

## **INSTAGRAM AS A MODERN VISUAL TOOL OF DIGITALIZATION**

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***Abstract.** The article is devoted to the analysis of the famous social network Instagram. Its main functions and innovations are characterized. The influence of social networks on people, methods of attraction of audience, efficiency of functioning are considered. The idea of the company, its products and services to consumers is formed already at the stage of acquaintance with its site or page in social networks. The experience of using social networks as a tool for using and promoting Instagram profile in business is investigated.*

***Keywords:** Instagram, social networks, information, brands, audience, users.*

**JEL classification: O35**

**UDC 659**

### **1. Introduction**

Relevance of the topic of this scientific work is due to the need to ensure, above all, the active use of digital technology. Digital media allow to reduce expenses for printing and logistics, to transmit to the consumer a beautiful powerful picture in collections and in the product. It is convenient, technologically and becomes the norm.

With the advent of the virtual world, our life has completely changed - the form of communication, information, entertainment and the like has changed. And it's no wonder that you can virtually walk around another continent or create a masterpiece of famous authors with the help of various applications or build a business without leaving home, receiving huge amounts of money and developing. Absolutely anyone who has a cell phone can quickly find information and instantly share it with millions of other people.

According to the latest report, digital trends spend an average of 6:00 42 minutes a day on the Internet. In other words, everyone spends more than 100 days a year in the global network. The most active modern people use social networks, which, by the way, have many options for business promotion. If before you had to spend a lot of money on television commercials and billboards, now it is enough to launch a much cheaper advertising company. This environment forms our daily experience, style of communication and habits. Consumers' perception of the speed and quality of services is based on our experience in the Internet.

### **2. Obtained results and discussion**

The idea of the company, its products and services to consumers is formed already at the stage of acquaintance with its site or page in social networks.

Instagram is dedicated exclusively to graphic content, but it is Instagram that has become an extraordinary success story. Instagram is a free program designed to place, process, share photos and videos on the Internet. 80% of content is visual - video and photos.

Instagram is one of the fastest growing social networks in the world. Every month it is used by more than 1 billion people. In many business areas, this platform has become a key channel of communication with users and a source of new customers, so it is important to learn how to use its tools and set the right tone for communication Instagram has long been a social network, so that each

of us can realize its potential, create a new inflow of customers, become more recognizable, as well as increase user loyalty to the brand. [2]

The number of Instagram subscribers grows in seconds.

**1. Instagram users.** According to the data of 2019, the number of users who actively use Instagram is 1 billion. Now imagine how huge is the audience and the number of active and passive candidates in it can be found. [3]. And also according to the research 86% of people are looking for work in social networks. In 2019, almost 855,000,000 users received monthly access to the Instagram platform for photo sharing. It is predicted that in 2023 this figure will exceed 988,000,000 users (Figure 1) [3].

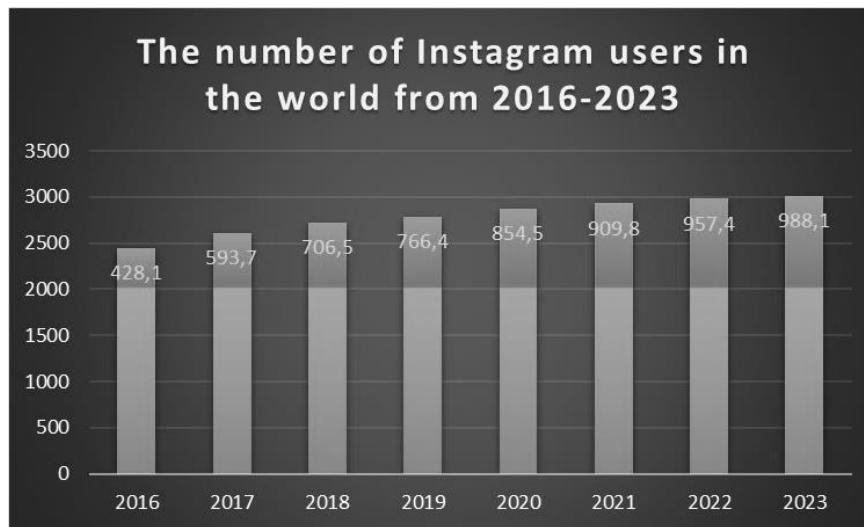


Figure 1

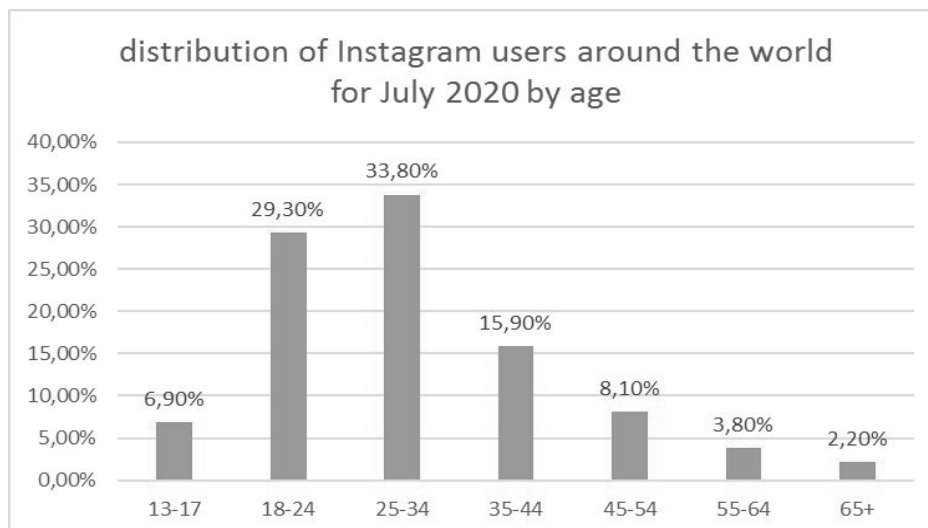


Figure 2

The application for sharing photos on social networks is especially popular in the USA, India and Brazil, where each of them has more than 130,000,000, 100 and 91 million Instagram users. According to forecasts, by 2022 the number of Instagram users in the U.S. will exceed 130,000,000 people.

Application for sharing photos on social networks is particularly popular in the U.S., India and Brazil, where each of them has more than 130,000,000, 100 and 91 million Instagram users. According to forecasts, by 2022 the number of Instagram users in the U.S. will exceed 130,000,000 people.

As of July 2020, 33.8 percent of Instagram's global audience is between 25 and 34 years of age (Figure 2). Overall, more than two-thirds of the total Instagram audience was composed of people aged 34 years and under, making the platform particularly attractive to marketers. Instagram is also one of the second most popular social networks among teenagers using the Internet and one of the most visited social networks among teenagers in the United States [3].

**2. Advertising audience and popular accounts.** Instagram has now outgrown its Facebook audience in 20 countries around the world, and we expect this number to increase in 2019 as the popularity of Instagram comes to the fore. However, it should be noted that recent data show that consumer brands have yet to work when it comes to attracting their audience in Instagram.

Only one consumer brand - Nike - is among the 20 most popular in Instagram, and the rest places are occupied by celebrities. Attentive readers will also notice that the Kardashian clan account accounts for four of these 20 best accounts, so Instagram will need to be careful not to cause another moment Snapchat-Kyli-Jenner.

Footballer Cristiano Ronaldo leads the list of the most popular accounts in Instagram. He is the most popular person on the photo sharing platform with more than 239 million subscribers. His own Instagram account came in first place with more than 369 million subscribers [1]

Top Instagram account		
Account	Handle	Followers
1. Instagram	@Instagram	276500000
2. Cristiano Ronaldo	@Cristiano	151900000
3. Selena Gomez	@Selenagomez	144500000
4. Ariana Grande	@Arianagrande	143000000
5. Dwayne Johnson	@Therock	129000000

The brands strive to reach the audience of Instagram, as social network users demonstrate a high level of interaction from the content. Sports content such as NBA and NFL, as well as the sports sites Bleacher Report and Barstool Sports have a very interested audience. Not surprisingly, Ronaldo is back in first place, as the average cost of one of his Instagram posts is \$735,386. Instagram features.

Instagram is a social network for sharing photos, which allows users to take photos and edit them with filters. The platform allows users to publish and share their images online and directly with their friends and subscribers on a social network.

Strange as it may seem, Instagram is the cheapest traffic at the moment, because the cost of a subscriber in the given social network, compared to others, is much smaller.

At the same time, there is:

- Organic audience growth.
- High speed of information dissemination.
- Huge number of opinion leaders.

One of the most popular Instagram features is Stories. Users can publish photos and videos in their stream of stories, and content is available for others to view for 24 hours before it disappears. In January 2019, the company announced that it has 500,000,000 active users of Instagram Stories daily. Instagram Stories directly competes with Snapchat, another photo sharing application that originally became known for its "disappearing photos" feature.

**3. Hashtags - as main assistant account promotion.** A hashtag is a tag of a word with a grating. Such tags group the posts, thanks to the transition to the desired tag you can find a lot of

useful information. Once you enter and immediately dozens of publications will appear. Everyone determines for himself which category the written post will belong. In January 2011 Instagram introduced hashtags so that users could find both photos and each other. Instagram encourages users to make tags both specific and relevant, rather than tagging general words such as "photo" to highlight photos and attract like-minded Instagram users. Instagram users have created "trends" using hashtags. Trends that are considered the most popular on the platform often highlight a particular day of the week on which the material is published. Examples of popular trends include #SelfieSunday, when users post photos of their faces on Sundays; #MotivationMonday, when users post motivational photos on Mondays; #TransformationTuesday, when users post photos highlighting the difference between past and present; #WomanCrushWednesday, where users post pictures of women they are romantically interested in or positive about, and its equivalent #ManCrushMonday, dedicated to men; and #ThrowbackThursday, where users post pictures of their past, highlighting a particular moment.[2].

In December 2017, Instagram began allowing users to subscribe to hashtags that display relevant highlights of the topic in their feeds.

The maximum number of hashtags that can be placed under a photo in Instagram is 30 pieces. When writing extra hashtags, the system still won't miss them further for photo publication. It means that the user has as much as 30 opportunities to attract users to his content.

**4. How to effectively attract real users instead of fakes?** As a user, based on my experience, I noticed such observations on attracting subscribers. Under each prepared post, I necessarily put hashtags, but no more than 20, or better than about 10. At the end of the post it is important to separate them in a separate block. This way, readers will feel more comfortable and comfortable with the text. In the post also need to put a few hashtags, the main thing is not near, in different places of the text. The rest of the hashtags, you need to put in the first comment under the post. It looks good and users will go to look at the comment. Do not choose too general phrases. By the word #flowers you can find not only home delivery of compositions, but also just pictures of bouquets, dresses, furniture, pictures with flowers. Put yourself in the shoes of your audience - how does it look for the right information? Also, it is very important to observe who uses hashtags, so that you know whether to use them at home or not. The main thing is that not often there are many hashtags, only on the case that touches your profile content, because they may think that you are a spammer and impose restrictions.

**5. IGTV.** One of the more interesting feature additions is Instagram TV. IGTV, launched as the first standalone video platform for Instagram, is a brand-new channel for businesses to generate more followers and engagement. First, you need to create an IGTV channel. It's very simple. You create an account on your Instagram account. The IGTV video will now be in your Instagram profile grid with the IGTV icon in the right corner. While IGTV's options are limited, from a marketing perspective, it's great for promoting products, teaching products, and sharing news - think about the type of video you'll see on YouTube.

This feature enhances your Instagram Stories, but it doesn't have to be as perfect or carefully curated as an Instagram post or video. Instagram offers analytics for your IGTV video and measures views, likes and comments, as well as your audience's retention rate, which shows how many people have watched your video to the end. These metrics are critical when designing your IGTV usage strategy to make it the most effective in terms of marketing. If your viewers leave after 10 minutes, you may realize that videos longer than 10 minutes are not interesting to your audience [5].

There are 6 factors that affect the order of content delivery in the ribbon:

- 1.1 user interest in content
- 1.2 The relationship between the user and the content creator
- 1.3. Relevance
- 1.4. Frequency of opening user program
- 1.5. The number of user subscriptions.
1. 6. User activity on the platform.

**6. Changes in algorithm and design.** In April 2016 Instagram began to make changes in the order of photos displayed on the user's timeline, moving from strictly chronological to the order determined by the algorithm. Instagram said the algorithm was designed so that users could see more

photos of users they liked, but received significant negative feedback, and many users asked their subscribers to include publication notifications to make sure they saw the updates. The company wrote for users who were upset about the prospect of the change, but did not back down, and did not suggest a way to change it back.

Since 2017, Instagram has used the ability to reduce account visibility ("shadow ban"), which it believes can lead to fake interaction and spam (including excessive use of unnecessary hashtags), preventing messages from appearing in search results and applications. Explore the section. In an already remote post on Facebook, Instagram wrote: "When developing content, we recommend that you focus on the goals or objectives of your business, not on hashtags". Instagram has since been accused of extending this practice to the censorship of posts under vague and inconsistent circumstances, especially with regard to sexual content.

**7. The best Instagram updates you should know about in 2020.** The latest Instagram messaging system updates for October 2020 and much more. The new business application released on Instagram and Facebook is now available on Instagram and Facebook. Facebook renamed its Pages Manager application to Facebook renamed its Pages Manager application to Facebook Business Suite, an application that allows companies to manage Facebook and Instagram accounts. This cross-platform internal integration allows the administrator to publish messages on the networks and track messages, notifications and analytics in one place. That the application is primarily designed for small businesses, but in the end it will be extended to all companies through social networks.

**8. Added automatic subtitles for IGTV.** As part of a major effort to make Facebook and Instagram more accessible, Instagram IGTV creators can now include automatic subtitles for their videos. The subtitles, which are based on AI automatic speech recognition, will first be available in 16 languages.

Subtitles can be included in the video settings menu. Automatic subtitles do not provide 100% accuracy, but the artificial intelligence behind them learns and improves as more and more people use them.

**9. More tools for trading in development.** In honor of the 10th anniversary of Instagram Company, the company has released a number of materials and promised to continue supporting small businesses and authors. The new map and calendar allows viewing old stories by date and location. People can also change the Instagram icon on their phone to classic, retro or other style, gaining access to secret options in settings. To update the icon, go to your profile and open the menu. Open the settings and pull the page down until you see the confetti animation. Updating clips increases the duration of the clip to 30 seconds.

The last update of Instagram for coils, TikTok-style video clips, released in August, increases the duration of video from 15 to 30 seconds. The update also added the ability for creators to extend the timer to 10 seconds when recording, and added trimming and editing tools [4].

**10. Gift cards and orders.** In response to COVID-19, Instagram introduced 2 new features for small businesses: gift cards and food orders. Gift Cards is a new way for businesses to sell redeemable vouchers in the application, available through the profile button or the new Instagram Stories sticker.

While Food Orders provide a new way for hospitality businesses to raise awareness of their food delivery services.

The new profile button and Instagram Stories sticker can be used to place orders via Caviar, Chow Now, delivery.com, UberEats, GrubHub, Seamless, Postmates, Doordash, etc.

Thus, users are now actively mastering the virtual space of the Instagram social network. Therefore, further research is needed to track trends in the language of interpersonal communication and features of self-representation, which are constantly changing and carry a huge potential for learning. The main feature of communication in Instagram network is the use of visual content. On the one hand, it facilitates the task of promoting any brand, because the language strategy is not so important here and may be quite different. But on the other hand, everything complicates the need to create a picture that will attract the target audience, will carry the idea of the brand, to promote the acquisition of this product. Many brands are not able to offer their own promotion strategy in the Instagram network, put a lot of monotonous content, do not lead to a positive effect [5-7].

Thus, from all the cherished words we can conclude that Instagram is one of the main tools for shaping public opinion in today's world and that this platform, where the main rule is speed. The post should turn out so that it is immediately understood. As a billboard on the road minimum words - maximum information. It is important that the post is beautiful and impressive, so that the person sees, remembers, loves and keeps himself. Perhaps, it is time to look at the Instagram capabilities through the eyes of experts. The advantage of social networks is not in one of the billions of applications, but in a social network, which, like others, can become a powerful marketing channel for brands.

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