Social Media Trends

Created in 2010
The trend of Instagram is taking pictures of everything in the everyday life, while taking the original photo and making it unique with the Instagram filters.
Some filters include:

X Pro II – makes colors more vivid
Low-Fi

Brings out colors while putting a heavy shade to the background
Toaster

Makes pictures look older
Some of the best practices in Instagram are:

- Filter your photos
- Get a bunch of likes on your photos
- Use hashtags (example: #love, #chill, #pop, #candy, #fun)
Audience

- The audience of Instagram is teens to early 30s.
Resource Requirements

- Some resources:
  - The internet
  - Any smart phone
  - Iphones
  - Ipads/ipods
Some products that will be suited for the trend are:
- Cell phones
- Ipods/Ipads
- Computers

Some Service classes to be suited for this trend are:
- Art Classes
- Photoshop
- Digital Media
- Marketing
- Advertising
Limitations

- Some limitations of Instagram are:
  - No instant messages
  - Hash tags (example: #Food, #pizza, #juice)
  - Editing photos (Automatically Crops the picture)
Eventually people will use it. It is convenient for photos and editing.