



# CREATIVE MEDIA **FUNDAMENTALS**

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## **INSTAGRAM BASICS**



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CMF020

# INTRODUCTION

## WHAT IS INSTAGRAM?

Instagram is a photo and video-sharing social networking platform that Meta (Facebook) owns.



Think of Instagram as a digital scrapbook where you can share your favorite moments, discover inspiring content, and connect with people worldwide. You can also view, comment, and like posts shared by people you follow or public posts.

## WHY USE INSTAGRAM?

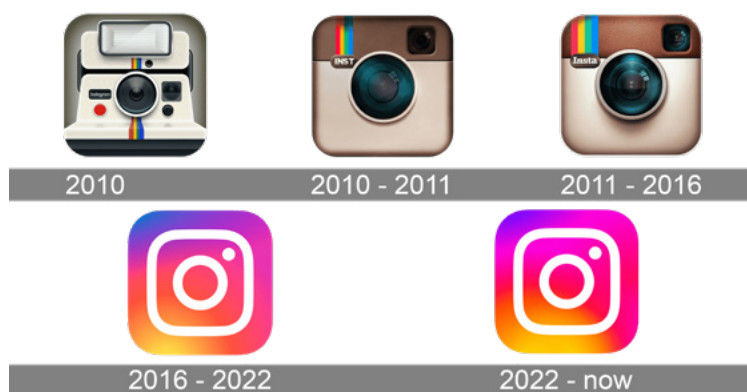
Instagram is a fun and quirky way to share your life with friends through photos and videos. Perfect for sharing the amazing places you've visited during your cruise! It's also a great platform to discover new things, get inspired, and connect with communities of similar interests.

For businesses, it's a powerful tool to reach and engage with their audience, showcase their products or services, and build their brand.

## A BRIEF HISTORY OF INSTAGRAM

Instagram was created by Kevin Systrom and Mike Krieger and launched in October 2010 on iOS and in 2012 for Android. In April 2012, Facebook acquired Instagram for approximately \$1 billion in cash and stock.

Over the years, Instagram has introduced several new features, including video sharing, direct messaging, Instagram Stories, and Reels. As of 2023, Instagram has over 1 billion monthly active users, making it one of the most popular social networks worldwide.



# SETTING UP AN INSTAGRAM ACCOUNT

## HOW TO DOWNLOAD THE INSTAGRAM APP

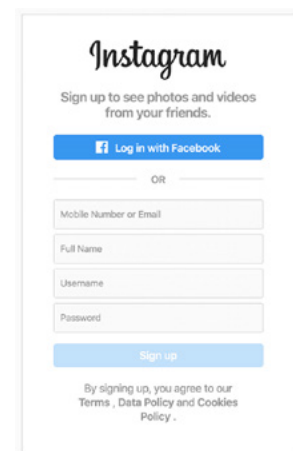
To set up an Instagram account, you must first download the app. Instagram is available on iOS and Android devices.

For iOS users, go to the App Store, search for “Instagram,” and click “Get” to download. For Android users, go to the Google Play Store, search for “Instagram,” and click “Install” to download.

## HOW TO CREATE AN ACCOUNT

Once you’ve downloaded the app, open it on your device. You’ll see an option to “Log In With Facebook” or “Sign Up with Email or Phone Number.”

If you choose to log in with Facebook, you’ll need to log into your account if you’re not already logged in on your device. You’ll need to enter that information if you choose to sign up with an email or phone number.



## YOUR INSTAGRAM USERNAME (HANDLE)

No matter which option you choose, you will also need to create a username. This will be your “@” handle that people will use to find your Instagram profile.

Your username should be catchy, easy to remember, and give a hint of who you are. Maybe you’re a gardening guru, a baking whizz, or a vintage car enthusiast. Your username could reflect that! Try something like “GreenThumbGeorge”, “BakingBetty”, or “ClassicCarCharlie.”

Remember, this is your chance to shine, so pick a name that makes you smile and feels like you. And don’t worry, if you ever feel like changing it, Instagram allows you to do so.

## PROFILE PHOTO

Once you've created your account, you can set up your profile. Click on the profile icon at the bottom right of the screen, then click "Edit Profile."

To add a profile picture, click on "Edit picture or avatar," then choose where you'd like to import a photo from (your device's library, take a new photo, or import from Facebook).

Try using one of the photos you take on this cruise as your profile photo!



## MAKE THE PERFECT BIO

Don't forget to write a bio! Think of your Instagram bio as the welcome mat to your digital home. It's the first thing people see when they visit your profile, so let's make it inviting! Your bio should be a fun snapshot of who you are and what you love.

Maybe you're a grandparent who loves spoiling your grandkids, a master of homemade pasta, or a retired teacher with a passion for birdwatching. Your bio could say something like, "Best cookie-baking grandma in Texas," "Homemade pasta enthusiast and proud Italian," or "Retired entrepreneur turned bird-watching aficionado."



You've got 150 characters to play with, so don't be shy about showing off your personality. And remember, emojis are your friends! They can add color and fun to your bio. You can also tag other Instagram accounts! So, put on your thinking cap, let your personality shine, and create a bio that's as unique and wonderful as you are!

You can also add other information to your profile, such as your website (if you have one) and other social media accounts.

# NAVIGATING THE INSTAGRAM INTERFACE

When you open Instagram, you'll be taken to your home screen. At the bottom of this screen, you will find the navigation bar containing five icons. These icons are probably the ones you'll most often use on Instagram.

## Navigation bar:

1. Home Icon
2. Search Icon
3. Post Icon
4. Reels Icon
5. Profile Icon



## HOME ICON

The Home Feed on Instagram is like the main deck of your cruise ship - it's where all the action happens! Just as you would see fellow passengers enjoying activities, dining, or simply soaking up the sun on the main deck.

When you open Instagram, the first screen you see is your Home Feed. It's a stream of photos and videos posted by the people you follow, combined with recommended content based on your interests.

Your Instagram Home Feed is personalized to you, offering a unique mix of content based on who you follow and what you like. It's your personal main deck, filled with content you'll enjoy.

Just like settling into a deck chair to watch the world go by, you can scroll through your Home Feed and enjoy the view!

## IMPORTANT ICONS AND BUTTONS ON THE HOME SCREEN

- 1. Story Circles:** The Story circles on your Instagram home feed are like the daily itinerary on a cruise ship. Story circles give you a glimpse into the daily happenings of the people you follow on Instagram. Each circle represents a Story from a different person you follow that was posted in the last 24 hours. Tapping on a Story circle takes you on a brief journey through that person's day. If a Story circle has a colorful ring around it, it means it's new since you last checked.
- 2. Heart Icon:** Press this button to 'like' a post, just as you might give a thumbs-up to a fellow passenger's outfit.
- 3. Speech Bubble:** If you want to say something about a post, tap the speech bubble icon to leave a comment, similar to striking up a conversation on the deck.
- 4. Paper Plane icon:** You can share posts with others by tapping the paper plane icon, much like pointing out an interesting activity to a friend.
- 5. Bookmark icon:** The bookmark icon is like your personal travel scrapbook on your cruise. Just as you might bookmark a special event or a must-visit spot in your cruise itinerary, the bookmark icon allows you to save posts that you find interesting or want to revisit later. Tapping the bookmark icon saves the post to a private section on your profile, accessible only to you.
- 6. Notification icon:** The Notification icon with the red dot on the top right of the Home Feed keeps you updated about the activity on your Instagram account, much like a cruise ship announcer keeps you informed about important updates.
- 7. Direct Message icon:** The Direct Messages, or DM icon, is where you receive private messages from other Instagram users. Much like a personal mailbox on the cruise ship where you might receive letters or invitations. The number in the red circle indicates the number of unread messages.



# SEARCH ICON

## EXPLORE PAGE

The Search icon opens the Explore page, where you can discover new content and accounts. Think of the Explore page as a magical treasure chest filled with all sorts of Instagram gems just waiting to be discovered!

Love gardening? You might find tips on growing the juiciest tomatoes. Fan of classic cars? You could stumble upon a vintage car show near you.

The Explore page is like a never-ending buffet of content, serving up an assortment of photos, videos, and Stories you might enjoy.

Go ahead and dive in! Who knows what Instagram treasures you'll discover today?

## SEARCH BAR

On top of the explore feed, you will see the search bar. It's like your very own digital detective.

It's there to help you find exactly what you're looking for, whether it's your favorite celebrity, local bakery, or even photos of the cutest pugs. You can type in the name of an account, a hashtag, a location, or a keyword to find anything you like.



## ADD POST ICON

The "+" icon at the bottom of your Instagram screen is like your personal creative studio, ready to help you share your world in various ways. When you tap the "+" icon, you can create a Post, Story, Reel, or even a Live video. These post types are described further in the next section. Think of the "+" icon as your gateway to sharing and creating on Instagram, offering a variety of formats to suit your mood and message. Learn more about posting content in the following section.



## REELS ICON

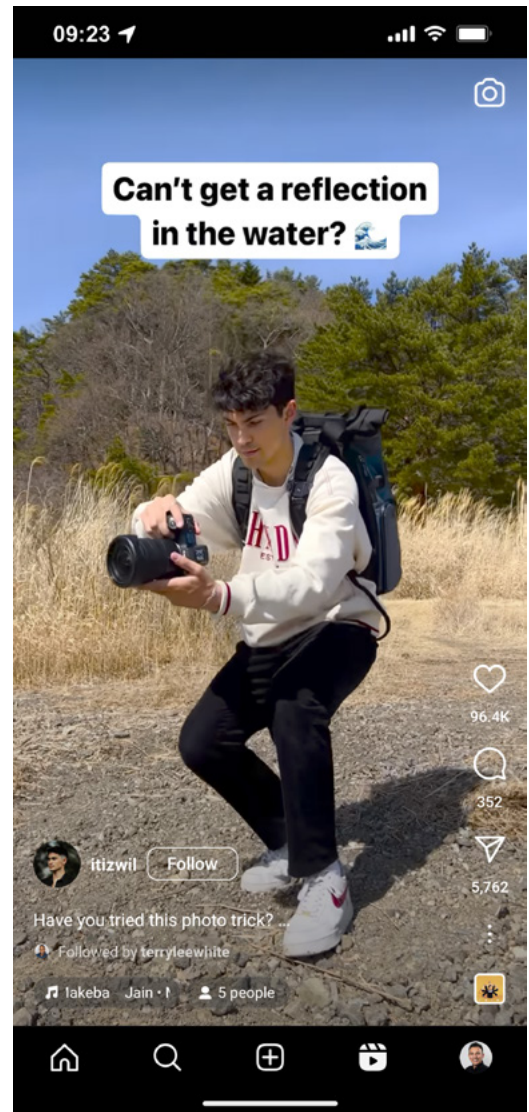
When you tap on the Reels icon at the bottom of your Instagram home screen, you're transported to a space where you can scroll through a seemingly endless array of short, entertaining videos from various creators.

As you start to explore, you'll find that Reels cover virtually every topic under the sun. You might stumble upon a hilarious comedy skit, a mesmerizing dance routine, a mouth-watering recipe, a mind-blowing magic trick, or a handy DIY tutorial. The beauty of Reels is that there's something for everyone, no matter what your interests are.

One of the best parts about discovering Reels is the personalized experience. Instagram uses what it knows about your interests to show you Reels that you might like. If you've been liking and interacting with a lot of pet videos, for example, you'll likely see more pet-related Reels in your feed.

But it's not just about watching! You can also interact with Reels by liking, commenting, and sharing. If you come across a Reel you love, you can give it a like, leave a comment, or even share it with your friends. And if you discover a creator whose content you enjoy, you can follow them to see more of their Reels.

Reels on Instagram are a fun and engaging way to enjoy content from a wide variety of creators, learn new things, and even find inspiration for your own Reels. Get ready to dive in and discover the world of Instagram Reels!





## PROFILE ICON

Think of your profile on Instagram as your personal digital scrapbook. When you open it, you're stepping into your own little corner of the Instagram universe, filled with all the photos, videos, and memories you've chosen to share. It's like a colorful collage of your life!



From your profile, you can stroll down memory lane, revisit your favorite moments, and see how many 'likes' and comments your posts have gathered. You can also see your followers and who you're following.

Plus, it's where you can edit your profile info, change your profile picture, and even add a fun bio to tell the world a bit about yourself.

Why not tap that profile icon and take a peek at your Instagram journey so far? It's your story, told in pictures and videos, and it's as unique and wonderful as you are!

# POSTING ON INSTAGRAM

Posting on Instagram is like sending a digital postcard to your friends, family, and anyone following you. It's a way to share a snapshot of your life, express your creativity, or simply spread a little joy.

But there's more than one way to post on Instagram. Choose the best method for the moment or the one you resonate with the most.

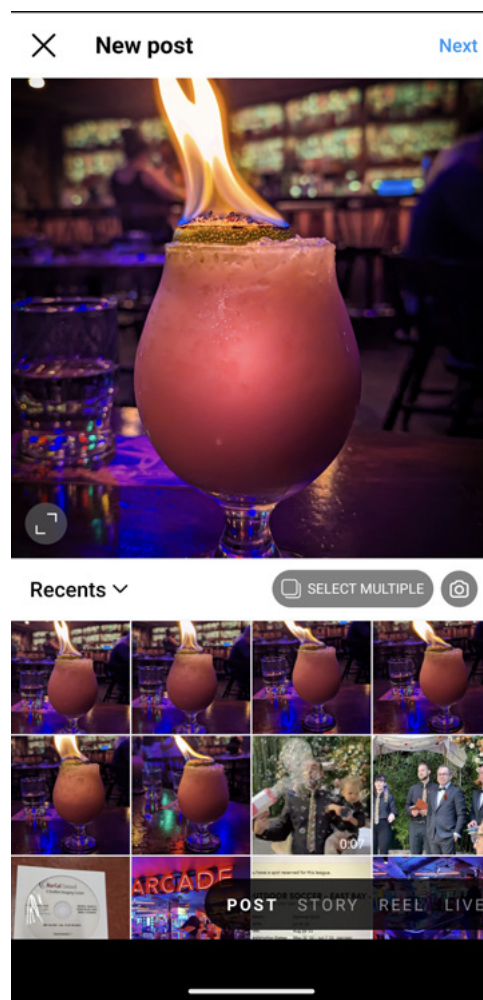
## TYPES OF CONTENT YOU CAN POST ON INSTAGRAM

### POST (IMAGES AND VIDEOS)

When you tap the 'Add' icon, you're opening the porthole to your cruise adventures. Want to share a snapshot of your day at sea? Choose 'Post' and upload that stunning photo of the sunset over the ocean or a video of the lively deck party. You can add filters, write a catchy caption like "Sailing into the sunset," and even tag your new cruise friends.

### STORY

But what if you want to share something a bit more fleeting? Something that captures the essence of 'in the moment'? That's where 'Story' comes in. Stories let you share photos and videos that vanish after 24 hours, perfect for those candid snapshots of the buffet spread, goofy selfies with the ship's crew, or quick updates like "Just spotted a dolphin!" You can jazz up your stories with text, stickers, and doodles. It's like having a mini ship's log to share with your followers!



## REELS

Now, if you're feeling a bit more adventurous and want to dive into the world of short, entertaining videos, 'Reels' is your stage. With Reels, you can record and edit 15 to 60-second multi-clip videos with audio, effects, and creative tools. It's a chance to let your personality shine, make someone laugh, or share a skill or talent. Maybe it's a quick tour of your stateroom, a time-lapse of the ship leaving port, or a funny dance-off at the pool deck.

## LIVE

And then there's 'Live,' your own personal broadcasting station. With Live, you can share a real-time video with your followers. It's perfect for a Q&A session about your cruise experience, a live tour of a port of call, or just a casual chat with the ocean as your backdrop. Your followers can tune in, comment, and interact with you during the broadcast.

Whether you're a storyteller, a comedian, a seasoned traveler, or just someone who wants to share their cruise adventures, the 'Add' icon is your magic wand.

Give it a tap and let the sharing begin!

### HOW TO PUBLISH A POST:

- 1. Tap the “+” Icon:** Start by tapping the “+” icon at the bottom of your screen. This is your gateway to posting on Instagram.
- 2. Choose ‘Post’:** You'll see several options, including Post, Story, Reel, and Live. For now, let's choose 'Post'.
- 3. Select Your Photo or Video:** Your phone's photo gallery will appear. Scroll through and select the photo or video you want to share. You can choose just one or multiple photos or videos to create a carousel post. Once you've made your selection, tap 'Next' (blue arrow).
- 4. Edit Your Photo or Video:** Now comes the fun part! Instagram offers a variety of filters and editing tools to help your post look its best. You can adjust the brightness, contrast, saturation, and more. Or, you can add a filter for a quick and easy edit. Once you're happy with how your post looks, tap 'Next' (blue arrow).

- 5. Add a Caption and Tags:** Now it's time to give your post context. Write a caption that tells your followers about the post. You can share a funny story, provide some information, or simply share your thoughts. This is also where you can add hashtags (#) to make your post more discoverable, and tag people (@) who are in the post.
- 6. Share Your Post:** Once you're happy with your caption and tags, it's time to share your post with the world! Tap 'Share,' and your post will appear on your profile and in your followers' feeds.

And there you have it! You've just shared a piece of your world on Instagram.

Remember, there's no right or wrong way to post. It's all about expressing yourself, connecting with others, and most importantly, having fun!

Go ahead and share that beautiful sunset, the delicious meal you had in the last docking, or the adorable animals you've encountered during this cruise.

Your Instagram friends are waiting to see your amazing travels!

## HOW TO PUBLISH A STORY:

Publishing a Story on Instagram is like sharing a fleeting moment from your day, a snapshot that's there for a while to bring a smile, a laugh, or a moment of connection, and then it's gone after 24 hours.

It's perfect for those spontaneous moments, quick updates of your travels, or just when you're feeling a bit creative.

Here's how you can publish your own Instagram Story:

- 1. Tap the "+" Icon:** Begin by tapping the "+" icon at the bottom of your screen. This is your starting point for sharing on Instagram.
- 2. Choose 'Story':** You'll see several options including Post, Story, Reel, and Live. For now, let's choose 'Story'.

- 3. Capture or Select Your Content:** Your camera will open, ready to capture a photo or video. You can take a new photo by tapping the capture button or hold the button to record a video. If you want to share a photo or video you've already taken, just swipe up on the screen to access your phone's photo gallery and select your content.
- 4. Add Some Flair with Stickers:** Now, let's jazz up your Story! Instagram Stories offer a variety of fun and creative features. You can add text, music, draw doodles, or use stickers to express yourself. You can even add interactive elements like polls or questions to engage with your followers. See below for a list of fun stickers to use.
- 5. Share Your Story:** Once you're happy with your Story, it's time to share it. Tap 'Send to,' then tap 'Share' next to 'Your Story'. And just like that, your Story is live!

Remember, Instagram Stories are all about fun and spontaneity. Don't be afraid to let your personality shine through. Whether you're sharing a beautiful morning view, a funny moment, or a quick hello, your Story is a unique expression of you!

## INSTAGRAM STORY STICKERS

Stickers on Instagram Stories are like the fun accessories you pack for a cruise - they add a touch of excitement and personality to your journey! They're digital decorations you can add to your photos and videos to make them more engaging and interactive.

Now, let's set sail and explore five of the most popular stickers you can use on your Instagram Stories:

**Music Sticker:** This sticker lets you add a soundtrack to your Story. It's like adding your favorite travel tune to a video of the ship setting sail or a beautiful sunset photo. Your followers will hear the song play when they view your Story.

**Location Sticker:** Just like sending a postcard from each port of call on your cruise, the Location sticker lets you share where you are in the world. When you add a Location sticker, your Story can appear in the public Stories for that location, letting others see what's happening there.

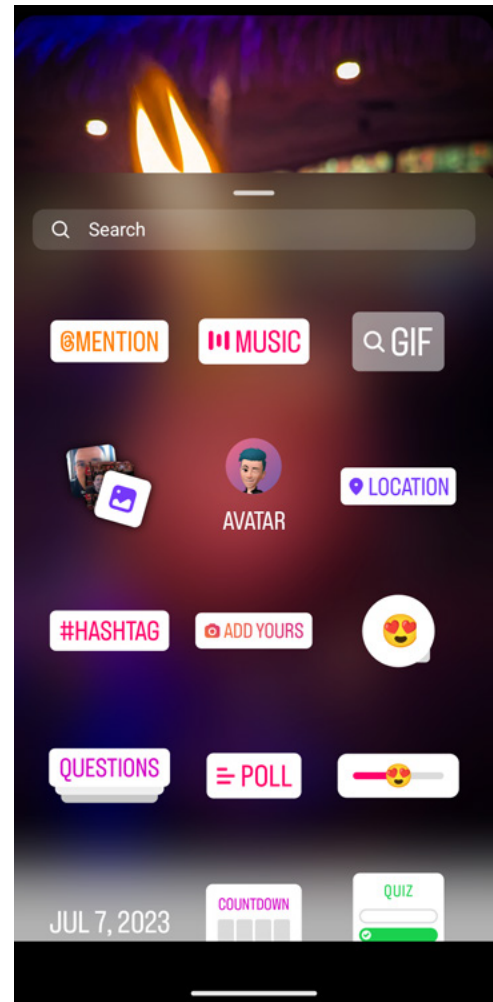
Whether you're enjoying the beaches of the Bahamas or exploring the markets of Marrakech, the Location sticker is a fun way to share your whereabouts.

**Hashtag Sticker:** Hashtags are like the travel tags on your suitcase, helping others find related content. When you add a Hashtag sticker, your Story can appear on the page for that hashtag. This could be anything from #CruiseLife to #TravelDiaries.

**@Mention Sticker:** This sticker is like giving a shoutout to a travel buddy. You can tag another Instagram user in your Story, whether it's a friend you're traveling with or a business you're visiting. They'll receive a notification, and your Story will appear in their Story mentions.

**Poll Sticker:** Can't decide between two shore excursions? Ask your followers! The Poll sticker lets you ask a question and provide two options for your followers to vote on. It's a fun and interactive way to engage with your audience.

Remember, stickers are all about adding a touch of fun and personality to your Stories. Don't be afraid to play around and see which ones you like best.



## HOW TO ADD STICKERS TO A STORY

Adding stickers to your Instagram Stories is a breeze, and it's a great way to add some fun and personality to your posts.

Here's how you do it:

- 1. Start Your Story:** Tap the "+" icon at the bottom of your screen, then choose 'Story'. Either capture a new photo or video, or select one from your phone's gallery.
- 2. Tap the Sticker Icon:** Once you've captured or selected your content, tap the sticker icon at the top of the screen. It looks like a square smiley face.

- 3. Choose Your Sticker:** You'll see a variety of stickers that you can add to your Story. These range from location and mention stickers to polls, hashtags, and more. Tap on the one you want to use.
- 4. Customize Your Sticker:** Depending on the sticker you choose, you might be able to customize it. For example, if you choose a location sticker, you can search for and select your location. If you choose a poll sticker, you can write your own question and answers.
- 5. Place Your Sticker:** Once you've customized your sticker, you can tap and drag it to move it around your Story. You can also pinch to resize it or rotate it.
- 6. Share Your Story:** When you're happy with your sticker placement and your Story, tap 'Send to,' then tap 'Share' next to 'Your Story.' Now, your followers can view your Story and interact with your sticker!

Remember, stickers are all about adding an extra layer of fun and engagement to your Stories, so don't be afraid to get creative and use them to express yourself!

## STORY HIGHLIGHTS

Story Highlights on Instagram are like the special photo albums you might create after a memorable cruise. They're collections of past Stories that you can display on your profile for more than the usual 24 hours, allowing you to showcase your favorite travel memories long after the voyage is over.

Creating a Story Highlight is like curating your own mini-travel exhibit.

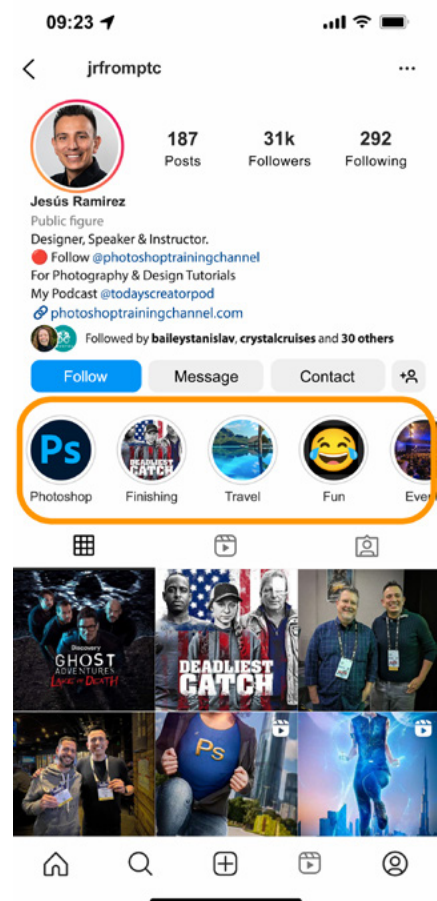
Here's how you can do it:

- 1. Go to Your Profile:** Tap the profile icon at the bottom of your screen to go to your Instagram profile.
- 2. Tap '+ New':** Underneath your bio and above your posts, you'll see a '+' icon with the word 'New'. This is where your Story Highlights live. Tap '+ New' to create a new Highlight.

**3. Select Stories:** You'll see a list of your archived Stories. These are all the Stories you've posted in the past. Scroll through and select the Stories you want to add to your Highlight. Maybe it's all the Stories from your Caribbean cruise, or perhaps it's the Stories of the delicious meals you've enjoyed on board. Once you've selected your Stories, tap 'Next.'

**4. Choose a Title and Cover:** You can give your Highlight a name. This could be the name of your cruise, a specific destination, or anything else that describes the Stories in your Highlight. You can also choose a cover for your Highlight, which will be displayed on your profile. Once you're done, tap 'Add'.

**5. View Your Highlight:** You'll be taken back to your profile, where your new Highlight is displayed. You can tap on it to view it, and so can anyone who visits your profile!



Story Highlights are a great way to keep your favorite travel memories alive and share them with others.

Whether it's the stunning sunsets, the exotic locales, or the fun shipboard activities, you can gather all those precious moments into Highlights for everyone to enjoy.

## HOW TO PUBLISH A REEL

Instagram Reels are like your personal highlight reel of your cruise adventure, allowing you to create short, fun videos set to music. Think of them as bite-sized glimpses into your travel experiences, perfect for sharing the joy of discovering a new port, the excitement of a deck party, or the serenity of a sunset at sea.



Creating an Instagram Reel is like directing your own mini-travel documentary, and it's surprisingly simple.

Here's how you can do it:

1. Tap the "+" Icon: Begin by tapping the "+" icon at the bottom of your screen. This is your starting point for sharing on Instagram.
2. Choose 'Reel': You'll see several options, including Post, Story, Reel, and Live. For now, let's choose 'Reel'.
3. Capture or Select Your Content: Your camera will open, ready to capture a video. You can record a new video by pressing and holding the capture button. If you want to share a video you've already taken, just swipe up on the screen to access your phone's photo gallery and select your video.
4. Add Some Flair: Now, let's jazz up your Reel! Instagram Reels offer a variety of fun and creative features. You can add music by tapping the music note icon and selecting a song. You can also add special effects, like filters or speed controls, to make your Reel more engaging.
5. Share Your Reel: Once you're happy with your Reel, it's time to share it. Tap the arrow to move to the share screen. Here, you can write a caption, choose a cover image, and decide where your Reel will be shared. Once you're ready, tap 'Share.' Now, your followers can watch your Reel and join in on your cruise adventure!

Remember, Instagram Reels are all about fun and creativity.

Whether you're sharing the thrill of a shore excursion, the beauty of the open sea, or the fun of a dance-off at the ship's party, Reels are a great way to bring your followers along for the ride.

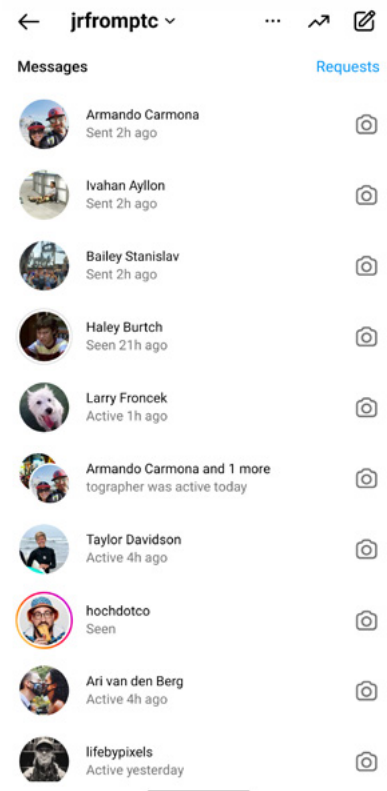
# DIRECT MESSAGING

Direct Messages, or DMs as they're often called, are like the postcards you send and receive directly from one person to another, but in a digital format.

DMs a private way to communicate with other Instagram users. You can use them to share updates from your cruise, send a photo of a beautiful sunset to a friend, or even plan your next travel adventure with a group.

And yes, you might have heard the phrase “slide into DMs.” It’s a fun, informal way to say sending someone a direct message, usually with the intention of starting a conversation.

If you meet a new friend on your cruise, don't hesitate to “slide into their DMs” to keep in touch!



## HOW TO USE DIRECT MESSAGES ON INSTAGRAM:

- 1. Go Into Your Direct Messages:** Tap the Chat icon on the top right of your home screen.
- 2. Tap the New Message icon:** To start a new message, tap the chat icon at the top right of your screen.
- 3. Choose Recipients:** You'll see a list of your Instagram contacts. You can tap on a person's name to send them a message or search for a specific person in the search bar at the top. You can also select multiple recipients to start a group chat.\* If you have already started a conversation, you can just tap on their name from the list.

- 4. Write Your Message:** Once you've selected your recipients, tap 'Chat,' and a new message window will open. Here, you can type your message. Maybe you're sharing a fun fact about the cruise, sending a photo of the amazing meal you just had, or simply saying hello.
- 5. Send Your Message:** Once you're happy with your message, tap 'Send'. Your message will be sent directly to the person or group you selected, and only they will be able to see it.

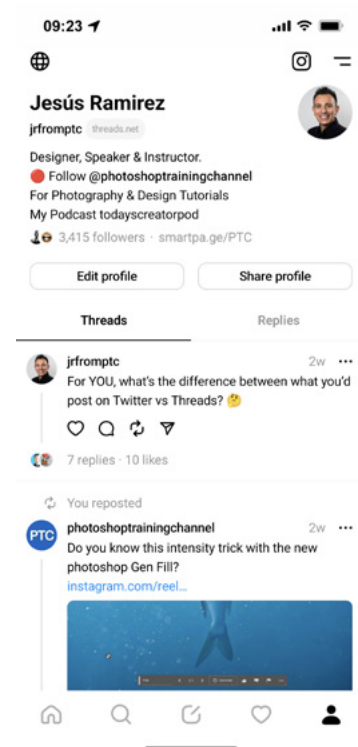
Remember, Direct Messages are a private way to communicate on Instagram. Whether you're sharing travel updates, planning your next adventure, or just keeping in touch with friends old and new, DMs are your personal postbox on Instagram.

## INSTAGRAM THREADS

Instagram Threads is a text-based conversation app from Instagram (Meta). Threads is a spin-off app from Instagram that focuses on conversations rather than visual content. It looks a lot like Twitter, with a feed of primarily text-based posts where people can have real-time conversations.

Threads is available for iOS and Android and can be downloaded from the Apple App Store or the Google Play Store. You must have an Instagram account to join Threads. At this time, there is no way to delete your Threads account without deleting your Instagram account.

But give Threads a shot if you prefer writing fun quotes instead of taking photos or shooting videos.



# PRIVACY AND SAFETY

## PRIVATE INSTAGRAM ACCOUNTS

A private account on Instagram is like having a private stateroom on your cruise ship. Just as you might want to keep your stateroom number private, only allowing in those you invite, a private Instagram account allows you to control who sees your posts.

When your account is private, only people you approve can see your photos, videos, and Stories. It's a great option if you prefer to share your cruise adventures with a select group of friends and family, rather than the entire Instagram community.

### HERE'S WHY YOU MIGHT WANT TO SET YOUR INSTAGRAM PROFILE TO PRIVATE:

- **Control Over Your Audience:** With a private account, you can choose exactly who sees your posts. This can give you peace of mind, knowing that your travel updates are only being seen by people you trust.
- **Increased Privacy:** If you prefer to keep your travel experiences more personal, a private account ensures that your posts aren't visible to the public. This can be especially comforting if you're sharing more personal moments from your cruise.
- **Less Pressure:** Sometimes, having a public account can feel like being on stage. With a private account, there's less pressure to gain followers or likes, allowing you to focus on sharing and enjoying your travel experiences with only those close to you.

### HERE'S HOW YOU CAN SET YOUR INSTAGRAM PROFILE TO PRIVATE:

Go to Your Profile: Tap the profile icon at the bottom of your screen to go to your Instagram profile.

1. **Open Settings:** Tap the three lines at the top right of your screen, then tap 'Settings' at the bottom of the menu that appears.

**2. Go to Privacy:** In the Settings menu, tap 'Privacy'.

**3. Switch on Private Account:** Under 'Connections', you'll see an option for 'Private Account'. Switch the toggle on to make your account private.

Remember, whether your account is private or public is entirely up to you and what you feel comfortable with. It's your Instagram journey, so you get to decide how you share it!

## **BLOCKING AND REPORTING USERS**

Blocking and reporting users on Instagram is like having a personal security team on your cruise. Just as you would report any inappropriate behavior on your cruise to the ship's security, Instagram gives you the tools to deal with any unwanted interactions or behavior on the platform.

**Blocking** a user is like closing the door to your stateroom – it prevents a specific user from viewing your profile, posts, and stories, and they won't be able to find you using Instagram's search function. This can be useful if you encounter someone who is bothering you or posting content that you don't want to see.

**Reporting** a user or a specific post is like reporting an issue to the cruise management. If you come across content that violates Instagram's community guidelines – such as spam, harassment, or inappropriate content – you can report it to Instagram. They'll review the report and take appropriate action, which can include removing the content or suspending the user's account.

Here's how you can block and report users or content on Instagram:

### **To Block a User:**

**1. Go to the User's Profile:** Tap on the username of the person you want to block to go to their profile.

**2. Open the Options Menu:** Tap the three dots at the top right of their profile.

**3. Block the User:** Tap 'Block' in the menu that appears. The user will now be blocked and won't be able to see your profile or posts.

## **To Report a User or a Post:**

1. Go to the User's Profile or the Specific Post: If you want to report a user, go to their profile. If you want to report a specific post, open that post.
2. Open the Options Menu: Tap the three dots at the top right of the profile or post.
3. Report the User or Post: Tap 'Report'. You'll be asked to provide more information about why you're reporting the user or post. Once you've done that, tap 'Submit' to send the report to Instagram.

Remember, Instagram is meant to be a positive and enjoyable space, just like your cruise. If you encounter any issues, don't hesitate to use the tools available to you to ensure your experience remains pleasant and safe.

## **STAY SAFE ON INSTAGRAM!**

Navigating Instagram safely is much like ensuring a safe and enjoyable cruise journey. Just as you would take precautions while traveling, it's important to be mindful of your interactions on Instagram, especially with strangers or unfamiliar accounts.

**Interacting with Strangers:** Just as you might meet new people on a cruise, you might encounter new people on Instagram. While this can be a great way to make new friends and share experiences, it's important to be cautious.

If a stranger sends you a message or a request, take a moment to check their profile. If it seems suspicious or makes you uncomfortable, it's perfectly okay to ignore the request or block the user. Remember, your safety comes first.

**Avoiding Scams:** Unfortunately, just as there might be pickpockets in a busy tourist spot, there can be scams on Instagram. These might appear as messages or comments promising prizes, money, or incredible deals. They might ask you to click on a link, share personal information, or send money.

Remember, if something seems too good to be true, it probably is. Never share personal or financial information on Instagram, and always be wary of unsolicited offers or requests.

**Things to Watch Out For:** Be mindful of the information you share on Instagram. Just as you wouldn't announce to the entire cruise ship when your stateroom is going to be empty, avoid sharing sensitive information like your home address, current location, or other sensitive information on Instagram.

Also, be cautious of any suspicious links in profiles, messages, or comments. These could lead to websites designed to steal your information.