



Using Instagram

[Instagram](#) is a photo- and video-sharing social platform where people post an insane amount of images with friends, family, and acquaintances. Instagram is where like-minded people converge, and often where welcome business networking opportunities arise and strangers become fast friends!

All you have to do is take a photo or video with your mobile device, select a creative filter if you desire, then post to the app! You can also share your post to Facebook, Twitter, and other sites to reach additional audiences. Beyond that, you can caption your images as well as tag other users and use hashtags, just the same as you can on Twitter.

Instagram has become more gender-balanced as it has grown and it's even said to have become more popular than Facebook. Its number of users rivals that of Twitter, with younger users making up a large part of the user base. 83% of U.S. teens in wealthy households are on Instagram. What these age demographics tell us is that you have a prime opportunity to reach people early on in their financial lifecycle, connect with them on a personal level outside of the bank, and develop loyal customers/members for life.

Here are some excellent tips for businesses using Instagram:

<http://smallbiztrends.com/2014/04/instagram-marketing-tips-for-business.html>

<http://www.socialmediaexaminer.com/instagram-for-business-tips/>

