Hello everyone. Today I'm going to show you how to post a picture on the social media platform Instagram. So, today I am using a Google Chrome browser on a MacBook Air laptop. So, Instagram is a great tool for personal use to connect with family and friends and share pictures and videos, it can also be a great marketing tool for businesses and provides a way to directly engage with existing and potential customers and clients. So, I have created a sample Instagram account for today's demonstration and what better subject to use than my pet cat. All right, so I have my display picture here, I have my username handle here, and this is my photo feed where all of my posts will show up. So, I would like to post a photo to this photo feed. So, first what we want to do is go up to the top right hand side and here you'll find this plus button, so if I click this it will ask me if I want to create a new post and I can drag and drop videos here or I can select them from the computer. So, what I'm going to do today is I will drag and drop a video. So, I'll go over to my finder where this is where I have the photos I would like to post so I'm going to pull that up. Here's the photo I would like to post to my feed so I will click it and I will drag it over to the drag and drop. Next, once the photo has uploaded it will ask if you would like to crop the image and so if you go to the bottom left here you'll see that you can have the original or you can choose different dimensions. So, I like the look of the 1:1, so I will click that. You may also click and drag the photo in order to resize it but I like the way it is here. Then we can hit "next". It will then ask if you'd like to edit, so then you can add some filters to your photo, you can change the lighting, so I am going to look and see if there's one I like. I like this one. As well, you can go over to adjustments and you can further fine tune the filters. So, if you'd like it if you'd like to change the brightness, if you'd like to change the contrast, it will change the aspects of your photo.

So, I think that looks great, so once I'm happy with that I will go over to the blue "next" again. Here, it'll say "create your post". So, this is where you can write your caption. This is where you can tag people if there was another Instagram user in your photo. So, this I can write my caption.

This is also where you can add your location if you'd like to share with your followers where you're posting the photo or where the photo was taken. It's also where we can describe the photo in order to enhance accessibility of our posts. So, we can say what is in the photo and we can describe it. As well, there are some advanced settings such as hiding the like and view count if you didn't want your followers to see how many likes you get on your photo. So, that is the count of the likes, but I'll leave that as the default setting. Once you're happy with your post and you have your caption written and you would like to post it to your feed, you hit the blue "share" button here.

It lets me know my post has been shared and now I can go to my account

and this is where I will see my new photo that's posted.

All right, and there are many aspects of Instagram that are very uh interesting and exciting to use. This one will just cover posting a photo so that is everything I will go over today. Thanks so much for listening and have a great day.