

Double Tap

AN INSTAGRAM UNIVERSITY NEWSLETTER

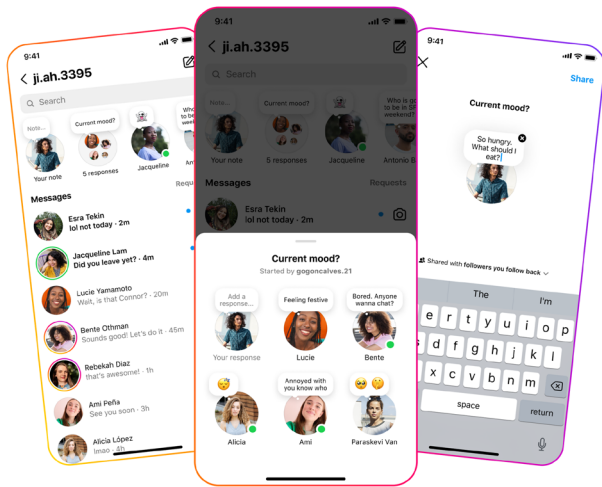
Welcome to the first-ever edition of Double Tap, a newsletter from Instagram giving you an inside look at new product features, tips and trends!

Join our Broadcast Channel
[@IGUniversity2024](#) for real-time updates.



Spring Drop: New Instagram Features

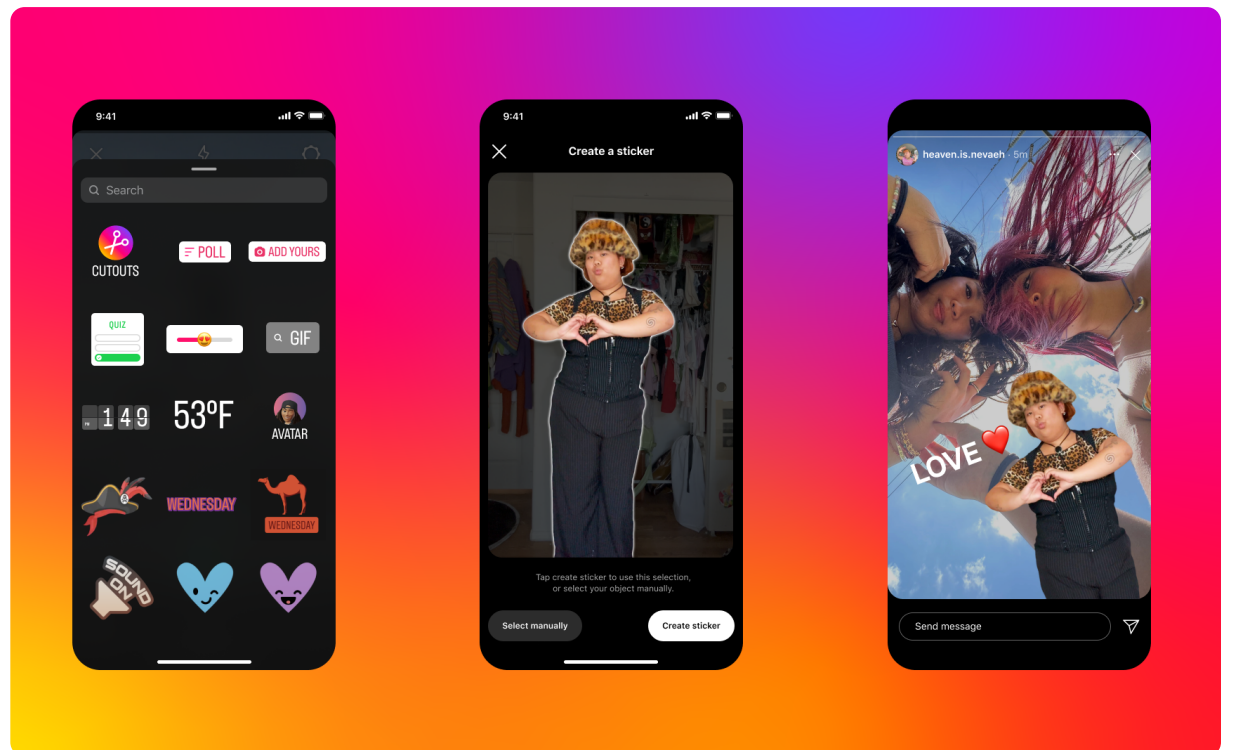
An exclusive look at brand-new features available now and coming soon to Instagram



Notes Prompts

Notes are a popular way to connect with friends by sharing your current mood, music, emojis and more with mutual followers at the top of their DMs on Instagram.

Soon, we'll be rolling out Notes Prompts – allowing you to add a prompt to your Note that your friends can respond to (like Add Yours on Stories, but for Notes 🗨️!)



Cutouts Stickers ✂️

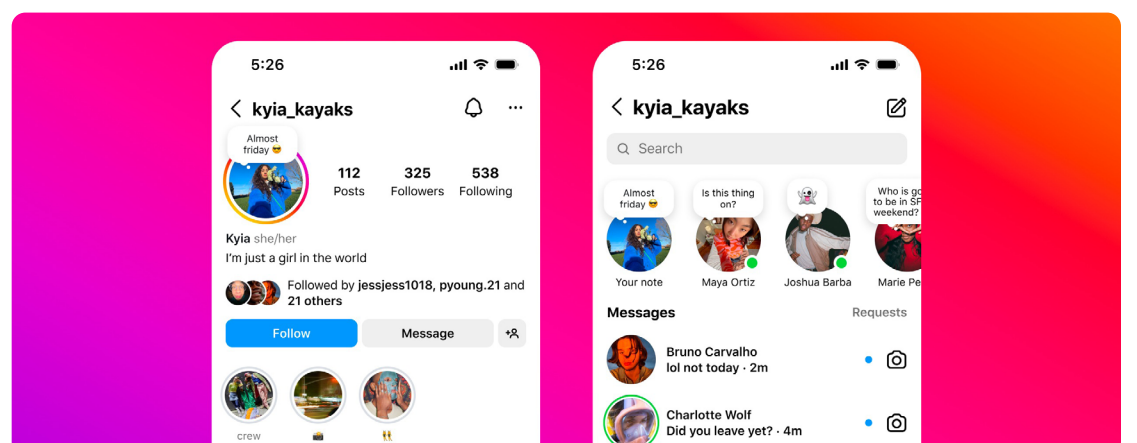
Now, you can turn any photo or video from your camera roll, plus eligible photos you see on Instagram, into custom stickers to make your stories and reels stand out. Cutouts make it easier than ever to get creative with your content, from making fun collages to memes and more. Check out the latest reel from [@kenlatte](#) for inspo and learn how to use Cutouts [here](#)!

🕶️ Want a free pair of Ray-Ban Meta smart glasses?

Use Cutouts to create your own stickers in a story or reel and DM it to [@IGUniversity2024](#) for a chance to win!

Notes on Profile 🗨️

Soon, your Notes will appear on your profile, in addition to appearing at the top of your mutual followers' DMs, for 24-hours – as a new, fun way to customize your Instagram presence.

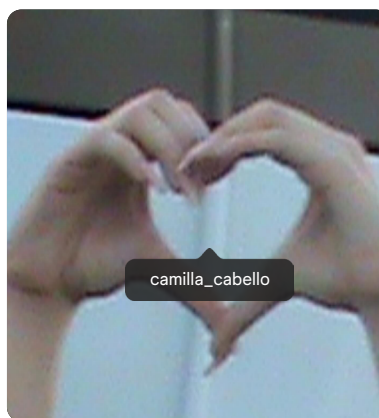
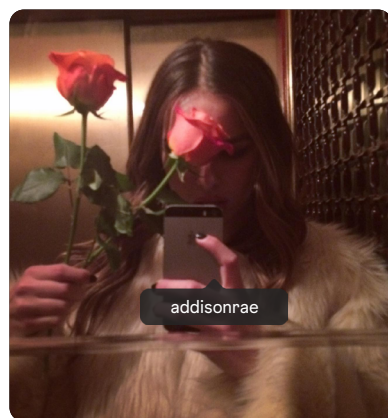
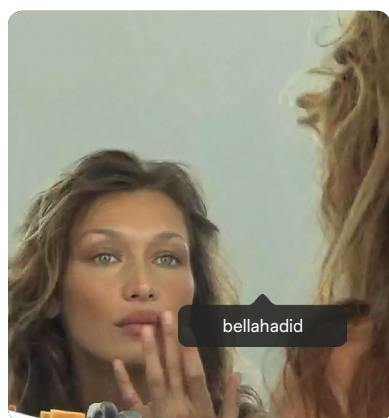


Spring Trend Forecast

A few trends we're loving on Instagram right now 📈

Country Takes Over

The country aesthetic is stronger than ever on Instagram – from Beyoncé's *Cowboy Carter* taking over our feeds to [@dualipa](#), [@sza](#) and [@bellahadid](#) leaning into horse girl-energy in recent photo dumps.



Return of 2010s Vibes

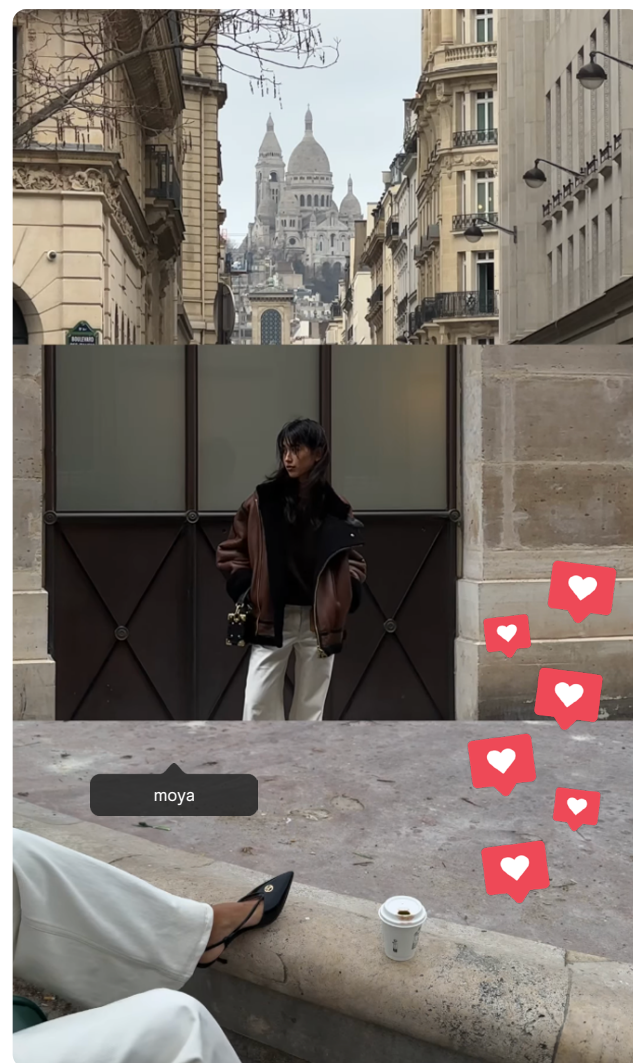
The 2010s are back on Instagram – we're seeing creators and public figures lean into using O.G. photo filters like Valencia and X-Pro II, posting intentionally lo-res, 4:4 square posts and even using iPhone 5s to take photos for the *aesthetic*.

Learn more about this trend from [@highendhomo!](#)

Class of '28 Pages

If you're heading to a new school this fall (or know someone who is), consider following your Class of 2028 profile on Instagram!

Incoming freshmen across the U.S. are using these pages to share a bit about themselves and make friends before a new school year. A few examples: [@miamiclassof28](#), [@fau_2028](#), [@chapman_2028](#).



Horizontally Stacked Reels

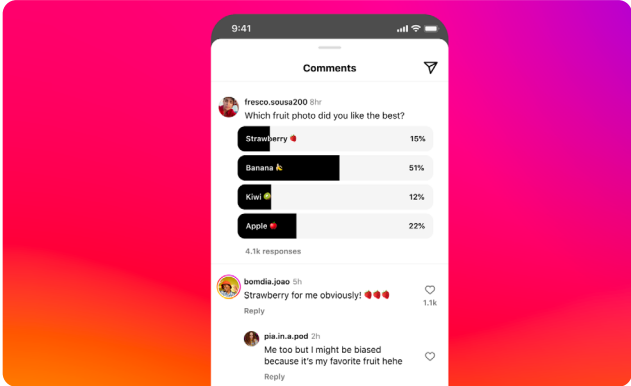
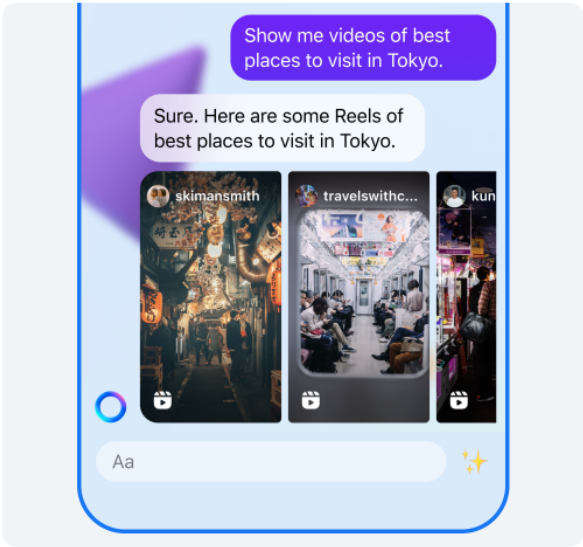
Try stacking three videos from your camera roll on top of each other to join in on this cinematic Reels trend. Open the Reels tab on Instagram, tap the Camera icon on the top right corner, tap Layouts on the left side of the screen and choose the layout with three horizontal lines.

In Case You forgot: Instagram Tips + Tricks

A few of our favorite “hacks” to make your content shine and engage your community

Meta AI in the DMs

Did you know you have your own personal assistant on Instagram? You can ask Meta AI anything from caption ideas for your next photo dump, to what to DM your crush. Just tag **@MetaAI** in any DM chat or tap the blue gradient circle in your search bar to chat with Meta AI.

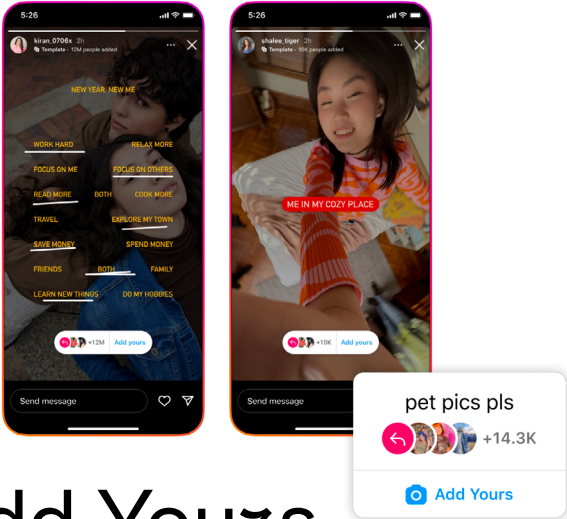


Start Polls in Comments

Spark conversations with your community by adding a fun poll to the caption of your reel or feed post, for your followers to vote on.

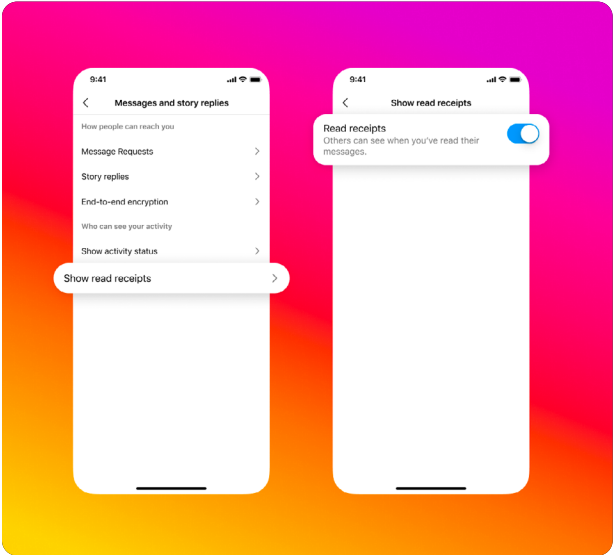
Start Carousels with a Bang 🌟

When putting a carousel together, try ordering your photos/videos based on what you think will grab your followers first! If a follower scrolls past your carousel the first time, Instagram may show them other slides in your carousel the next time they open the app.



Add Yours on Stories

Anyone can start an Add Yours template on Stories! When your friends/followers jump in on your trend, you'll be credited as its originator. If you're a creator, try kicking off an Add Yours as a fun way to engage your community and boost visibility – who knows, your template *might* even go viral.



DM Read Receipts

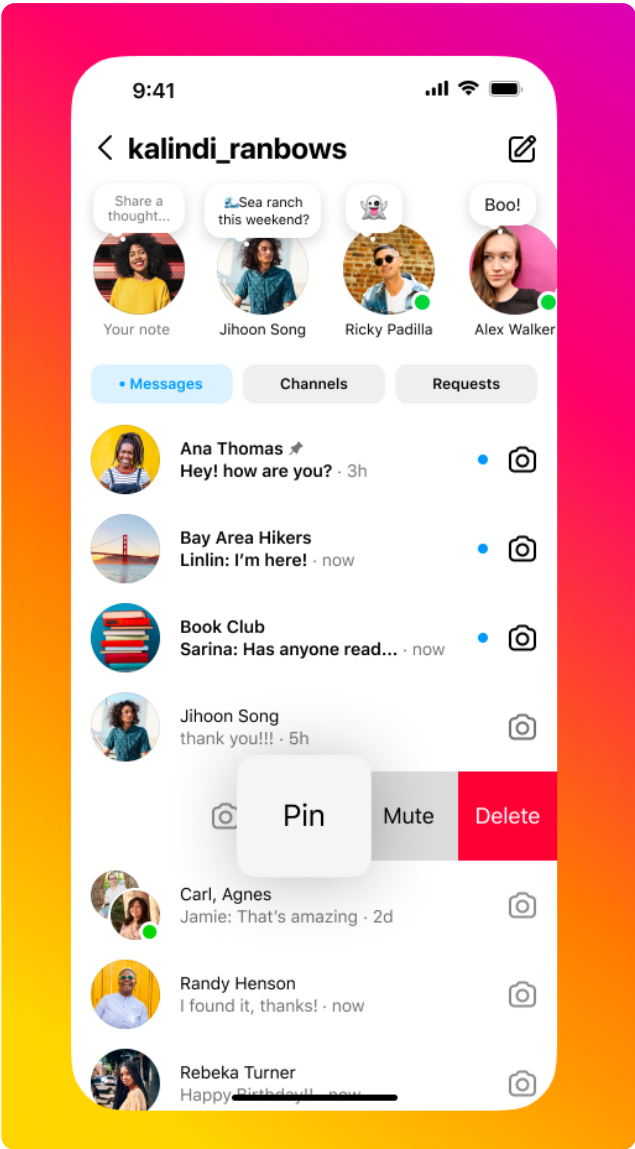
Read receipts let others know you've seen their DM. Now, you can turn them on or off by going to your profile, tapping the three-dash menu and selecting Settings and Privacy. Next, scroll down to Messages and story replies to toggle off Read receipts under Show read receipts.

Spring Clean Your Instagram

Now’s the best time to refresh your Instagram experience 

Refresh Your Close Friends

Chances are, your Close Friends list could use an update! Go to your profile, tap the three-dash menu on the top right, then tap Close Friends. From there, add or remove people from your list and tap “Done” to save changes.



Carousel Cleanup

You can remove a slide from a carousel, without deleting or archiving the entire post! Tap the three dots on the top right of a post, tap Edit, swipe to the slide you want to remove, tap the trash can icon, then tap Done to save your updated carousel. Try this out on carousels that have at least three slides.



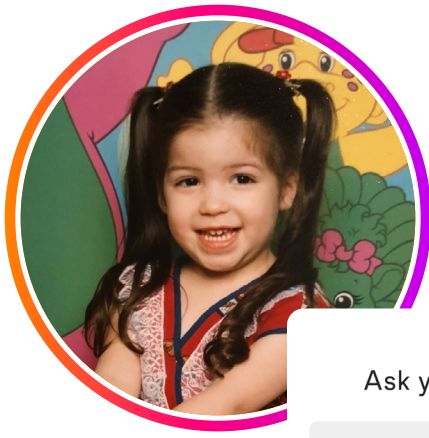
Archive Old Grid Posts

Give your Instagram profile a refresh by tapping the three dots on the top right of a post and tapping Archive (you can always put posts back on your grid, if you change your mind)!

Pin Your DM Chats

Now, you can pin up to 3 convos at the top of your DM inbox to easily access your most-used chats.

Just swipe left or tap and hold on a chat, then tap “pin”.

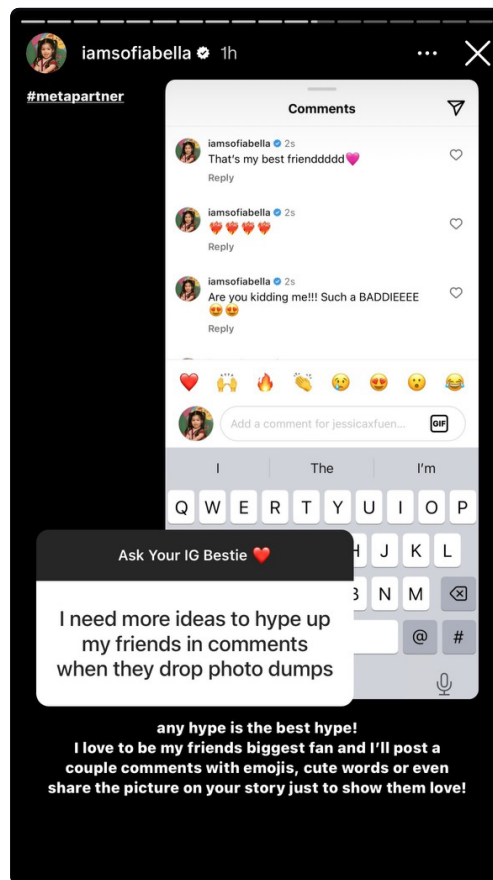
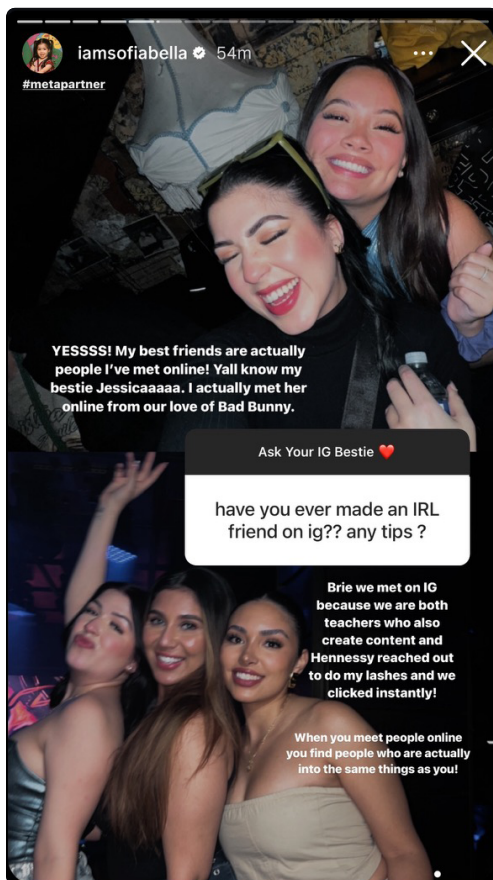


Ask your IG bestie

Viewers Respond Here

Ask Your IG Bestie

Last week, [@iamsofiabella](#) held an AMA to give her followers her best tips to make connections on Instagram. See highlights [here!](#)



Q: Have you ever made IRL friends on IG? Any tips?

A: YESSS! My best friends are actually people I've met online! Yall know my bestie Jessicaaaaa. I actually met her online from our love of bad bunny. Brie we met on IG because we are both teachers who also create content and Hennessy reached out to do my lashes we clicked instantly!

When you meet people online you find people who are actually into the same things as you.

Q: I need more ideas to hype up my friends in the comments when they drop photo dumps

A: Any hype is the best hype! I love to be my friends biggest fan and I'll post a couple of comments with emojis, cute words or even share the picture on your story just to show them love!

Q: How do you handle being a content creator and full time teacher?

A: I love this question because it's perfect for anyone who works a 9-5 trying to become a content creator.

make content your hobby! like if you like to cook, organize, or travel – film it so it didnt become another shore and you look forward to doing it!

Q: I'm looking to elevate my content game. What advice would you give me to stand out?

A: This is a GOOD question! Being a creator can get tricky if you are trying to be like other creators. I know everyone says this but it's so true – authenticity!

Definitely do trends to get views but tie them into your content where people get to know you as a person and not just another creator.

