

INSTAGRAM FEATURES

- 1 Feed: the place where you can share and connect with people, businesses, and hashtags that you follow. You can like, comment and share photos from your favorite accounts.
- 2 Story: vertical photos or videos, up to 15 seconds, that disappear 24 hours after posting. Stories are displayed at the top of an active user's app and are tapped through to view
- 3 Highlight: Instagram stories you choose to feature on your profile permanently
- 4 Instagram Live: a feature on Stories that allows users to stream live video to followers and engage with them in real time (much like Facebook Live)
- 5 IGTV: available in Instagram plus a standalone app. Allows for longer videos compared to instagram (1 minutes- 1 hour)
- 6 Direct messaging: send private messages to an individual or a group. You can include photos/videos from your library, posts from your feed, disappearing photos/videos, profiles, text, hashtags and locations
- 7 Instagram Checkout: allows users to buy featured items from a brand without leaving Instagram
- 8 Collection: keep tabs on your favorite posts by saving them to your collection. It's very similar to Pinterest, but only you can see the posts you've saved

