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Advantages and Disadvantages of Instagram

1. **Advantages of Instagram:**

- Free: Like many other social networks, Instagram is free to sign up and use.

- Community platform: It is a community platform targeted to photographers, fashion and trends.

- Edit/Filters: Instagram provides a variety of options for filtering. These options help in enhancing the images and add impact to them. This feature is inbuilt as it enhances the quality of the image.

- Short duration video plays: It provides 60 seconds to 3 minutes video plays.

- Privacy Settings: One of the features of Instagram is its privacy settings. This ensures that strangers or outside users-people who are not following you have to request your permission to see your photos.

- Sharing options: It is easy to share photos and videos that one creates on, or import from, ones mobile device.

- Promotion of business: One can use this application to promote one's brand and drive sales by reaching and connecting with a larger Instagram following.

- Promotion of Advertisements: It is a popular means to create advertisements. The several ad formats are: Stories ads, Photo ads, Video ads, Collection ads, IGTV(an abbreviation for Instagram T.V.) ads and Instagram Shopping ads.

- Great hub for travellers: It has emerged as a great hub for travellers. The geo-tagging feature works smoothly, allowing one to add the location of the images. Furthermore, a user of Instagram can see the other (public) photos shared by the people who were at the same location.

2. **Disadvantages of Instagram:**

- Portable: Instagram is a service that is designed to be used with mobile devices, such as tablet computers or smart phones. It has very limited functionality on desktop computers.

- Edit privacy: One can't edit the privacy of each photo differently. They are all either public or private.

- Addiction: Another disadvantage is Instagram addiction. A huge number of people spend their days glued to the application. A lot of time gets wasted as people are busy viewing the pictures of others. This leads to loss of energy and adds to mental stress and tendencies of depression among users.

- Technical drawbacks: The platform is optimized for mobiles/androids and its web version is dreadful. It gets uneasy to operate it on web. In addition to this, there are fewer features on web as compared to the mobile version.

- Image Privacy: One cannot set the privacy of each photo differently. They are all either private or public.

- Rely on Images: The quality of the image matters on Instagram. Attractive images are appealing and invite many followers; on the other hand the images that are not attractive will fetch less followers. It is overall an artificial world which is devoid of genuineness.

- Harmful for students: Students can get affected by the usage of Instagram. It is a strong means of diversion among them making them lose interest in academics. The use of such technology is making them less intelligent and aiding career destruction.

References:

Web source:

Huey, L.S. *How Instagram can be used as a tool in Social Network Marketing*. September 2014. Retrieved on April 22, 2020, from https://www.researchgate.net