

## Glossary: General Terms

**Post:** A post simply refers to an image uploaded to Instagram. A post may include a caption, a geo tag and also tags of other users.

**Like:** Instagram (like many other social networks) is based on receiving likes, and liking other users' photos, you like an image by double tapping the image itself, or by clicking the like button to the bottom left of the image.

**Username:** Your username is the name of your account, which people will type to find you, and which is also the address to view your profile online at [www.instagram.com/\[username\]](http://www.instagram.com/[username]).

**Follower:** Much like many other social media platforms, Instagram is based on followers. A follower is a user who follows your account, and consequently sees every photo you publish on their feed.

**Bio:** The bio section (the area below your name on your profile) is an area designated to writing a 150-character description about yourself or your brand.

**Filters:** A unique combination of different elements: including exposure, color balance, and contrast. Some filters also include frames, and can be added over a photo to the degree you choose.

**Manual Edits:** Rather than using a filter at all – many people choose to manually edit their photos through Instagram's manual editing options instead.

**Hashtag:** Is the symbol '#' before a word or phrase – and will appear in blue. Hashtags allow users to connect with others, and discover images based on a common word or phrase.

**Comments:** Simply, a user can comment on another user's, or their own, photo.

**Feed, Gallery, or Album:** Many refer to a user's collection of photos (posted to their profile) as their feed, gallery or album.

**Posts:** This is how many photos you, or another user, have posted in total.

**Newsfeed:** Accessed by the home button on the Instagram app, this shows a feed of the images from those you follow as they are uploaded, and so appears in chronological order.

**Personal Activity Tab:** Your activity tab will show you: when a user likes or comments on one of your photos; when a user mentions your username in a comment; when your photo is posted to the popular page and when you are tagged in a photo by another user.

**Following Tab:** Shows a feed of photos that people you are following have liked or commented, and also accounts they have started following.

**Explore Tab:** This tab facilitates two important features: searching and discovering, allowing you to search by hashtag or by user.

**Suggested Users:** A selection of users who become recommend as suggested users to new users creating a profile. Suggested users are also followed by @Instagram for the period of which they are suggested.

**Private vs. Public:** The essential difference is that public profiles can be viewed and followed by any user. Private profiles, on the other hand, require acceptance after a request is sent to follow.

**Direct Message:** Allows you to send to a photo to single user, or a group – privately. This image doesn't appear on the news feed, search results or on any users' profile. The image you send can be edited in the same way as a post.

**Geotag:** The location attached to an image, which corresponds to a longitude and latitude on a map.

**Sponsored Posts:** Instagram ads take form of a typical Instagram photo or video. What distinguishes an Instagram ad from other photos is the "Sponsored" mark above the top right corner of the photo, the spot where the posting time is normally displayed.