

Account Creation - Instagram

[1. Account Creation](#)

In this video we cover how to create your account on Instagram!

Below are the steps however you can also download the PDF document if you want to have a reference on hand.

Step 1. Download the Instagram App:

Download the Instagram app on your smartphone.

Click or tap on the “Sign Up” option to initiate account creation.

Step 2. Choose Your Username:

The username you choose will not affect your account's performance. It's a good idea to use your name if you're starting a personal brand or your business's name if it's for your business.

Step 3. Securing Your Account with a Password:

Create a strong, unique password to protect your account. Consider using a mix of letters, numbers, and symbols for enhanced security.

Make sure you write this down somewhere you'll remember!

Step 4. Adding a Profile Photo:

Select a profile photo that clearly represents you or your brand. Much like the username, the profile photo will have little to do with your account's performance.

Step 5. Completing the Signup Process:

Follow the prompts to add your email or phone number, personal information, and any other required details to complete your account setup.

Part 2: Upgrading to a Professional Account:

Next is to convert your Instagram account from a personal account to a professional account. This will give you extra features like analytics that you'll want to use when building an audience.

Upgrading to a Professional Account:

Step 1. Access Settings:

Click on "Edit Profile," then scroll down to find the "Switch to Professional Account" option.

Step 2. Select a Category:

Choose a category that best describes your content. If unsure, "Digital Creator" is a versatile option.

Step 3. Business or Creator:

Decide whether you're setting up as a business or a creator. This choice won't limit your account's functionality, so select what best fits your needs.

Step 4. Add Personal Details:

Fill in your name, pronouns, and a short bio. Use this section to tell your audience who you are and what you do. The bio is also a great place to put your email in case brands want to contact you.

Step 5. Complete Setup:

Instagram will suggest a series of steps to finalize your account setup. Completing these will ensure your account is fully optimized.

That's it! Your account should be all set up!