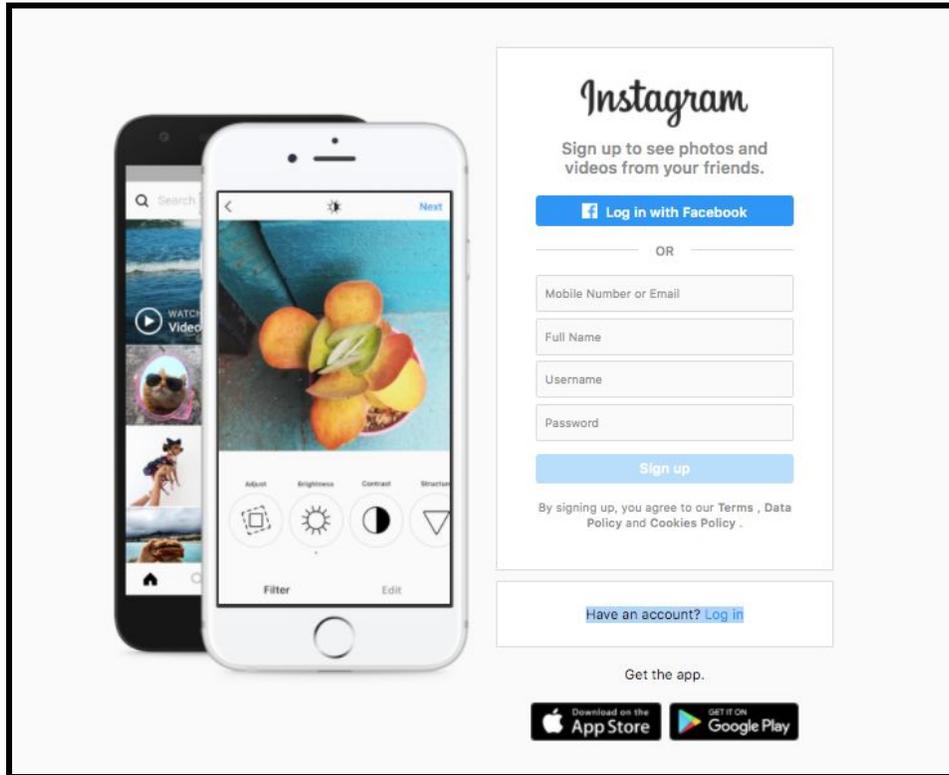


Setting up a Blog on Instagram



As you might have guessed, the first step involves visiting Instagram.com and signing up for your new account (it is recommended that you use your HKU email to sign up for your account). Add your full name as you normally would, but your username can be anything related to your blogging journey. You'll get suggestions to follow accounts, but this step is completely optional. You could also choose to follow accounts relevant to your blogging journey.

Once you have the basics of your profile set up, you can begin to customize your account. You can add a profile picture if you like, but this could be of anything related to your body practice. Highlights are completely optional too; they're a good way of us seeing your stories, because stories are only up for 24 hours otherwise.

Uploading a Blog Entry

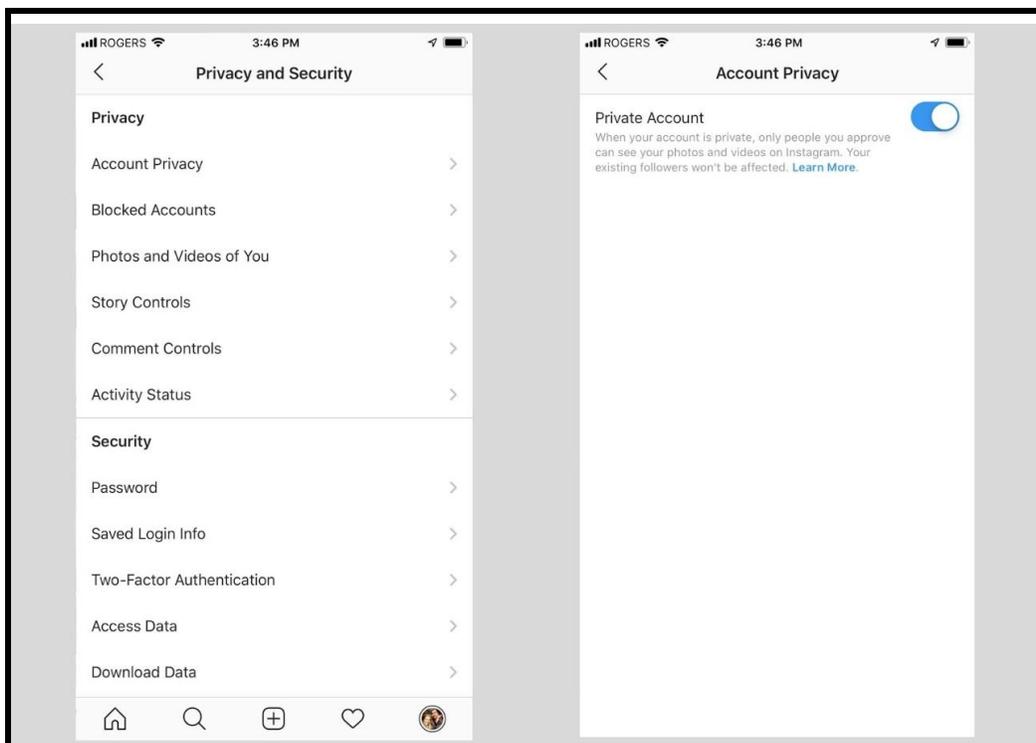
Keep in mind that because you can only upload on Instagram through a mobile device, you would have to prepare your blog entry in advance before uploading it through the mobile device. Another thing to note is that Instagram allows a character limit of 2,200 for every blog post, but this is already well beyond your upper limit for every blog post, which is 300 words. The caption you write must be grammatically correct and follow the rules of written English. This means not using any slangs, emojis, or hashtags.

One of the best parts about using Instagram as your blogging platform is that every caption has an accompanying picture. You can choose to upload pictures of your progress so far, themes related to your body practice, or an abstract image that shows how you feel. We encourage you to get creative when choosing what images to upload.

Maintaining your Account

You have the option to make your Instagram profile private or public, but you would have to approve our request to follow you and view your account if you choose to go private. To set your account to private:

1. Go to your profile and click on the three-lined icon at the top-right, and click **Settings**.
2. Scroll down to the **Privacy** option, and select **Account Privacy**.
3. Tap the **Private Account** option to make your account private. Now, only those whose follow requests you approve of can view your profile.



We hope you found this guide useful, and that you enjoy your blogging journey!