

PORTRAIT

PHOTOGRAPHY & VIDEOGRAPHY

IGTV eBook 1

HOW TO
get started with
INSTAGRAM TV
upload your first video
in 3 easy steps



by MARTA HURTADO

I'm so excited about this! Finally Instagram created a feature which allows us to showcase longer videos, and it's called Instagram TV {IGTV}.

This feature is really grate for businesses that are on Instagram already, but not only. It's a feature that allows EVERYONE to showcase their talents. It's a NEW amazing way to let people know what you have to offer, and introduce your business ,and or yourself.

If you have an Instagram profile, or an Instagram Business profile, you should look into it and START PLANING new CONTENT NOW!

How does it work? Is it different from YouTube?

Instagram TV (IGTV) is both a new section of the Instagram app, and a new standalone app in its own right for iOS and Android. With the standalone app, videos will begin playing automatically once you open it. In the original app you have to open the IGTV section, where you will be able to see video content from people you follow. The videos will be displayed vertically and full screen. So you have to keep this in mind while creating video content for IGTV. Also keep in mind that those videos need to be optimized for viewing on a phone. The difference is that those video's won't be limited to one minute, as the videos that you can post on your Instagram profile.

Here is the great news, those videos can be up to an hour long. One is clear, people can comment on the IGTV videos, and send them to friends {as with YouTube videos}. Instagram are not paying anyone for content on the app and they don't currently have plans for advertising. This might change in the future... But for now it's Add FREE, which is also a great news in my opinion.

Officially Instagram are marketing IGTV as a star-making opportunity, as anyone 'will be able to become famous' using it. Following the official launch of IGTV, a blog post from Instagram stated: 'Younger audiences are spending more time with amateur content creators and less time with professionals.' So... the floor is yours... Anyone can have a go!

HOW TO GET STARTED WITH INSTAGRAM TV & UPLOAD YOUR FIRST VIDEO IN 3 EASY STEPS:

1. CREATE YOUR INSTAGRAM TV CHANNEL.

The great news is, that Instagram made IGTV super simple and easy to use. To create your personal IGTV tap the TV icon in the top right corner. Then click "Create Channel", and you are DONE!



2. LOCATE YOUR INSTAGRAM TV CHANNEL ON YOUR PROFILE.

After creating your IGTV channel, go to your profile page. The IGTV icon should be visible on the left side of your screen, just next to saved stories.

514 posts **439** followers **635** following

Promote **Edit Profile**

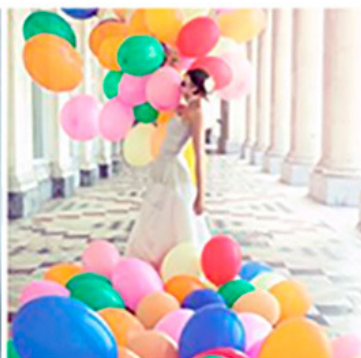
Marta Hurtado
Photographer
📷 Soul Portrait photographer 🎥
Videographer 🏆👑 Empowering women to see their own beauty 👑 Go behind the scenes 🎥
<https://youtu.be/Nk17NI5PIYo>
martahurtado.com/
chaussée de Vleurgat 83, Brussels, Belgium 1050

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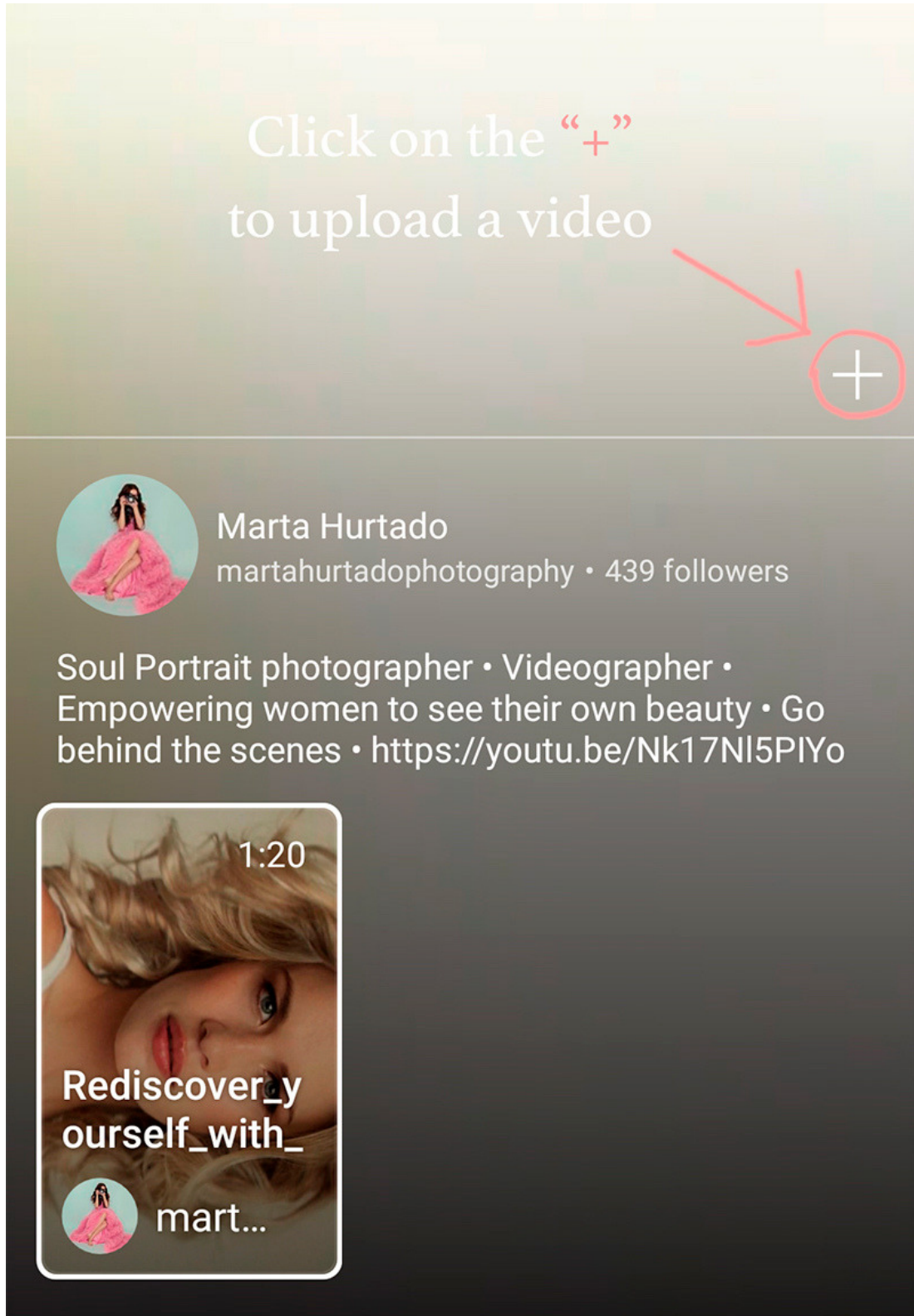
Email

Directions



3. UPLOAD YOUR 1ST VIDEO TO YOUR INSTAGRAM TV CHANNEL.

To upload a video click on the IGTV icon and then click on the “+” as shown in the photo below. When you tap the “+” you will get access to your video files in your camera folder. Pick a video you want to share... and VOILA! You just created your personal Instagram TV channel, and uploaded your very first video! And I’m so happy that we have done it together. Congratulations sweetheart!



Do you need extra inspiration and motivation to start posting? To help and get you started, I'm have 3 Content Ideas for you.

3 CONTENT IDEAS FOR INSTAGRAM TV VIDEOS

Tip 1: Introduce yourself, your business, and the products you offer

Talk about who you are, what you and your business stands for, who you are there for, and what you offer. Make it easy for people to know what they need to know about you and your business. Answer all the "first" questions before your potential clients even ask them! Talk about your reason WHY. Show examples of what people can expect when hiring, and buying from you... and give them the chance to find out whether you are the business and services they need!

Tip 2: Share behind the scenes

Share your process. Show your workflow... Share how you do what you do. Show why you do what you do! And share sneak peeks of your life.

Tip 3: Create Q & A Video's

Do your clients often come back with the same questions regarding you, your business, or and what you offer? I know mine do! So how about addressing those questions? It's a great way to connect and it really make people feel heard and listened to. Sharing knowledge and helping people it's such a great way to connect and eventually to grow your business.

This is it! Now go and have some fun.... If you didn't yet, open your IGTV Channel... make the first video and start sharing. Start engaging and connecting. Shine on!


I hope you will have so much fun creating new video content for your Instagram TV channel.

Sweetheart are we connected? If not, come over to Instagram, like my IGTV channel, follow my Instagram account [@martahurtadophotography](https://www.instagram.com/martahurtadophotography). Let's share, motivate and inspire each other to take action.

With Love,

Marta

LET'S MEET ONLINE

 [Facebook.com/MartaHurtadoPhotography](https://www.facebook.com/MartaHurtadoPhotography)

 [Instagram.com/martahurtadophotography](https://www.instagram.com/martahurtadophotography)



MARTA HURTADO PHOTOGRPHY
www.martahurtado.com

Email: martahurtado@graphility.com

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