

INSTAGRAM STORIES



Instagram Stories Resource Sheet

Instagram now provides a ton of great features that provide you with more ways than ever before to grow your audience and to create interesting and engaging content.

While this is true though, you can have an even *bigger* impact if you take advantage of some of the other most powerful tools on the web. This resource sheet is going to help you create better photos and upload them more quickly and easily to great effect!

Powerful Tools for Instagram

Pixlr

Pixlr is an app that you can find on Instagram and that will allow you to apply a large selection of effects not available through Instagram alone. You'll gain many more filters, as well as settings that let you change things such as contrast, color temperature and more.

More importantly, Pixlr will let you add text to your images and also create beautiful collages featuring multiple pictures.

Instagram Widget by WPZoom

Instagram Widget by WPZoom is a Widget for WordPress sites that will let you embed a feed of your Instagram pictures right into your sidebar. This way, people who visit your site will see that you have an active Instagram account and will be able to see the kinds of inspiring images that you post. If they like what they see, then chances are that they will click on the images and follow you on Instagram. What's more, is that this will help to add more content to your websites, making sure that it always looks active and that there is always new content there for people to check out. You can find it here: <http://www.wpzoom.com/>.

IFTTT

IFTTT stands for 'If This, Then That' and can be found at <http://www.ifttt.com>. This is a tool that allows you to set up relationships between multiple different social accounts.

For example then, this will let you post your Instagram pictures directly to Twitter. Now, this is something that Instagram already lets you do. When you use IFTTT though, the pictures can be set to appear not as links but as native images so that your Twitter followers can see them in their homefeeds.

What's more, is that and there are *countless* other things you can do with this too. For example, why not set up an interaction so that copies of all your Instagram pictures get saved to a Dropbox folder, thereby ensuring that you always have backups?

Photoshop/Gimp

While Instagram is primarily an app for your phone, that doesn't mean that all your pictures need to be taken with a phone camera! Invest in a good camera and you can first edit pictures on the computer before uploading them via your phone.

That means you can now use professional editing software such as Photoshop to apply airbrushing or to add other enhancements. If you don't want to shell out for Photoshop though, why not try using Gimp? This is a piece of free software with almost *all* the same features as Photoshop!

Dropbox

For passing photos to your phone from your computer, use Dropbox. That way, you simply need to save them in the right folder and they will be readily available on your phone to upload at your leisure.