

Instagram Post

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What is an Instagram Post?

- An Instagram Post is a photo or a video that a user can share on that social media platform along with a caption.
- Multiple pictures or videos can be posted as well to the platform.
- As for captions, they can be as long as you want them to be. Normally the limit for captions is 2,200 characters.
- Can include hashtags for more visibility.

What are the benefits of an Instagram Post?

- High visibility, Where every post can appear in a newsfeed or to followers/incoming possible followers.
- Attracts people or newcomers that can have the same interest in what you share.
- Can raise awareness and reach new audiences.

How to make a Instagram post

- Tap the + icon at the top of your screen
- Chose a photo or video from your library on the app, and you can also select multiple.
- You can choose to edit, crop, or filter it.
- Type your caption
- You can choose to use hashtags as well.