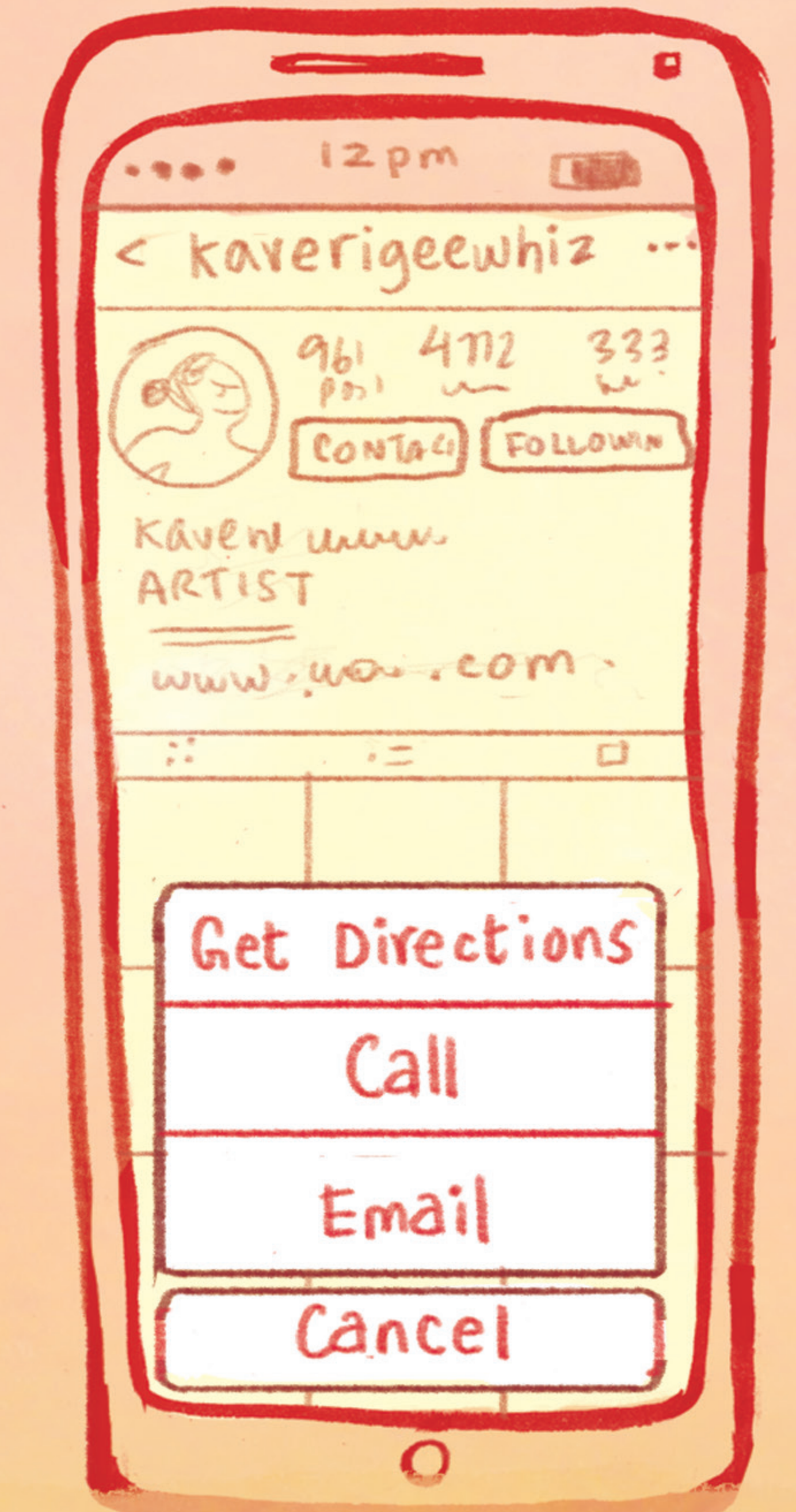
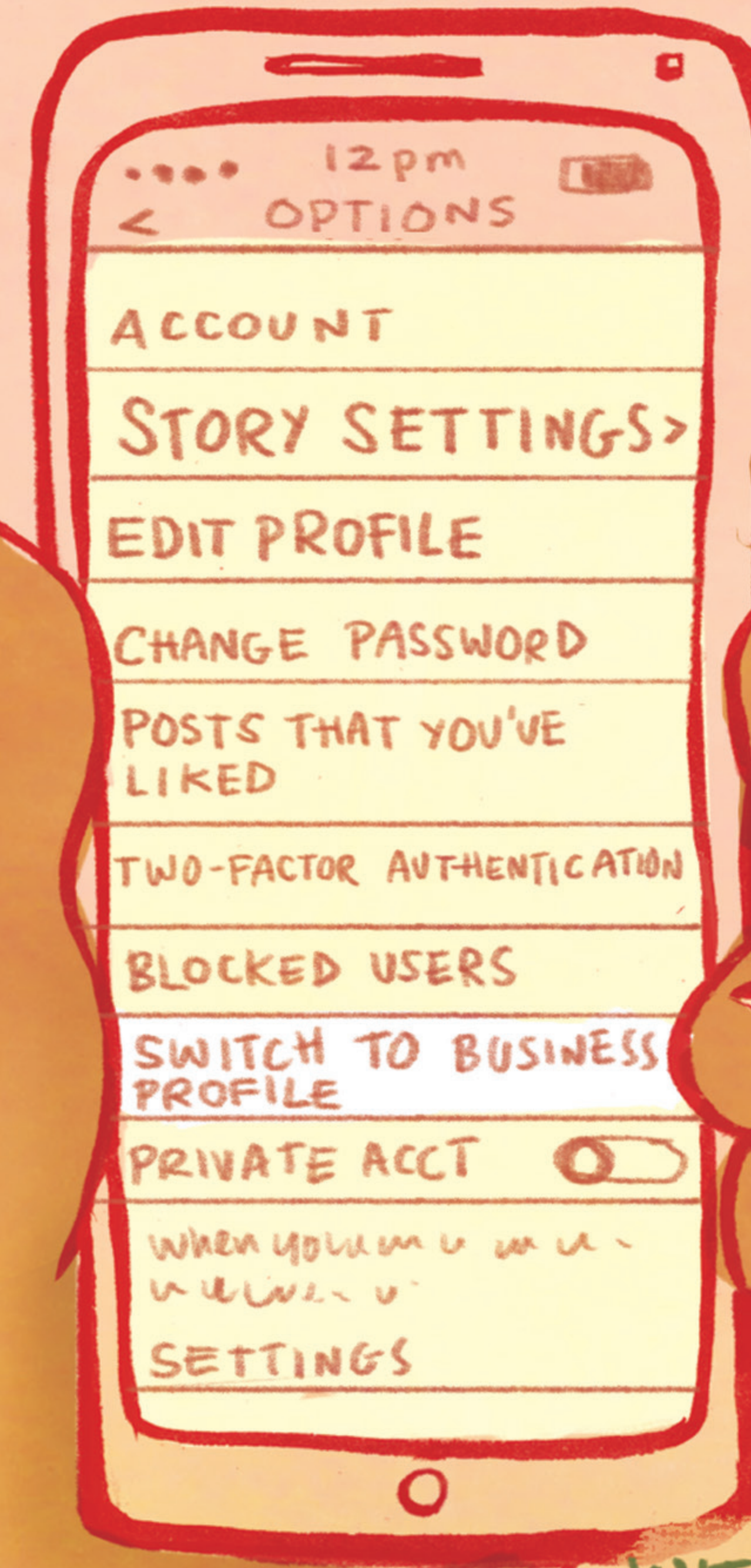
If you're an entrepreneur or a business owner, **USE** Instagram to tell your brand story, and connect with your **AUDIENCE**.

WITH the Business Profile, you can share **CONTACT INFORMATION** much more easily, and your insights can help you understand your **AUDIENCE**

AND HOW YOUR POSTS ARE DOING MUCH BETTER!

SWITCHING TO A BUSINESS PROFILE

THE **BUSINESS PROFILE** helps **BRANDS** better **UNDERSTAND** their followers & **GROW** their businesses.



WITH THE NEW **INSIGHTS TOOL**, COMPANIES OF ANY SIZE CAN BE **RECOGNISED** with a **BUSINESS PROFILE**, get insights about followers & posts, and **PROMOTE** posts to **DRIVE** business objectives: ALL WITHIN the **INSTAGRAM** mobile app → YOU CAN GET **ACTIONABLE INFORMATION** ABOUT WHICH POSTS PERFORM **BEST**, WHICH DAYS OF THE WEEK & times are best to **POST** + THE **DEMOGRAPHIC BREAKDOWN** OF YOUR FOLLOWERS. YOU CAN ALSO **PROMOTE** YOUR POSTS, & include a **BUTTON** like **LEARN MORE** to **REACH** new **CUSTOMERS**.

WE'RE HERE FOR YOU

THE beauty OF the INSTAGRAM community is in its MEMBERS. ALL types of people - from different BACKGROUNDS AGES, RACES, GENDERS, SEXUAL ORIENTATIONS, ABILITIES, and more - COME TO INSTAGRAM to share THEIR EXPERIENCES. THROUGH INSTAGRAM, friends, followers + the WIDER Instagram community are transported into EACH OTHERS LIVES → THEY'RE INVITED to COMMENT, to share support & PARTICIPATE.

IT'S A POSITIVE SPACE FOR SELF-EXPRESSION, WHERE PEOPLE COME TOGETHER → TO NOT ONLY CAPTURE AND SHARE THEIR DREAMS BUT TO CREATE AND PARTICIPATE IN UNIQUE COMMUNITIES SUPPORTING EACH OTHER + EXPRESSING their TRUE SELVES.

BUT JUST LIKE IN OUR NON-DIGITAL WORLD, WE MAY COME IN CONTACT WITH PEOPLE WHO AREN'T UNDERSTANDING, WHERE COMMENTS CAN BE UNKIND OR WE FACE SENSITIVE SITUATIONS WHEN YOU SEE SOMEONE STRUGGLING [OR] IN NEED OF SUPPORT.

SINCE THE BEGINNING OF Instagram, we have FOCUSED on MAKING it a WELCOMING PLACE FOR EVERYONE & COMMITTED to making it a place where YOU FEEL ACCEPTED + SUPPORTED, for BEING YOURSELF. WE'VE CREATED TOOLS that not only give YOU MORE CONTROL over YOUR experience but ALSO enable YOU to SHOW SUPPORT AND ENCOURAGE POSITIVITY THROUGHOUT the COMMUNITY.

INSTA ♥ YOU



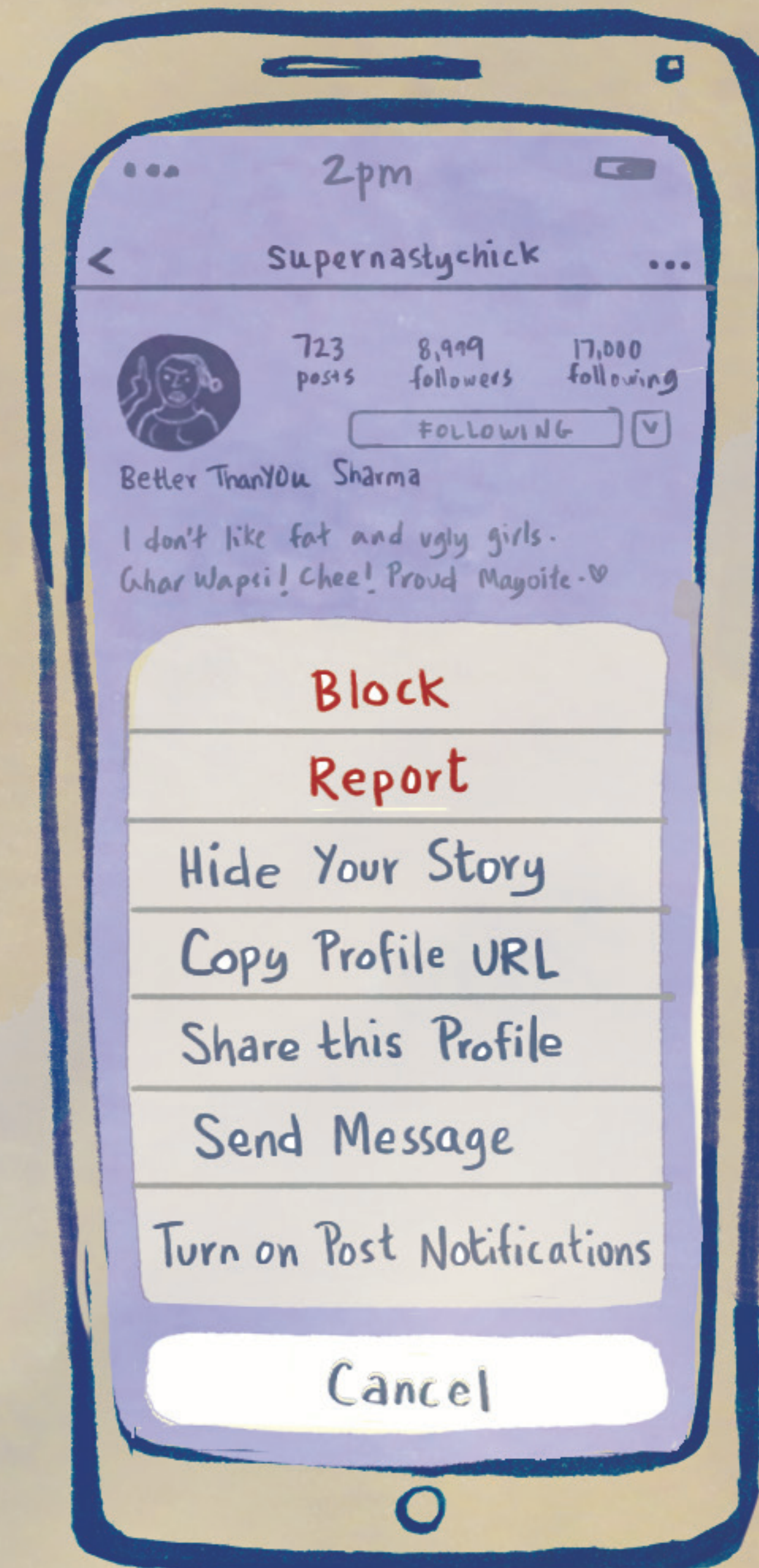
BE CHOOSY.



YOU CAN MAKE YOUR POSTS PRIVATE SO THAT ONLY FOLLOWERS YOU APPROVE CAN SEE THEM. WHEN SWITCHING TO A PRIVATE PROFILE, YOU CAN ALSO BE PRIVATE WHILE HAVING A PUBLIC PROFILE. 2

INSTAGRAM DIRECT IS AN EASY WAY TO SHARE AN IMAGE OR A VIDEO [with only your besties!]

FEEL COMFORTABLE SHARING



↑
BLOCK
AN ACCOUNT



↑ REMOVE FOLLOWERS FROM PRIVATE ACCOUNT

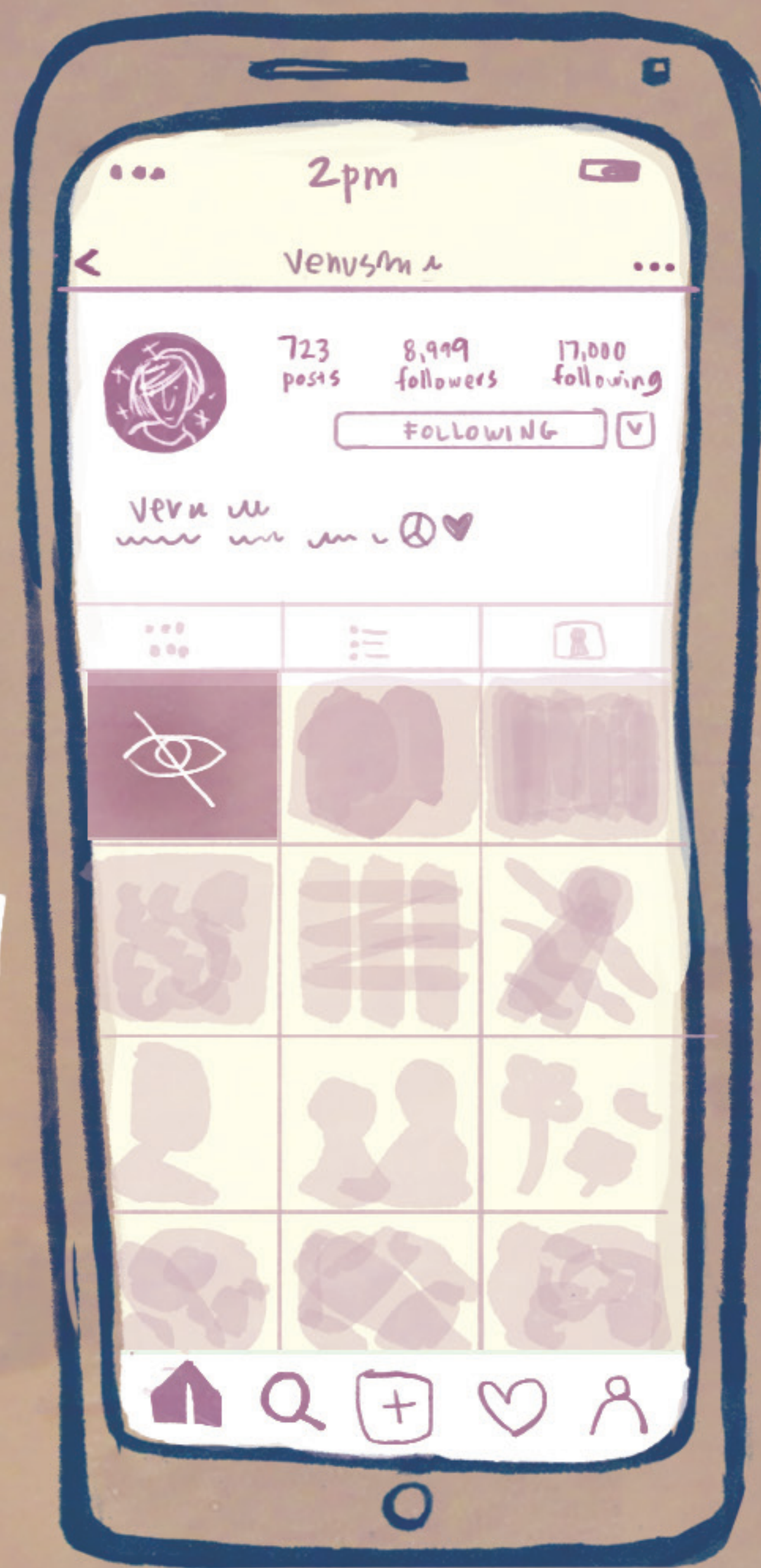


↑ HIDE ↑ CONTENT FROM SPECIFIC PEOPLE

WE'LL make SURE YOU'RE NOT SEEING the BAD STUFF AND

THAT YOUR ACCOUNT IS SAFE

YOU'RE IN CONTROL of the comments you see

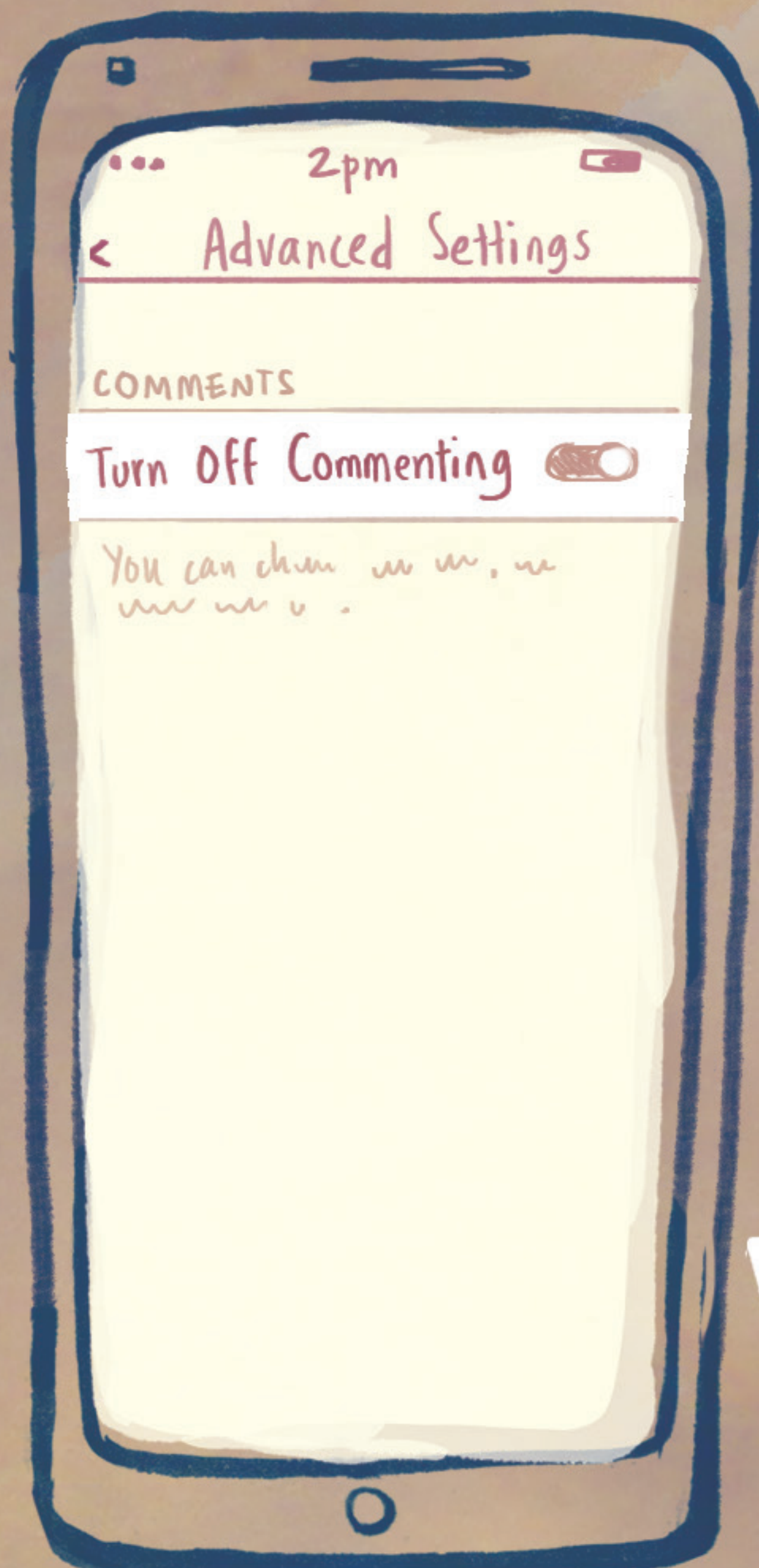
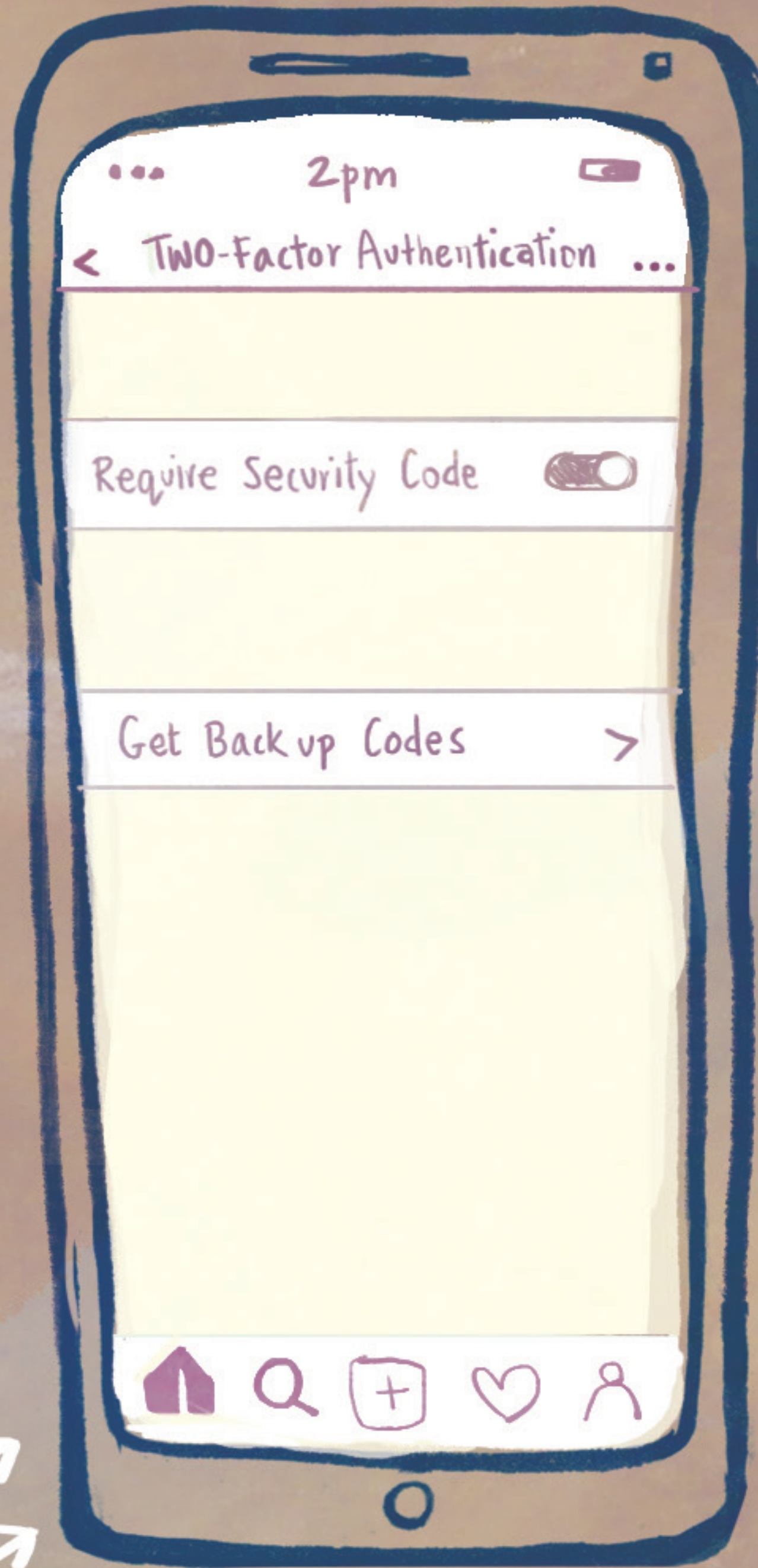


If something is bothering you, it'll have a screen like this



TAP 5 on it to see it

Two-Factor Authentication!



TURN OFF Commenting!



CUSTOM KEYWORD FILTER

DELETE + REPORT ABUSIVE COMMENTS

AND REACT TO
COMMENTS,
positively



DID YOU KNOW YOU CAN
LIKE A COMMENT BY
TAPPING ON THE HEART
NEXT TO IT? SHOW
SOME LOVE, SUPPORT
AND POSITIVITY TO
YOUR COMMUNITY!



Concerned about
a FRIEND?

WE WANT TO CONTINUE TO BE
A PLACE where people can SHARE
deeply personal moments.

FROM Time to time,

You may see friends struggling
and in NEED of support

But don't know how BEST to REACH OUT.

OUR TOOLS AIM TO
PROVIDE RESOURCES
to BOTH THE PERSON
in DISTRESS AND THE
FRIENDS AND FAMILY
WHO WANT TO HELP.

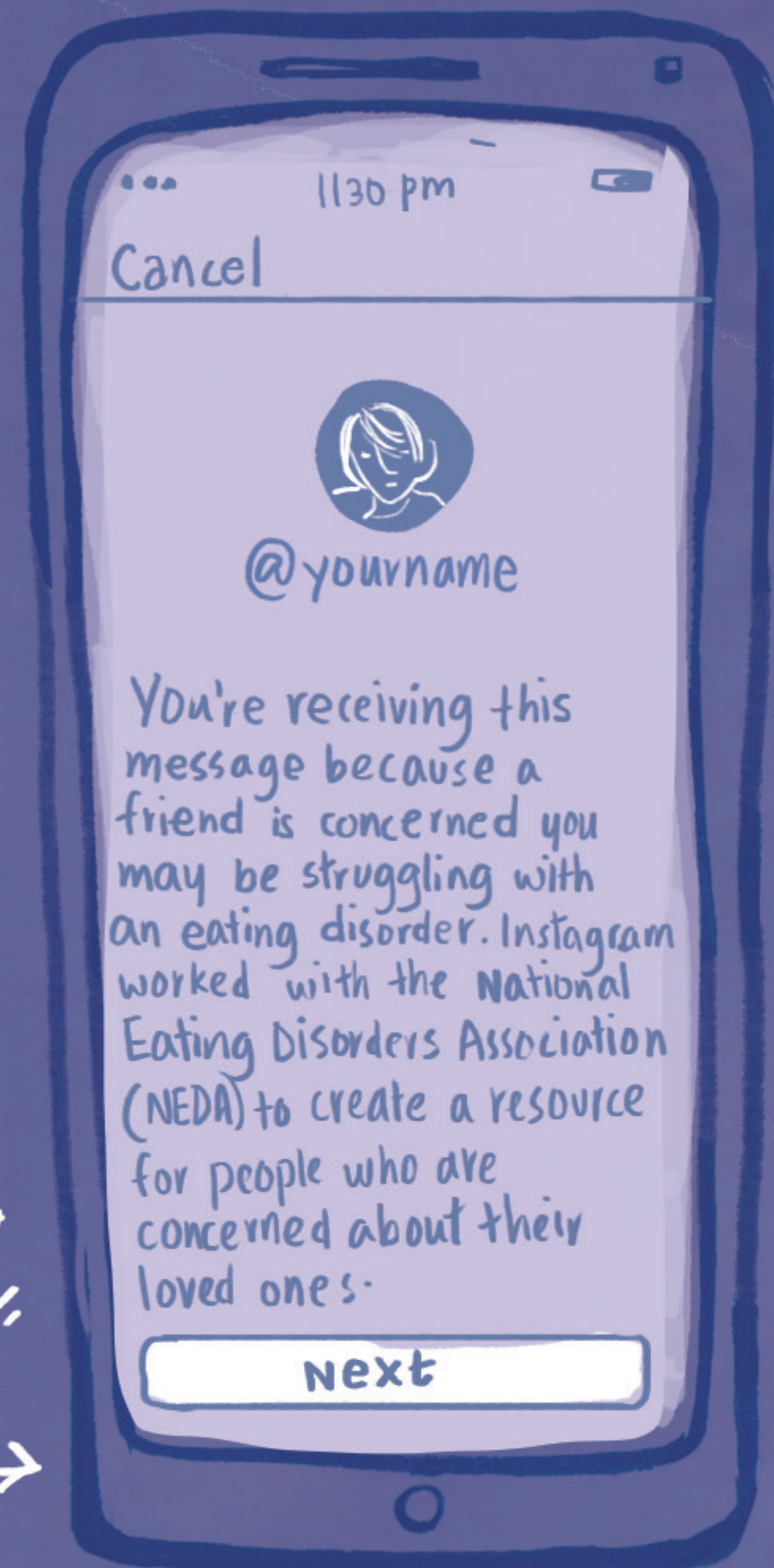
IF YOU BELIEVE that SOMEONE
YOU CARE ABOUT MAY be
thinking about INJURING
THEMSELVES, YOU CAN REPORT IT
ANONYMOUSLY, AND WE WILL CONNECT
YOUR FRIEND to ORGANISATIONS THAT
OFFER HELP.

↓
WE HAVE TEAMS
WORKING 24 HRS A DAY,
7 DAYS A WEEK, AROUND
THE WORLD TO
REVIEW
THESE REPORTS

OUR TOOLS
OFFER BOTH
SUPPORT
&
ANONYMOUS
REPORTING



"CAN WE HELP?"
↑
"SOMEONE CARES."
→



↑ HELP ↓
OPTIONS



EVERYTHING
YOU NEED

IF YOU EVER NEED MORE INFORMATION, DON'T HESITATE TO VISIT OUR HELP CENTER: help.instagram.com

→ IF YOU NEED TO TALK TO SOMEONE: ←

- ★ Call a trained helper at AASRA at [022-27546669](tel:022-27546669).
- ★ SEND an EMAIL to a TRAINED HELPER at AASRA at aasrahelpline@yahoo.com.
- ★ Call a trained helper at The Live Love Laugh Foundation through TISS iCall at [022-2552111](tel:022-2552111).
- ★ SEND an EMAIL to a TRAINED HELPER at The Live Love Laugh Foundation at icall@tiss.edu

WE'VE ALSO DEVELOPED AN ADDITIONAL,

≡ EASY-TO-USE ≡ SITE where you can learn about keeping yourself ≡ SAFE ≡ ON INSTAGRAM

instagram-together.com



AND IF YOU'RE LOOKING FOR INSPIRATION:

make sure to visit Instagram's accounts

@instagram
@music
@instagramde
@instagrames

@instagrambrasil
@instagramrussia
@instagramjapan
@instagramforbusiness

★ <http://blog.instagram.com>

★ <http://business.instagram.com>

THIS ZINE

HAS BEEN BROUGHT to you BY

KAVERI GEEWHIZ

KAVERI GEEWHIZ is an independent comics maker + art director currently based in BANGALORE, India.

Her stories have been published in 'DRAWING THE LINE' (ZUBAAN, INDIA), SPRING MAGAZINE (GERMANY), EUROPEAN COMIC ART (BERGHAN BOOKS, EUROPE), FIRST HAND (YODAPRESS, INDIA), THE HINDU BLINK and FADER (USA, UK) to name a few.



Determined is thy topknot

ORIGINAL ARTWORK Exhibited at COMIX CREATIX LONDON, INTERNATIONALER COMIC-SALON ERLANGEN, AND ELCAF, LONDON.

PROUD MEMBER OF KADAK (COLLECTIVE OF SE ASIAN GRAPHIC STORY COLLECTIVE), + HOARDER OF ALL BOOKS (ALL)

AND OWNS MANY, MANY IMAGINARY CATS



WRITES OWN CONTENT WHEN POSSIBLE, HAND-DRAWN EVERYTHING

WILL FOREVER MAKE A LIVING "DOING THIS STUFF" → MORE ON

STUDIOGEEWHIZ.COM

bit cooler (MAYBE) ONLINE at @kaverigeewhiz

VERY STRONG DRAWING POSTURE NOT MUCH ELSE

LOL WISHFUL THINKING → SAREE #INDIA

A SPECIAL THANKS to



who look out for every Indian girl!

@popxodaily

