



Cofinanțat prin  
programul Erasmus+  
al Uniunii Europene



# **SOCIAL MEDIA- NATURAL LEARNING ENVIRONMENT**

## **MEDII DE SOCIALIZARE ON LINE- ÎNVĂȚAREA ÎN MEDIU NATURAL**

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# **INSTAGRAM**

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## **WHAT IS INSTAGRAM?**

The social network Instagram was launched in October 2010 and is a photo sharing / distribution service. Instagram is an American photo and video sharing social networking service created by Kevin Systrom and Mike Krieger, owned by Facebook, Inc. The platform allows you to upload photos and videos, which can be edited with various filters and organized with tags and location information along with posting details.

A photograph of a smartphone screen displaying the Instagram app's splash screen. The screen has a solid blue background. The word "Instagram" is centered in a white, cursive script font. Below it, the text "Sign up to see photos and videos from your friends." is displayed in a smaller, white, sans-serif font. The phone is held against a dark background, and the entire image is framed by an orange border with a pattern of faint, overlapping circles.

# Instagram

Sign up to see photos and videos from  
your friends.


**At only 3 months old, it had already captured over 1 million users. It currently has over 300 million monthly users and several hundred million uploaded photos. In 2012, the company was bought by Facebook for about \$ 1 billion.**

**Account posts can be shared publicly or privately, with followers being "approved" by the user in advance. Users can browse other users' content by tags and locations, and view trendy content. Instagram offers the possibility to display your photos on a photo map, the latter being organized according to the place where they were taken. Also, the photos uploaded to the account, not only those taken through the application, can be added to the map.**



English (United States) ▾

# Instagram

 Continue as [Name] and 554 other friends are using Instagram.

OR

Sign up with email or phone number

Already have an account? Log in.

PHONE EMAIL

US +1 [Phone Number] X

You may receive SMS updates from Instagram and can opt out at any time.

Next

Already have an account? Log in.

Facebook Friends Next

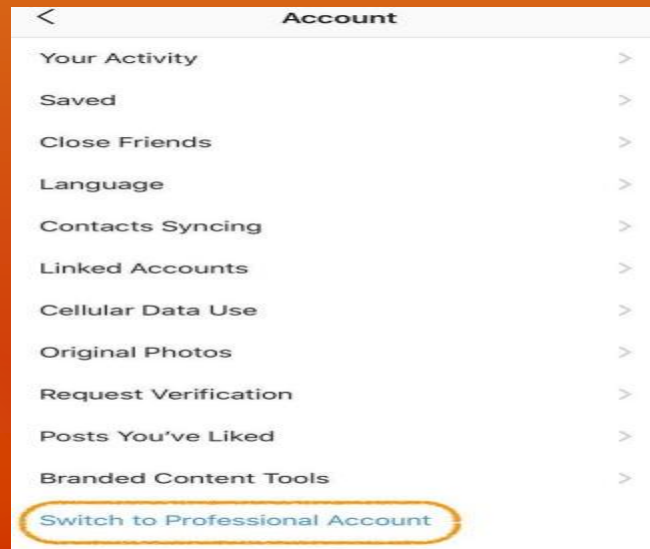
555 of Your Facebook Friends are on Instagram

Follow them to see their photos and videos

Follow All

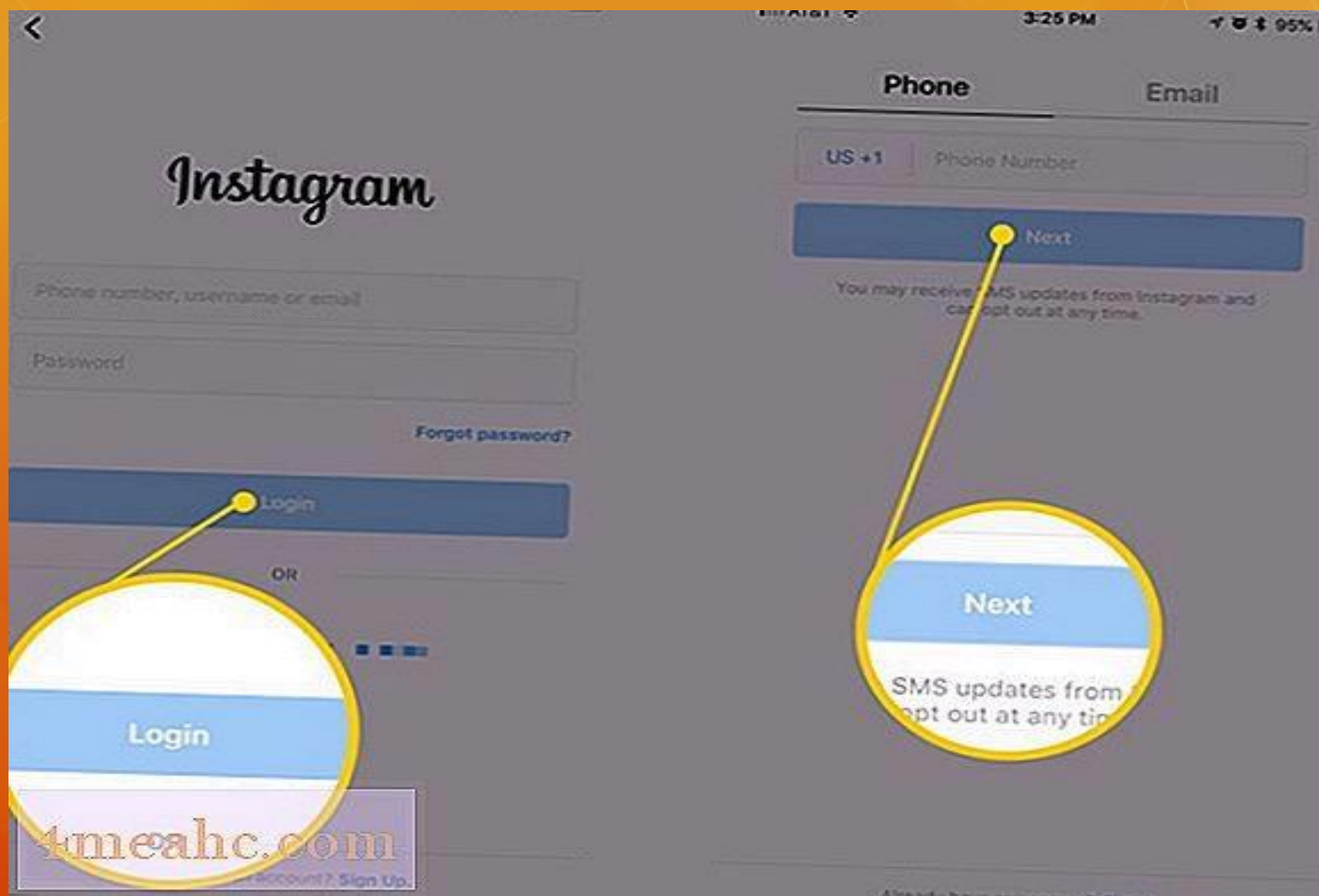
Profile Picture	Name	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow
	[Name]	Follow

- To do business on Instagram, it is recommended to switch to a professional account, which allows the identification of the profile as a business one





- **By using the right tags with the right keywords, the post can reach a large number of followers, thus increasing its popularity.**



**THANK YOU!**