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As long as the photo isn't private, this will give you the option to download your photo.[2]8Click or tap Download to save the photo. This downloads the photo to your computer, phone, or tablet. Advertisement 1Install Downloader for Instagram from the Play Store . This is a free app that lets you download any photo from Instagram that someone posted publicly. The app is free and ad-supported, and also lets you download videos.You can install Downloader for Instagram by searching for "Downloader for Instagram" in the Google Play Store. The app you want has an orange icon with a white camera inside.There are lots of apps that can download photos from Instagram to your Android devicethis is just one of them that we can confirm is free and works. Other options work as well, so feel free to try out other apps that have good reviews!2Open Instagram and go to the picture you want to download. 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This copies the direct link to the photo.6Go back to Reposter for Instagram. As soon as you bring the app back into view, you'll see that the link has already been copied.If the field is blank for some reason, tap and hold it and select Paste to paste the copied link.7Tap Preview Photo or Video. This displays a quick preview of what your download will look like (after a short ad).If you see a photo of something you don't recognize instead of the photo you're trying to download, that means the photo you want to download is not public.8Tap the sharing icon. It's the blue circle containing a bracket and an arrow. A menu will expand.9Tap Open in browser. This opens the photo in Safari.10Tap and hold the photo and select Save Image. This saves the image to you phone or tablet. Advertisement 1Take a screenshot on Windows. You can use the built-in app Snip & Sketch to take a screenshot of the Instagram photo. Open the Start menu and type in "snip & sketch". Click to open.[3]Navigate to the photo you want to save.On Snip & Sketch, click New.Click the top-left corner of the photo, then drag the selection to the bottom-right corner. The cropped screenshot will open in Snip & Sketch.Click the save icon at the top-right corner.Select a save destination, input a file name, and click Save.2Take a screenshot on Mac. Navigate to the photo you want to save.[4]On your keyboard, press Shift + Command + 4. This is the shortcut to capture a portion of the screen.Click the top-left corner of the photo, then drag the selection to the bottom-right corner.Release your mouse. The screenshot will be saved to your desktop.3Take a screenshot on iPhone. Navigate to the photo you want to save.[5]On iPhones with Face ID, press the side button and volume up button at the same time.On iPhones with a home button, press the home button and lock button at the same time.Tap the preview in the bottom-left corner. This will allow you to edit the screenshot.Tap and drag the corners or side markers to crop the non-photo areas.Tap Done, then Save to Photos.4Take a screenshot on Android. Navigate to the photo you want to save.[6]Press the power and volume down button at the same time.If this doesn't work, press and hold the power button for a few seconds, then tap Screenshot.Open the screenshot. You can find it in your Gallery or Photos app.Tap Edit, then tap the crop icon in the bottom-left corner.Tap and drag the corners or side markers to crop the non-photo areas.Tap Save. Advertisement Add New Question Question Will the owner of a photo be notified if I download it? No, because it's the same as just viewing it in the app or website, your computer/phone has to download it anyway for you to view it. Question The only option I see is to copy the URL. Where's the option to save? After you copy the url, paste it into a new tab. This should display a page with just the image. Save that Question If someone has posted two or more pictures in one post, how can I save all the photos? Just use an Instagram downloader that can to do it. There are more than a few. See more answers Ask a Question Advertisement Thanks Advertisement Thanks Advertisement Reviewed by: Social Media Marketing Expert This article was reviewed by Anyah Le Gilmore-Jones and by wikiHow staff writer, Rain Kengly. Anyah Gilmore-Jones is a Social Media Marketing Expert based in Nashville, Tennessee. An innovative experiential and social media marketer, Anyah is skilled at creating engaging brand experiences and leverages her passion for connecting people and ideas to drive organic growth for purpose-driven brands. As the founder of GROW by Gilmore, a social media strategy company, Anyah develops data-driven social media strategies focused on authentic community building. She has over 4 years of experience spearheading viral campaigns and producing content for brands like HBCU Buzz, Black & Scholared, SHEIN, and Project Art Collective. She received her BA from Howard University in Political Science and Government. This article has been viewed 5,813,380 times. Co-authors: 54 Updated: September 1, 2024 Views:5,813,380 Categories: Featured Articles | Instagram PrintSend fan mail to authors Thanks to all authors for creating a page that has been read 5,813,380 times. "Thank you, thank you, thank you, and, of course, to DownloadGram - wow!" Share your story Do you want to download all your favorite pictures from an Instagram account and save them on your device? In this read, we will discuss several free methods to download all photos from Instagram, along with a paid service for convenience. Make sure you only use these methods for all the right purposes and not to harm anyone in any way. Meanwhile, you can also learn to download all previous and current Google profile photos.How to Download All Photos From an Instagram Account?There are multiple ways to download all pictures and videos from an Instagram account. These methods vary according to the needs, platform, and OS that you are running. Lets have a look at them in detail.Method 1 Download All Photos From an Instagram AccountThis is the easiest method to download all the pictures from an Instagram account in one go. You dont need to download any app or software, as it can be done on any PC or mobile browser. Follow the instructions to download all pictures from any Instagram account.1. Open the Instagram website on a browser and log in to your Instagram account.2. Open the profile to download all of its pictures.3. Scroll the profile to load the pictures you want to download from that profile.4. Once loaded, hit Ctrl + S to save the whole page.5. Click the Save button to start the download.6. Open the Downloads folder on your device to find all the pictures stored inside a newly created folder.This method has limitations, i.e., other unnecessary files also get downloaded, and you have to fetch the images from this data manually. So unless you have a specific use case, like if you want to download a few of the latest posts, you should look for other methods mentioned below.Method 2 Use Chrome Extension to Download All Photos From an Instagram AccountThis method works exactly like the method mentioned above, but the best part is that this wont clutter your download folder. Heres how it works:1. Install the Image Downloader extension on your browser.2. Visit the Instagram profile to download the pictures.3. Scroll the profile to load as many pictures as you want to download.4. Selectthe Image Downloader extension and click the Select all button.5. Finally, click the Download button to begin the download.It has one drawback, i.e., the device may lag or stutter a little bit when you begin the download. Just have patience and let the browser do its job, and after a few minutes (depending on your devices performance), all the images will be available in the download folder.Method 3 Download All Photos and Videos From Your Own Instagram AccountIf you want to migrate all your data to your new account, you can do so using this simple trick. Instagram lets its users download all the data from their account, including the pictures and videos posted on the account. Follow the instructions to download all your photos and videos from your Instagram account.On Instagram App1. Open the Instagram app on your phone and switch to your profile tab.2. Tap the hamburgericon to open the menu and select Your activity.3. Scroll to the very bottom and select Download your information.4. Tap the Request a download button on this page.5. Select the profile from which you want to download the data and tap Next.6. On the next page, tap the Complete copy option.7. Here, select the media quality and Date range.8. Finally, tap Submit request.You will be notified via mail on the email ID once your data is ready to download. This may take up to 14 days, depending on the data you have on your account.On Desktop via Instagram WebsiteYou can also download your data via the Instagram desktop website, but the steps differ slightly from the app. Follow the instructions below to download your data via the Instagram website.1. Open the Instagram website and log in to your account.2. Open the menu from the bottom left corner and select Your activity.3. Select Download your information option.4. Enter your email id and click Next.5. 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No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. If you're looking for how to download Instagram photos, the good news is that there are several ways, even if it's not as simple as 'right click and save'. Whether you want to back up your photos or download Instagram Reels and Stories, this guide will show how to easily save your content to a PC, Mac or phone.Below, we'll take you through a few different options, breaking them down step by step to make archiving your precious memories as easy as possible. You can download your entire Instagram history or simply save individual images either within the app itself or via a third-party tool.If you're looking to spice up your profile, check out our Instagram Reels tutorial and take a look at our guide on how to change the font in your Instagram bio.You may like How to download Instagram photos automaticallyYou might want to download your own Instagram photos to keep an archive of your precious memories, or just to keep a copy. If you want to automatically download pictures from your Instagram page there's a nifty feature in your settings that makes saving your posts easier than ever.Once you've enabled this setting, all of your Instagram posts (including your stories) will be automatically saved to your phone's camera roll. As you'll see in this guide, saving Instagram photos isn't the easiest task, so enabling auto-save is the best method for hassle-free photo downloading. (Image: Natalie Fear)First, log into your Instagram account and click on the profile icon. Once you're on your profile, click the three lines in the top right corner of your phone screen. This should bring up a selection of profile options.(Image: Natalie Fear)Once you've opened the option menu, scroll down to the section headed 'Your app and media' and choose the second option, 'archiving and downloading'. Click on this section to manage your automatic downloads.(Image: Natalie Fear)To enable auto save on your posts an stories, make sure that the options underneath the 'saving to Camera Roll' section are toggled to the right. Once you have 'save original pictures' and 'save story to Camera Roll' enabled, your posts will automatically be saved in your device's photo library.How to download Instagram photos to a PC or MacIf you download Instagram photos, please respect image ownership. Some of the methods below will allow you to download Instagram photos from other people's accounts. 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To get started you'll need to request a download link either via the Instagram website or the app. (Image: Joe Foley / Instagram)Go to the Instagram app or website, log in, and go to your profile. Click on the gear icon to the right of where it says Edit Profile if your on the website or the three horizontal lines at the top right if you're in the app. This will take you to go to Settings. Choose 'Account Centre' and then 'Your information and permissions'.(Image: Joe Foley / Instagram)Choose the option 'Download your information'. a pop-up should appear. Click 'Download or transfer information'. If you have more than one account linked in your Account Centre, you'll then be able to choose which account you want to download the information from by checking the corresponding box. Click 'Next'.(Image: Joe Foley / Instagram)On the next screen, you can choose whether you want to download all of your information, which includes everything from comments to likes and messages as well as media, or you can select the type of information that you want to download by choosing 'Some of your information'. If you only want to download your photos from Instagram, choose the latter and then choose 'Media'. On the next screen, choose 'Download to device'.You'll then be able to choose if you want to download all of the media you ever posted ('All time' or only from a specific time period (Last week, last month, last 3 month, etc). You can also choose the quality of the images you download (high, medium or low). High can obviously take longer to download, but the images will be more usable.Choose the time period and quality you want and hit Save. Your email address should already be completed in the 'Notify' field, but you can edit this if necessary. You can also choose Html or JSON for the format. HTML will be easier to browse but JSON may be preferable if you want to upload data to another platform. Click 'Create files'... and wait.(Image: Joe Foley / Instagram)Instagram will start bundling your data into a downloadable package, and send you the link by email. The platform says this can take up to 48 hours, but the email tends to come through within an hour or so. The link's only valid for four days, so keep an eye out for it or youll have to start all over again.(Image: Joseph Foley on Instagram)Once you receive the email, click the hyperlink that reads 'Download your data'. Youll be taken to the Instagram site, where you'll need to click 'Download' under 'Available downloads'. You'll need to enter your password again, and then the package will start to download.The data will be downloaded as a zip folder. How long that takes, and how much space it takes up on your device, will depend on how much data you chose to download. I suggest extracting the zip to a new folder of its own to keep the various subfolders and files in one place. You can then browse the folders to find the images you wanted to download. Your posts will be WebP files, so you might need to convert them to JPG depending on what you want to do with them.How to download Instagram photos individually using the source codeIf you dont want the hassle of wading through your entire Instagram history to find the one specific photo you wanted to download, or if you need an image from someone elses feed after having received their permission to use it, you can download Instagram photos individually by turning to the source code. (Image: Joseph Foley on Instagram)This used to be easier, but Instagram has changed how its source code is presented. You can still try to find the link to an image by doing this, but it may take some time. How you do this will depend on your browser. On Chrome, you can click on the photo you want to download to view the full image, then right-click on the image and select 'View Page Source'. The problem is that there will be so many jpgs in the code, that it's not easy to find the one you want. If you do find it, copy the code, paste the link into your browser, hit return, and youll be taken the photo you want to download. Now, simply right-click or control-click on the image and choose 'Save Image As'. The default name will be a long stream of numbers so youll probably want to change it to something more recognisable. The process may also work for videos depending on your browser. How to save images in InstagramIf you simply want to be able to find an image on Instagram again rather than use it on another device, you might find its enough to save it within the platform. Instagram allows users to bookmark any post in order to be able to find it again later, whether it's from an account you follow or not. You can organise saved posts into folders to make them easier to find, for example by creating folders for design inspiration, wish lists, or dream holiday destinations dont worry, no one else can see your bookmarks! (Image: Joseph Foley on Instagram)Tap the bookmark icon below any Instagram post and it will turn black to show the post has been saved. For the Marie Condo approach to bookmarks, tap the 'Save to Collection' message that pops up then click the + icon to choose an existing collection or create a collection with a new name.(Image: Joseph Foley on Instagram)To view or edit your bookmarked images in the Instagram app, go to your profile, tap the menu icon at the top right, then 'Saved'. In a browser, youll find the 'Saved' tab above your own feed. 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Click the Download button, then the Download image button to save your image.On a mobile device, open the Instagram app and find the photo you want, tap the three dots icon and choose 'copy link'. From there, follow the process as above.Other options include FastSave for Instagram, which offers a faster app-based option for downloading individual images to an Android phone with no copying or pasting needed, but you need to grant the app access to your data, and the ads can be annoying.How to Download Instagram photos in bulkIf you want to download more than one image from Instagram at a time, youre limited to using third-party software. 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(See our guide to Instagram Stories here.)If you want a Story from someone elses account and some photographers specifically share pictures for use as wallpaper by this means you can save it by simply taking a screenshot. The trick is to hold down one finger on the screen while you do so in order to remove the Instagram UI and get a clean shot.Just tap and hold anywhere on the screen so that the UI overlay fades away. This also pauses the story, giving you time to take the screenshot. With a bit of finger contortion, keep your finger on the screen while you take the screenshot, whether thats by pressing the side button and volume up on an iPhone to the power and volume down buttons on a Samsung Galaxy or Google Pixel.Again, bear in mind potential copyright issues when taking screenshots of someone elses work.In the past the only ways to repost to Instagram were to download photos from the platform and then post them on your own feed or to use a third-party app, which could be risky, and often meant having an ugly logo in the corner of the image if you used the free version of the software. This is no longer necessary because Instagram has introduced its own repost option (just look for the arrow and 'repost' below an image). The option is only available if a user has enabled it. You can also share posts as a Story.Instagram has generally had a policy of preventing users from downloading your content. When you upload to Instagram you own the copyright to the post, so to mitigate any infringement Instagram prevents you from directly downloading other user's content. While there are ways around this, like downloading the image via its source code or through third-party apps, this is the easiest way for Instagram to protect its users from copyright infringement. If you are going to download someone else's content, always make sure to respect image ownership, ask permission and give credit where it's due. If you're looking to expand your social media presence, take a look at Cara, the Instagram alternative proving popular with artists. You might also want to check out our guides to the best social media platforms for artists and designers and how to sell on Instagram. 2020 Latest Tricks for posting on Instagram from computer free online "I have a Windows 10 PC. How can I upload to Instagram from PC? I have a webcam that I plug into my computer. I should be able to upload from the Windows 10 app, right? But, I can't. I've tried Gramblr, but I don't really like it. I'm looking for either a browser based solution or how to fix the official Windows Instagram App. Help?" The question that the vast majority want to know is that why can't they upload photos or videos to Instagram from a computer since instagram.com has been available for such a long time, for example, they failed to upload MKV to Instagram, or post MOV to Instagram. Smartphone is not the only tool that we count on. So we have to take picture with SLR camera, import them into desktop PC, do the editing, and then export to iPhone/Android for uploading to Instagram. How annoying! So is there a way to upload photos to Instagram from Windows 10 PC? The answer is surely yes. Debuting in 2010, Instagram was initially developed only for iOS users. Two years later, it added support for Android, and then a feature-limited official website page version is available. Then again, an app for both Windows 10 and Windows 10 Mobile appears. Actually you are allowed to do most of the things you can do with mobile app on instagram.com, for example view, like and comment, except uploading and posting from PC. WinX MediaTrans - Transfer photos from phone to PC to upload to InstagramThe simplest way to transfer photos, videos, music between iDevice and computer Transfer photos between iPhone/iPad/iPod and computer. Easier and faster than iTunes. Import and export media datas in iPhone/PC: video, music, e-book, ringtone, etc. Auto convert video/audio incompatible with iPhone to MP4 and MP3/AAC. Make full use of iPhone space to pocket your words, PDF, Excel, etc as a USB drive. Chrome is the most recommended browser for your photo uploading to Instagram from PC. You only have a few steps to follow and it's really easy. If the guide is still too complicated for you to understand, just see the picture. Step 1. Open your Chrome browser, go to instagram.com, and log in with your account. Step 2. Click settings in the top right corner -> "More Tools" -> "Developer Tools". It can also be achieved by using keyboard shortcuts F12 or Ctrl+Shift+I. Step 3. There pops up a page source code panel on the right. You don't have to understand what those codes mean. Just find the device icon in the top left corner and click it. Then you'll see the web page has been changed into a mobile version, just the same as your Instagram app interface on iPhone/Android. So you must be familiar with the next steps. Change Instagram to Mobile View Step 4. Click the camera icon in the bottom -> select photos from your computer -> adjust it if necessary -> Next -> write your caption or add the location -> press "Share" and that's it. Uploading photos to Instagram from PC just happens. Upload to Instagram from PC with Chrome Note: When you are at the step of entering caption, you can click the device icon again to change from mobile viewing to PC. It doesn't matter. You still can post on Instagram from PC. Is there a way to upload 4K/HD videos to Instagram directly from desktop? Yes, with the tips here >> The first two steps in "posting to Instagram from PC using Chrome" also work for Firefox. You can easily change into mobile view by clicking Tools -> Web Developer -> Responsive Design View. But there is no camera icon. So you can't upload photos to Instagram for Windows 10 in this way. If you don't want to install any plug-ins, changing user agent by adjusting config file also works. But there is a risk involved for the stability and security of the app. If it's ok with you, then proceed to the following guide of uploading to Instagram from PC with Firefox. Step 1. Enter or copy about:config into your Firefox's address bar and tab "Enter". Step 2. There is a long list of Firefox settings. To save your time, type "useragent" in the search box and find "general.useragent.override". Step 3. If you don't have this option, then create one by right clicking the page -> New -> String -> Enter the preference name -> OK. Step 4. Go find your preferred user agent online and paste into the blank space. It's all done. Upload to Instagram from PC with Firefox Step 1. Open your Edge, click "Settings and more" and choose "F12 Developer Tools". Or just press F12 on your keyboard. Step 2. Different from Chrome, the source code panel is at the bottom of the page. This time you need to find "Emulation". Step 3. Choose from the dropdown menu of "Device", and you will see the mobile view with camera icon. Step 4. Click the camera icon -> load your picture files -> Next -> write the caption -> Share. Posting on Instagram from PC using Edge is as easy as using Chrome. Upload to Instagram from PC with Edge Note: There seems to have some bugs with photos uploading to Instagram from PC with Edge. From our test, there will be a camera icon when we choose devices like iPhone 6, iPhone 6 Plus, iPad, iPad mini, Nokia Lumia 650, Microsoft Lumia 950/950XL, Nexus 5/5X, Nexus 6P, even though only the buttons on iPad, iPad mini and Nokia Lumia 650 are big enough for clicking into. Camera icon is missing when change into surface book and surface pro 4. Social media platform owned by Meta Platforms"Insta" redirects here. For other uses, see Instagram (disambiguation) and Insta (disambiguation).InstagramLogo used since May 2022Original author(s)Kevin SystromMike KriegerDeveloper(s)Meta PlatformsInitial releaseOctober6, 2010 (14 years ago)(2010-10-06)[1]Operating systemiOSAndroidFire OSMicrosoft WindowsWeb browserAvailable in32[2] languagesList of languagesChinese (Simplified and Traditional)CroatianCzechDanishDutchEnglishFinnishFrenchGermanGreekHindiHungarianIndonesianItalianJapaneseKoreanMalayNorwegianPersianPolishPortugueseRomanianRussianSlovakSpanishSwedishTagalogThaiTurkishUkrainianVietnameseLicenseProprietaryWebsiteinstagram.comThis article is part of a series aboutMeta PlatformsHistoryInstagramWhatsAppAcquisitionsProducts and servicesFacebook2021 outageFeaturesDatingFeedLike buttonReelsOther productsInstagramThreadsMessengerKidsMeta AIMeta PortalQuestQuest 2Quest 3Quest 3SQuest ProSupernaturalRay-Ban StoriesWhatsAppPeopleExecutives and board membersMark ZuckerbergSheryl SandbergNotable employeesAdam MosseriRelated organizationsOversight BoardBusinessCriticismPrivacy concernsContent managementCensorship ofCensorship byCambridge Analytica data scandal2020 ad boycotts2021 company files leakWhatsApp security and privacy featuresWhatsApp snooping scandalLitigationYoung v. Facebook, Inc. (2011)Fraley v. Facebook, Inc. (2016)Force v. Facebook, Inc. (2019)FTC v. Meta Platforms (ongoing)RelatedFacebook, Inc. IPOvteInstagram[a] is an American photo and short-form video sharing social networking service owned by Meta Platforms. It allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location via geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations, view trending content, like photos, and follow other users to add their content to a personal feed.[8] A Meta-operated image-centric social media platform, it is available on iOS, Android, Windows 10, and the web. Users can take photos and edit them using built-in filters and other tools, then share them on other social media platforms like Facebook. It supports 32 languages including English, Hindi, Spanish, French, Korean, and Japanese.[9]Instagram was originally distinguished by allowing content to be framed only in a square (1:1) aspect ratio of 640 pixels to match the display width of the iPhone at the time. In 2015, this restriction was eased with an increase to 1080 pixels. It also added messaging features, the ability to include multiple images or videos in a single post, and a Stories featuresimilar to its main competitor, Snapchat, which allowed users to post their content to a sequential feed, with each post accessible to others for 24 hours. As of January 2019, Stories was used by 500million people daily.[8]Instagram was launched for iOS in October 2010 by Kevin Systrom and Mike Krieger. It rapidly gained popularity, reaching 1million registered users in two months, 10million in a year, and 1billion in June 2018. In April 2012, Facebook acquired the service for approximately US$1billion in cash and stock. The Android version of Instagram was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. Although often admired for its success and influence, Instagram has also been criticized for negatively affecting teens' mental health, its policy and interface changes, its alleged censorship, and illegal and inappropriate content uploaded by users.For a chronological guide, see Timeline of Instagram.Instagram began development in San Francisco as Burbn, a mobile check-in app created by Kevin Systrom and Mike Krieger. On March 5, 2010, Systrom closed a $500,000 (equivalent to $682,200 in 2023) seed funding round with Baseline Ventures and Andreessen Horowitz while working on Burbn.[10][11] Realizing that it was too similar to Foursquare, they refocused their app on photo-sharing, which had become a popular feature among its users.[12][13] They renamed it Instagram, a portmanteau of instant camera and telegram.[14]Josh Riedel joined the company in October as Community Manager,[15] Shayne Sweeney joined in November as an engineer,[15] and Jessica Zollman joined as a Community Evangelist in August 2011.[15][16]The first Instagram post was a photo of South Beach Harbor at Pier 38, posted by Mike Krieger at 5:26p.m. on July16, 2010.[17][13] On October6, 2010, the Instagram iOS app was officially released through the App Store. In February 2011, it was reported that Instagram had raised $7million (equivalent to $9,357,057 in 2023) in Series A funding from a variety of investors, including Benchmark Capital, Jack Dorsey, Chris Sacca (through Capital fund), and Adam D'Angelo.[18] The deal valued Instagram at around $20million. In April 2012, Instagram raised $50million (equivalent to $65,610,000 in 2023) from venture capitalists with a valuation of $500million (equivalent to $656,100,000 in 2023).[19] Joshua Kushner was the second largest investor in Instagram's Series B fundraising round, leading his investment firm, Thrive Capital, to double its money after the sale to Facebook.[20]On April 3, 2012, Instagram released a version of its app for Android phones,[21][22] and it was downloaded more than one million times in less than one day.[23] The Android app has since received two significant updates: first, in March 2014, which cut the file size of the app by half and added performance improvements;[24][25] then in April 2017, to add an offline mode that allows users to view and interact with content without an Internet connection. At the time of the announcement, it was reported that 80% of Instagram's 600million users were located outside the U.S., and while the aforementioned functionality was live at its announcement, Instagram also announced its intention to make more features available offline, and that they were "exploring an iOS version". On April 9, 2012, Facebook, Inc. (now Meta Platforms) bought Instagram for $1billion (equivalent to $1,312,000,000 in 2023) in cash and stock,[26][27][28] with a plan to keep the company independently managed.[29][30][31] Britain's Office of Fair Trading approved the deal on August 14, 2012,[32] and on August 22, 2012, the Federal Trade Commission in the U.S. closed its investigation, allowing the deal to proceed.[33] On September 6, 2012, the deal between Instagram and Facebook officially closed with a purchase price of $300million in cash and 23million shares of stock.[34]The deal closed just before Facebook's scheduled initial public offering according to CNN.[31] The deal price was compared to the $35million Yahoo! paid for Flickr in 2005.[31] Mark Zuckerberg said Facebook was "committed to building and growing Instagram independently".[31] According to Wired, the deal netted Systrom $400million.[35]In November 2012, Instagram launched website profiles, allowing anyone to see user feeds from a web browser with limited functionality,[36] as well as a selection of badges, and web widget buttons to link to profiles.[37] Since the app's launch it had used the Foursquare API technology to provide named location tagging. In March 2014, Instagram started to test and switch the technology to use Facebook Places.[38][39]Instagram icon from 2016 to 2022, when it was updated to include more saturated colorsInstagram headquarters in Menlo Park, California, September 2022In June 2015, the desktop website user interface was redesigned to become more flat and minimalistic, but with more screen space for each photo and to resemble the layout of Instagram's mobile website.[40][41][42] Furthermore, one row of pictures only has three instead of five photos to match the mobile layout. The slideshow banner[43][44] on the top of profile pages, which simultaneously slide-showed seven picture tiles of pictures posted by the user, alternating at different times in a random order, has been removed. In addition, the formerly angular profile pictures became circular.In April 2016, Instagram released a Windows 10 Mobile app, after years of demand from Microsoft and the public to release an app for the platform.[45][46] The platform previously had a beta version of Instagram, first released on November 21, 2013, for Windows Phone 8.[47][48][49] The new app added support for videos (viewing and creating posts or stories, and viewing live streams), album posts and direct messages.[50] Similarly, an app for Windows 10 personal computers and tablets was released in October 2016.[51][52] In May, Instagram updated its mobile website to allow users to upload photos, and to add a "lightweight" version of the Explore tab.[53][54]On May 11, 2016, Instagram revamped its design, adding a black-and-white flat design theme for the app's user interface, and a less skeuomorphistic, more abstract, "modern" and colorful icon.[55][56][57] Rumors of a redesign first started circulating in April, when The Verge received a screenshot from a tipster, but at the time, an Instagram spokesperson simply told the publication that it was only a concept.[58] On December 6, 2016, Instagram introduced comment liking. However, unlike post likes, the user who posted a comment does not receive notifications about comment likes in their notification inbox. Uploaders can optionally decide to deactivate comments on a post.[59][60][61]The mobile website allows uploading pictures since May 4, 2017. Image filters and the ability to upload videos were not introduced then.[62][63] On April 30, 2019, the Windows 10 Mobile app was discontinued, though the mobile website remains available as a progressive web application (PWA) with limited functionality. The app remains available on Windows 10 computers and tablets

don't follow, the message is marked as pending and the user must accept to see it. Users can send a photo to a maximum of 15 people.[214][215][216] The feature received a major update in September 2015, adding conversation threading and making it possible for users to share locations, hashtag pages, and profiles through private messages directly from the news feed. Additionally, users can now reply to private messages with text, emoji or by clicking on a heart icon. A camera inside Direct lets users take a photo and send it to the recipient without leaving the conversation.[217][218][219] A new update in November 2016 let users make their private messages "disappear" after being viewed by the recipient, with the sender receiving a notification if the recipient takes a screenshot.[220][221]In April 2017, Instagram redesigned Direct to combine all private messages, both permanent and ephemeral, into the same message threads.[222][223][224] In May, Instagram made it possible to send website links in messages, and also added support for sending photos in their original portrait or landscape orientation without cropping.[225][226]In April 2020, Direct became accessible from the Instagram website, allowing users to send direct messages from a web version using WebSocket technology.[227] In August 2020, Facebook started merging Instagram Direct into Facebook Messenger. After the update (which is rolled out to a segment of the user base) the Instagram Direct icon transforms into Facebook Messenger icon.[228]In March 2021, a feature was added that prevents adults from messaging users under 18 who do not follow them as part of a series of new child safety policies.[98][99][100] In August 2023, Instagram introduced new adjustments to protect user privacy and prevent harassment and spam. Users can now only receive one direct message from accounts that they do not follow, and must approve the message request before further messages can be sent. This setting can be changed to allow unlimited messages from other accounts that the user does not follow.[229]In September 2024, Instagram added a sticker editor which allows users to cut out elements of photos and send them privately. It also enabled sticker addition and writing on photos.[230]See also: Story (social media)In August 2016, Instagram launched Instagram Stories, a feature that allows users to take photos, add effects and layers, and add them to their Instagram story. Images uploaded to a user's story expire after 24 hours. The media noted the feature's similarities to Snapchat.[231][232] In response to criticism that it copied functionality from Snapchat, CEO Kevin Systrom told Recode that "Day One: Instagram was a combination of Hipstamatic, Twitter [and] some stuff from Facebook like the 'Like' button. You can trace the roots of every feature anyone has in their app, somewhere in the history of technology". Although Systrom acknowledged the criticism as "fair", Recode wrote that "he likened the two social apps' common features to the auto industry: Multiple car companies can coexist, with enough differences among them that they serve different consumer audiences". Systrom further stated that "When we adopted [Stories], we decided that one of the really annoying things about the format is that it just kept going and you couldn't pause it to look at something, you couldn't rewind. We did all that, we implemented that." He also told the publication that Snapchat "didn't have filters, originally. They adopted filters because Instagram had filters and a lot of others were trying to adopt filters as well."[233][234]In November, Instagram added live video functionality to Instagram Stories, allowing users to broadcast themselves live, with the video disappearing immediately after ending.[235][172] In January 2017, Instagram launched skippable ads, where five-second photo and 15-second video ads appear in-between different stories.[236][237][238]In April 2017, Instagram Stories incorporated augmented reality stickers, a "clone" of Snapchat's functionality.[239][240][238]In May 2017, Instagram expanded the augmented reality sticker feature to support face filters, letting users add specific visual features onto their faces.[241][242] Later in May, TechCrunch reported about tests of a Location Stories feature in Instagram Stories, where public Stories content at a certain location are compiled and displayed on a business, landmark or place's Instagram page.[243] A few days later, Instagram announced "Story Search", in which users can search for geographic locations or hashtags and the app displays relevant public Stories content featuring the search term.[173][244]In June 2017, Instagram revised its live-video functionality to allow users to add their live broadcast to their story for availability in the next 24 hours, or discard the broadcast immediately.[245] In July, Instagram started allowing users to respond to Stories content by sending photos and videos, complete with Instagram effects such as filters, stickers, and hashtags.[246][247] Stories were made available for viewing on Instagram's mobile and desktop websites in late August 2017.[248][249]On December 5, 2017, Instagram introduced "Story Highlights",[250] also known as "Permanent Stories", which are similar to Instagram Stories, but don't expire. They appear as circles below the profile picture and biography and are accessible from the desktop website as well. In June 2018, the daily active story users of Instagram had reached 400million users, and monthly active users had reached 1billion active users.[251]In December 2024, Instagram announced that it was trialing a feature designed to help users reconnect with content they may have missed from their mutual followers. This new functionality showcases unseen Story Highlights at the end of the Stories tray, which is situated at the top of the feed. By doing so, users can easily access curated Stories from the past week that they might not have seen previously. Importantly, this feature will only display Story Highlightscurated collections of Stories saved by usersrather than standard Stories that disappear after 24 hours. Users will only be able to view these Highlights after they have gone through all current Stories in their tray, meaning that those who follow many accounts may find it challenging to see these updates.[252]Instagram introduced the verification feature, known as the blue verified badge, in December 2014.[253] The feature allows users to verify their accounts to confirm their authenticity.Instagram began allowing users to request verification for their accounts in August 2018.[254] This marked a significant shift from the previous system where verification was typically initiated by Instagram itself for accounts it deemed to be of public interest or high-profile.[255] With the introduction of this feature, eligible users could apply for verification directly through the Instagram app.[256]The Instagram blue verified badge is a symbol displayed next to an account's name to signify that the account is authentic, credible, and belongs to a public figure, celebrity, brand, or entity of significant public interest. It helps users easily identify legitimate accounts amidst the vast number of profiles on the platform.[257] The badge appears as a blue checkmark located next to the account's username in search results, profile pages, and comments.Obtaining the blue verified badge typically requires meeting certain criteria set by Instagram, such as being notable, authentic, unique, complete, and adhering to the platform's terms of service and community guidelines. Instagram verifies accounts based on its own discretion, and not all accounts meeting the criteria may be verified. Users can apply for verification through Instagram's settings, but the decision to grant verification ultimately rests with Instagram's team.Meta (formerly Facebook) launched paid verification on Instagram in 2021.[258] Paid verification allowed eligible Instagram users to request verification for their accounts via paying a fee,[259] rather than relying solely on meeting the platform's traditional criteria for verification.[260]Emily White joined Instagram as Director of Business Operations in April 2013.[261][262] She said in an interview with The Wall Street Journal in September 2013 that the company should be ready to begin selling advertising by September 2014 as a way to generate business from a popular entity that had not yet created profit for its parent company.[263] White left Instagram in December 2013 to join Snapchat.[264][265] In August 2014, James Quarles became Instagram's Global Head of Business and Brand Development, tasked with overseeing advertisement, sales efforts, and developing new "monetization products", according to a spokesperson.[266]In October 2013, Instagram announced that video and image ads would soon appear in feeds for users in the United States,[267][268] with the first image advertisements displaying on November 1, 2013.[269][270] Video ads followed nearly a year later on October 30, 2014.[271][272] In June 2014, Instagram announced the rollout of ads in the United Kingdom, Canada and Australia,[273] with ads starting to roll out that autumn.[274] In March 2015, Instagram announced it would implement "carousel ads", allowing advertisers to display multiple images with options for linking to additional content.[275][276] The company launched carousel image ads in October 2015,[277][278] and video carousel ads in March 2016.[279]In February 2016, Instagram announced that it had 200,000advertisers on the platform.[280] This number increased to 500,000 by September 2016,[281] and 1million in March 2017.[282][283] In May 2016, Instagram launched new tools for business accounts, including business profiles, analytics and the ability to promote posts as ads. To access the tools, businesses had to link a corresponding Facebook page.[284] The new analytics page, known as Instagram Insights, allowed business accounts to view top posts, reach, impressions, engagement and demographic data.[284] Insights rolled out first in the United States, Australia, and New Zealand, and expanded to the rest of the world later in 2016.[285][284][286]In November 2018, Instagram added the ability for business accounts to add product links directing users to a purchase page or to save them to a "shopping list".[287] In April 2019, Instagram added the option to "Checkout on Instagram", which allows merchants to sell products directly through the Instagram app.[288] In March 2020, via a blog post, Instagram announced that they are making major moderation changes in order to decrease the flow of disinformation, hoaxes and fake news regarding COVID-19 on its platform, "We'll remove COVID-19 accounts from account recommendations, and we are working to remove some COVID-19 related content from Explore unless posted by a credible health organization. We will also start to downrank content in feed and Stories that has been rated false by third-party fact-checkers."[289]In June 2021, Instagram launched a native affiliate marketing tool creators can use to earn commissions based on sales. Commission-enabled posts are labeled "Eligible for Commission" on the user side to identify them as affiliate posts. Launch partners included Sephora, MAC, and Kopari.[290]Instagram has developed and released three stand-alone apps with specialized functionality. In July 2014, it released Bolt, a messaging app where users click on a friend's profile photo to quickly send an image, with the content disappearing after being seen.[291][292] It was followed by the release of Hyperlapse in August, an iOS-exclusive app that uses "clever algorithm processing" to create tracking shots and fast time-lapse videos.[293][294] Microsoft launched a Hyperlapse app for Android and Windows in May 2015, but there has been no official Hyperlapse app from Instagram for either of these platforms to date.[295] In October 2015, it released Boomerang, a video app that combines photos into short, one-second videos that play back-and-forth in a loop.[296][297]The popularity of Instagram has led to a variety of third-party services designed to integrate with it, including services for creating content to post on the service and generating content from Instagram photos (including physical print-outs), analytics, and alternative clients for platforms with insufficient or no official support from Instagram (such as in the past, iPads).[298][299]In November 2015, Instagram announced that effective June 1, 2016, it would end "feed" API access to its platform in order to "maintain control for the community and provide a clear roadmap for developers" and "set up a more sustainable environment built around authentic experiences on the platform", including those oriented towards content creation, publishers, and advertisers. Additionally, third-party clients have been prohibited from using the text strings "insta" or "gram" in their name.[300] It was reported that these changes were primarily intended to discourage third-party clients replicating the entire Instagram experience (due to increasing monetization of the service), and security reasons (such as preventing abuse by automated click farms, and the hijacking of accounts). In the wake of the Cambridge Analytica scandal, Instagram began to impose further restrictions on its API in 2018.[299][301][302]Third-party services can be used for unlimited browsing of public Instagram profiles without having to create an account, as well as for anonymous browsing of someone else's Stories.[303] Stories are more authentic than typical photos posted as posts because users know that in 24 hours their Stories will disappear if they don't add them as highlighted[304] (however users can check who saw their Story for 48 hours after it was published[305]). For this reason, they are very valuable for market research.[306]On December 16, 2019, Facebook announced it would expand its fact-checking programs towards Instagram,[307] by using third-party fact-checkers organizations false information is able to be identified, reviewed and labeled as false information. Content when rated as false or partly false is removed from the explore page and hashtag pages, additionally content rated as false or partly false are labeled as such. With the addition of Facebook fact-checking program came the use of image matching technology to find further instances of misinformation. If a piece of content is labeled false or partly false on Facebook or Instagram then duplicates of such content will also be labeled as false.[308]In April 2016, Instagram began rolling out a change to the order of photos visible in a user's timeline, shifting from a strictly chronological order to one determined by an algorithm.[309] Instagram said the algorithm was designed so that users would see more of the photos by users that they liked,[310] but there was significant negative feedback, with many users asking their followers to turn on post notifications in order to make sure they see updates.[311][312][313] The company wrote a tweet to users upset at the prospect of the change, but did not back down,[314] nor provide a way to change it back, which they reaffirmed in 2020.[315][316] However, in December 2021, Adam Mosseri, in a Senate hearing on child safety issues, stated that the company is developing a version of the feed that would show user posts in chronological order.[317] He later clarified the company would introduce two modes: a classic chronological feed and a version of it that would let users pick "favorite" users whose posts would be shown at the top in chronological order while other posts would be mixed in below.[318]Since 2017, Instagram has employed the ability to reduce the prominence of accounts ("shadowbanning") it believes may be generating non-genuine engagement and spam (including excessive use of unneeded hashtags), preventing posts from appearing in search results and in the app's Explore section. In a now-deleted Facebook post, Instagram wrote that "When developing content, we recommend focusing on your business objective or goal rather than hashtags".[319][320] Instagram has since been accused of extending the practice to censor posts under vague and inconsistent circumstances, particularly in regards to sexually suggestive material.[321]Instagram caused the userbase to fall into outrage with the December 2018 update.[322][323] They found an attempt to alter the flow of the feed from the traditional vertical scroll to emulate and piggy-back the popularity of their Instagram Stories with a horizontal scroll, by swiping left.[324] Various backtracking statements were released explaining it as a bug, or as a test release that had been accidentally deployed to too large an audience.[322]In November 2020, Instagram replaced the activity feed tab with a new "Shop" tab, moving the activity feed to the top. The "new post" button was also relocated to the top and replaced with a Reels tab[325] The company states that "the Shop tab gives you a better way to connect with brands and creators and discover products you love" and the Reels tab "makes it easier for you to discover short, fun videos from creators all over the world and people just like you."[326] However, users have not responded well to the change, taking their complaints to Twitter and Reddit, and The New York Times has shunned Reels in particular, saying "Not only does Reels fail in every way as a TikTok clone, but it's confusing, frustrating and impossible to navigate".[327]Also in 2020, Instagram rolled out a feature titled "suggested posts", which adds posts from accounts Instagram thinks a user would like to such user's feed.[328] The feature was met with controversy from The Verge, which reported that suggested posts would keep users glued to their feed, give Instagram more advertising space, and ultimately harm the mental health of users, while Instagram executive Julian Gutman rebutted, stating the feature was not intended to keep users glued to their screens.[94] Suggested posts received more controversy after Fast Company stated that the feature would be impossible to turn off.[329]On June 23, 2021, Instagram announced a test change to the "suggested posts" feature. The company will put suggested posts ahead of posts from people who the user is following in the Instagram feed, citing positive reception as the reason for this change.[330]This article may contain an excessive amount of intricate detail that may interest only a particular audience. Please help by spinning off or relocating any relevant information, and removing excessive detail that may be against Wikipedia's inclusion policy. (January 2024) (Learn how and when to remove this message)In 2021, The Wall Street Journal obtained and published internal research[331][332][333] Meta had conducted over several years. The leak included presentations that had been seen by the company's executives, and the findings mentioned to CEO Mark Zuckerberg in 2020.[334]The slides presented findings from three qualitative studies. The first study recruited 15 monthly instagram users with low body image and self esteem, between the ages of 13 and 21. These users all lived in San Ramon, California and were interviewed for two hours. The second study recruited 10 monthly instagram users for a 5 day diary study, where they recorded their online habits. The third study selected 7 users from the previous diary study for a 30 minute interview. None of the leaked studies were designed to be a Randomized Controlled Trial or Case-control, meaning they were incapable of drawing either strong or weak causal inferences.The WSJ reported that Instagram can worsen poor body image of young people, with teenage girls particularly vulnerable.[334] Instagram has had negative effects on the body image of one in three teenagers.[335] Instagram makes 20 percent of the teens feel worse about themselves, although it also makes 40% feel better about themselves.[336] Two-thirds of teen girls and 40 percent of teen boys experience negative social comparison. According to the leaked research, Instagram has higher impact on appearance comparison than TikTok or Snapchat.[337] Thirteen percent of British and six percent of American teenager users with suicidal thoughts could trace them to Instagram use.[335]Instagram responded to the WSJ story, saying it "focused on a limited set of findings and casts them in a negative light."[338] Meta defended not making its internal research public, saying it was "kept confidential to promote frank and open dialogue and brainstorming internally."[339] In the wake of the backlash, Meta announced that it had "paused" development of Instagram Kids, a product aimed at children. The company stated it was looking into concerns raised by the regulators and parents.[340][341]Khodarahimi and Fathi found evidence that Instagram users displayed higher levels of depressive and anxious symptoms compared to non-users.[342] However, Frison & Eggermont 2017 found that, among both boys and girls, browsing could predict the presence of depressive symptoms; liking and posting seemed to have no effect.[343] In addition, their study showed that the presence of depressive symptoms in a given user could positively predict that they would make posts.[343] The study showed that the viewing of celebrity and peer pictures could make the moods of women more negative.[343][344] In a 2021 study, Mun & Kim pointed out that Instagram users with a strong need for approval were more likely to falsely present themselves on their Instagram accounts, which in turn increased the likelihood of depression. However, depression was mitigated by the users' perception of their own popularity.[345]Lub & Trub 2015 showed that following more strangers increases social comparisons and depressive symptoms.[346] Multiple studies have found that increasing time spent on Instagram increases social anxiety and anxiety related to personal traits, physical appearance, and high-stress body areas in particular.[347][348][349] Sherlock & Wagstaff 2019 showed that both the number of followers and followees can slightly increase anxiety over personal traits.[350] Additionally, Moujaes & Verrier 2020 observed a connection between online engagement with mothering-based influencers known as InstaMums and anxiety.[351] However, Mackson et al. 2019 suggested beneficial effects of Instagram use on anxiety symptoms.[352][351]Instagram users report higher body surveillance (the habitual monitoring of one's body shape and size),[353] appearance-related pressure,[354] eating-disorder-related-pathology[355] and lower body satisfaction[355] than non-users. Multiple studies have also shown that users who take more selfies before making a post, and those who strategically present themselves by participating in such activities as editing or manipulating selfies, report higher levels of body surveillance and body dissatisfaction, and lower body esteem overall.[356][357][358][359] Tiggermann et al. showed that facial satisfaction can decrease when one spends greater time editing selfies for Instagram. Comments related to appearance on Instagram can lead to higher dissatisfaction with one's body.[360][361][362][363]Mackson et al. 2019 found that Instagram users were less lonely than non-users[352] and that Instagram membership predicts lower self-reported loneliness.[359] A 2021 study by Bttner & Rudertb also showed that not being tagged in an Instagram photo triggers the feeling of social exclusion and ostracism, especially for those with higher needs to belong.[364] However, Brailovskaia & Margraf 2018 found a significant positive relationship between Instagram membership and extraversion, life satisfaction, and social support. Their study showed only a marginally significant negative association between Instagram membership and self-conscientiousness.[365] Fioravanti et al. 2020 showed that women who had to take a break from Instagram for seven days reported higher life satisfaction compared to women who continued their habitual pattern of Instagram use. The effects seemed to be specific for women, where no significant differences were observed for men.[366] The relationship between Instagram use and the fear of missing out, or FOMO, has been confirmed in multiple studies.[347][367] Research shows that Instagram browsing predicts social comparison, which generates FOMO, which can ultimately lead to depression.[368]There is a small positive correlation between the intensity of one's Instagram usage and alcohol consumption, with binge drinkers reporting greater intensity of Instagram use than non-binge drinkers.[369] Boyle et al. 2016 found a small to moderate positive relationship between alcohol consumption, enhanced drinking motives, and drinking behavior during college and Instagram usage,[370]A comparison of Instagram users with non-users showed that boys with an Instagram account differ from boys without an account in terms of over-evaluation of their shape and weight, skipping meals, and levels of reported disordered eating cognitions. Girls with an Instagram account only differed from girls without an account in terms of skipping meals; they also had a stricter exercise schedule, a pattern not found in boys. This suggests a possible negative effect of Instagram usage on body satisfaction and disordered eating for both boys and girls.[359][371] Several studies identified a small positive relationship between time spent on Instagram and both internalization of beauty or muscular ideals and self-objectification.[359][372][373][374] Both Appel et al. 2016 and Feltman et al. 2017 found a positive link between the intensity of Instagram use and both body surveillance and dietary behaviors or disordered eating.[375][374]Picardo et al. 2020 examined the relationship between self-harm posts and actual self-harm behaviours offline and found such content had negative emotional effects on some users. The study also reported preliminary evidence of the online posts affecting offline behavior, but stopped short of claiming causality. At the same time, some benefits for those who engage with self-harm content online have been suggested.[376] Instagram has published resources to help users in need of support.[377]Main article: SharentingSharenting is when parents post content online, including images, about their children. Instagram is one of the most popular social media channels for sharenting. The hashtag #letthembelittle contains over 10 million images related to children on Instagram. Bare 2020 analysed 300 randomly selected, publicly available images under the hashtag and found that the corresponding images tended to contain children's personal information, including name, age and location.[378]Sanz-Blas et al. 2019 showed that users who feel that they spend too much time on Instagram report higher levels of "addiction" to Instagram, which in turn was related to higher self-reported levels of stress induced by the app.[379] In a study focusing on the relationship between various psychological needs and "addiction" to Instagram by students, Foroughi et al. 2021 found that the desire for recognition and entertainment were predictors of students' addiction to Instagram. In addition, the study proved that addiction to Instagram negatively affected academic performance.[380] Additionally, Gezgin & Mihci 2020 found that frequent Instagram usage correlated with smartphone addiction.[381]The Instagram app, running on the Android operating system, September 2016See also: List of most-followed Instagram accountsAfter being released in October 2010, Instagram had one million registered users in December 2010.[382][383] In June 2011, it announced that it had 5million users,[384] which increased to 10million in September.[385][386] This growth continued to 30million users in April 2012,[385][21] 80million in July 2012,[387][388] 100million in February 2013,[389][390] 130million in June 2013,[391] 150million in September 2013,[392][393] 300million in December 2014,[394][395] 400million in September 2015,[396][397] 500million in June 2016,[398][399] 600million in December 2016,[400][401] 700million in April 2017,[402][403] and 800million in September 2017.[404][405]In June 2011, Instagram passed 100million photos uploaded to the service.[384][406] This grew to 150million in August 2011,[407][408] and by June 2023, there were over 50 billion photos uploaded to the service.[409] In October 2016, Instagram Stories reached 100million active users, two months after launch.[410][411] This increased to 150million in January 2017,[236][237] 200million in April, surpassing Snapchat's user growth,[239][240][238] and 250million active users in June 2017.[412][245]In April 2017, Instagram Direct had 375million monthly users.[222][223][224]Countries with most active users (January 2025)[413]RankCountryUsers1India414 million2United States172 million3Brazil141 million4Indonesia103 million5Turkey58.5 million6Japan57.5 million7Mexico48.8 million8United Kingdom33.4 million9Germany31.3 million10Argentina28.9 millionAs of 2014[update], Instagram's users are divided equally, with 50% iPhone owners and 50% Android owners. While Instagram has a neutral gender-bias format, 68% of Instagram users are female and 32% are male. Instagram's geographical use is shown to favor urban areas, as 17% of U.S. adults who live in urban areas use Instagram, while only 11% of adults in suburban and rural areas do so. While Instagram may appear to be one of the most widely used sites for photo sharing, only 7% of daily photo uploads, among the top four photo-sharing platforms, come from Instagram. Instagram has been proven to attract the younger generation, with 90% of its 150million users under the age of 35. From June 2012 to June 2013, Instagram approximately doubled their number of users. With regards to income, 15% of U.S. Internet users who make less than $30,000 per year use Instagram, while 14% of those making $30,000 to $50,000 and 12% of users who make more than $50,000 per year do so.[414] With respect to the education demographic, respondents with some college education proved to be the most active on Instagram, with 23%. Following behind, college graduates consist of 18% and users with a high school diploma or less make up 15%. Among these Instagram users, 24% say they use the app several times a day.[415]Ongoing research continues to explore how media content on the platform affects user engagement. Past research has found that media which show people's faces receive more 'likes' and comments and that using filters that increase warmth, exposure, and contrast also boosts engagement.[416] Users are more likely to engage with images that depict fewer individuals compared to groups and they are also more likely to engage with content that has not been watermarked, as they view this content as less original and reliable compared to user-generated content.[417] Recently Instagram has come up with an option for users to apply for a verified account badge; however, this does not guarantee every user who applies will get the verified blue tick.[418]The motives for using Instagram among young people are mainly to look at posts, particularly for the sake of social interactions and recreation. In contrast, the level of agreement expressed in creating Instagram posts was lower, which demonstrates that Instagram's emphasis on visual communication is widely accepted by young people in social communication.[419]In June 2020, because of the Black Lives Matter movement, Instagram became more widely used as a social justice platform.[420][421] Instagram-based activism (as well as other social media) has been criticized and dismissed for being performative, reductionist, and overly focused on aesthetics.[422]Like many social media sites, Instagram employs a combination of automated algorithms, user reports and human review to identify and remove illegal content such as child abuse and encouragement of terrorism. The system also aims to identify cyberbullying, hate speech and misinformation.[423]Although the U.S. government has little direct power to force social media sites to remove specific content, Instagram has on occasion done so voluntarily,[424] especially to avoid being seen as aiding the spread of fake news. On October 30, 2020, Instagram temporarily removed the "recent" tab on hashtag pages to prevent the spread of misinformation regarding the 2020 United States presidential election.[425] On January 7, 2021, following the attack on the U.S. Capitol by supporters of then-President Donald Trump, Trump was banned from Instagram "indefinitely". Zuckerberg stated "We believe the risks of allowing the President to continue to use our service during this period are simply too great."[426]Instagram has been criticized in India for not taking steps to counter homophobic and transphobic contents.[427] According to the LGBT activist Indrajeet Ghorpade, "Hateful homophobic content in English is removed but the same in Indian languages is allowed to remain on the platform... despite flagging the hateful and homophobic content to Instagram, no action has been taken."[428] In 2023, a 16-year-old queer artist allegedly died by suicide after receiving thousands of hate comments on Instagram.[429]Instagram has been the subject of criticism due to users publishing images of drugs they are selling on the platform. In 2013, the BBC discovered that users, mostly located in the United States, were posting images of drugs they were selling, attaching specific hashtags, and then completing transactions via instant messaging applications such as WhatsApp. Corresponding hashtags have been blocked as part of the company's response and a spokesperson engaged with the BBC explained:[430][431]Instagram has a clear set of rules about what is and isn't allowed on the site. We encourage people who come across illegal or inappropriate content to report it to us using the built-in reporting tools next to every photo, video or comment, so we can take action. People can't buy things on Instagram, we are simply a place where people share photos and videos.However, new incidents of illegal drug trade have occurred in the aftermath of the 2013 revelation, with Facebook, Inc., Instagram's parent company, asking users who come across such content to report the material, at which time a "dedicated team" reviews the information.[432] In 2019, Facebook announced that influencers are no longer able to post any vape, tobacco products, and weapons promotions on Facebook and Instagram.[433]In October 2013, Instagram deleted the account of Canadian photographer Petra Collins after she posted a photo of herself in which a very small area of pubic hair was visible above the top of her bikini bottom. Collins claimed that the account deletion was unfounded because it broke none of Instagram's terms and conditions.[434] Audra Schroeder of The Daily Dot further wrote that "Instagram's terms of use state users can't post 'pornographic or sexually suggestive photos.'" You can indeed find more sexually suggestive photos on the site than Collins', where women show the side of "femininity" the world is "used to" seeing and accepting."[435] Nick Drewe of The Daily Beast wrote a report the same month focusing on hashtags that users are unable to search for, including #sex, #bubblebutt, and #ballsack, despite allowing #faketits, #gunsforsale and #sexytimes, calling the discrepancy "nonsensical and inconsistent".[436]Similar incidents occurred in January 2015, when Instagram deleted Australian fashion agency Sticks and Stones Agency's account because of a photograph including pubic hair sticking out of bikini bottoms,[437] and March 2015, when artist and poet Rupi Kaur's photos of menstrual blood on clothing were removed, prompting a rallying post on her Facebook and Tumblr accounts with the text "We will not be censored", gaining over 11,000 shares.[438]The incidents have led to a #FreetheNipple campaign, aimed at challenging Instagram's removal of photos displaying women's nipples. Although Instagram has not made many comments on the campaign,[439] an October 2015 explanation from CEO Kevin Systrom highlighted Apple's content guidelines for apps published through its App Store, including Instagram, in which apps must designate the appropriate age ranking for users, with the app's current rating being 12+ years of age. However, this statement has also been called into question due to other apps with more explicit content allowed on the store, the lack of consequences for men exposing their bodies on Instagram, and for inconsistent treatment of what constitutes inappropriate exposure of the female body.[440][441]The Iranian government offered moderators bribes up to $9,000 to delete specific accounts, with Masih Alinejad being targeted in particular.[442]Censorship has occurred in several countries.See also: Internet censorship in ChinaInstagram has been blocked by China following the 2014 Hong Kong protests as many confrontations with police and incidents occurring during the protests were recorded and photographed. Hong Kong and Macau were not affected as they are part of special administrative regions of China.[443]The Cuban government blocked access to several social media platforms, including Instagram, to curb the spread of information during the 2021 Cuban protests.[444]See also: Internet censorship in IranInstagram was one of the last freely available global social media sites in Iran.[445] According to the IFJ, Instagram is popular among Iranians because it is seen as an outlet for freedom and a "window to the world".[446]Still, Iran has sentenced citizens to prison for posts made on their Instagram accounts.[447] The Iranian government blocked Instagram periodically during anti-government protests in 2019-20.[448] In July 2021, Instagram temporarily censored videos with the phrase "death to Khamenei".[449]As of September 2022, it was blocked permanently, along with WhatsApp, with an exception made for tourists and corporations who request its use.[450][451]See also: Internet in North KoreaA few days after a fire incident that happened in the Koryo Hotel in North Korea on June 11, 2015, authorities blocked Instagram to prevent photos of the incident from being spread.[452]On March 11, 2022, Russia announced it would ban Instagram due to alleged "calls for violence against Russian troops" on the platform during the ongoing 2022 Russian invasion of Ukraine.[453] On March 14, the ban took effect, with almost 80 million users losing access to Instagram.[454]On August 2, 2024, Instagram was banned by Information and Communication Technologies Authority (Turkey) after the Assassination of Ismail Haniyeh.[455] The ban lasted for nine days and was lifted on August 10, 2024, with Instagram accepting the government's demands and agreeing to work with authorities.[456]In the U.S., there is relatively little government regulation of social media content, with most content removal taking place on a voluntary basis by the companies.[424] One exception was in January 2020, when Instagram and its parent company, Facebook, Inc., removed posts "that voice support for slain Iranian commander Qasem Soleimani to comply with US sanctions".[457]Following the election of Donald Trump in 2025, various sources noted possible censorship related to the Democratic Party on Instagram and other Meta platforms.[458][459][460]Instagram was the runner-up for "Best Mobile App" at the 2010 TechCrunch Crunchies in January 2011.[461] In May 2011, Fast Company listed CEO Kevin Systrom at number 66 in "The 100 Most Creative People in Business in 2011".[462] In June 2011, Inc. included co-founders Systrom and Krieger in its 2011 "30 Under 30" list.[10]Instagram won "Best Locally Made App" in the SF Weekly Web Awards in September 2011.[463] 7x7Magazine's September 2011 issue featured Systrom and Krieger on the cover of their "The Hot 20 2011" issue.[464] In December 2011, Apple Inc. named Instagram the "App of the Year" for 2011.[465] In 2015, Instagram was named No. 1 by Mashable on its list of "The 100 best iPhone apps of all time", noting Instagram as "one of the most influential social networks in the world."[466] Instagram was listed among Time's "50 Best Android Applications for 2013" list.[467]See also: Social media and suicideIn May 2017, a survey conducted by the United Kingdom's Royal Society for Public Health, featuring 1,479 people aged 1424 and asking them to rate social media platforms depending on anxiety, depression, loneliness, bullying and body image, concluded that Instagram was the "worst for young mental health". Some have suggested it may contribute to digital dependence, whilst this same survey noticed its positive effects, including self-expression, self-identity, and community building. In response to the survey, Instagram said that "Keeping Instagram a safe and supportive place for young people was a top priority".[468][469] The company filters out the reviews and accounts. If some of the accounts violate Instagram's community guidelines, it will take action, which could include banning them.[470]In 2017, researchers from Harvard University and University of Vermont demonstrated a machine learning tool that successfully outperformed general practitioners' diagnostic success rate for depression. The tool used color analysis, metadata components, and face detection of users' feeds.[471] In 2019, Instagram began to test the hiding of like counts for posts made by its users, with the feature later made available to everyone.[73][472] In 2021, Instagram announced that like counts would return to be publicly viewable by default. Users can choose to switch them off for their whole feed or on a per-post basis.[472]Correlations have been made between Instagram content and dissatisfaction with one's body, as a result of people comparing themselves to other users. In a recent survey, half of the applicants admitted to photo editing behavior which has been linked with concerns over body image.[473] In October 2021, CNN published an article and interviews on two young women, Ashlee Thomas and Anastasia Vlasova, saying Instagram endangered their lives due to it having toxic effects on their diets.[474]In October, 2023, 42 U.S. states filed a lawsuit against Instagram and parent company Meta, accusing them of contributing to a youth mental health crisis due to the addictive nature of the platforms. The lawsuit claimed that Meta and its Instagram unit repeatedly misled the public about the dangers of its platforms and knowingly induced young children and teenagers into addictive and compulsive social media use. Meta representatives replied that they were disappointed with the lawsuit and were hoping instead to continue working with other companies from the industry to create new and better standards for applications teens use.[475][476]In response to abusive and negative comments on users' photos, Instagram has made efforts to give users more control over their posts and accompanying comments field. In July 2016, it announced that users would be able to turn off comments for their posts, as well as control the language used in comments by inputting words they consider offensive, which will ban applicable comments from showing up.[477][478] After the July 2016 announcement, the ability to ban specific words began rolling out early August to celebrities,[479] followed by regular users in September.[480] In December, the company began rolling out the abilities for users to turn off the comments and, for private accounts, remove followers.[481][61] In June 2017, Instagram announced that it would automatically attempt to filter offensive, harassing, and "spammy" comments by default. The system is built using a Facebook-developed deep learning algorithm known as DeepText (first implemented on the social network to detect spam comments), which utilizes natural-language processing techniques, and can also filter by user-specified keywords.[482][483][470]In September 2017, the company announced that public users would be able to limit who can comment on their content, such as only their followers or people they follow. At the same time, it updated its automated comment filter to support additional languages.[484][485] In July 2019, the service announced that it would introduce a system to proactively detect problematic comments and encourage the user to reconsider their comment, as well as allowing users the ability to "restrict" others' abilities to communicate with them, citing that younger users felt the existing block system was too much of an escalation.[78]An April 2022 study by the Center for Countering Digital Hate found that Instagram failed to act on 90% of abusive direct messages (DMs) sent to five high-profile women, despite the DMs being reported to moderators. The participants of the study included actress Amber Heard, journalist Bryony Gordon, television presenter Rachel Riley, activist Jamie Klingler and magazine founder Sharan Dhaliwal. Instagram disputed many of the study's conclusions.[486][487][488]On August 9, 2012, English musician Ellie Goulding released a new music video for her song "Anything Could Happen". The video only contained fan-submitted Instagram photographs that used various filters to represent words or lyrics from the song, and over 1,200 different photographs were submitted.[489]In August 2017, reports surfaced that a bug in Instagram's developer tools had allowed "one or more individuals" to gain access to the contact information, specifically email addresses and phone numbers, of several high-profile verified accounts, including its most followed user, Selena Gomez. The company said in a statement that it had "fixed the bug swiftly" and was running an investigation.[490][491] However, the following month, more details emerged, with a group of hackers selling contact information online, with the affected number of accounts in the "millions" rather than the previously assumed limitation on verified accounts. Hours after the hack, a searchable database was posted online, charging $10 per search.[492] The Daily Beast was provided with a sample of the affected accounts and could confirm that, while many of the email addresses could be found with a Google search in public sources, some did not return relevant Google search results and thus were from private sources.[493] The Verge wrote that cybersecurity firm RepKnight had found contact information for multiple actors, musicians, and athletes,[492] and singer Selena Gomez's account was used by the hackers to post naked photos of her ex-boyfriend Justin Bieber. The company admitted that "we cannot determine which specific accounts may have been impacted", but believed that "it was a low percentage of Instagram accounts", though TechCrunch stated in its report that six million accounts were affected by the hack, and that "Instagram services more than 700 million accounts; six million is not a small number".[494]In 2019, Apple pulled an app which let users stalk people on Instagram by scraping accounts and collecting data.[495] Iran has DPI blocking for Instagram.[496]In September 2024, Meta paid out a $101 million fine for storing up to 600 million passwords of Instagram and Facebook users in plain text. The practice was initially discovered in 2019, though reports indicate passwords were stored in plain text since 2012.[497]On December 17, 2012, Instagram announced a change to its Terms of Service policy, adding the following sentence:[498]To help us deliver interesting paid or sponsored content or promotions, you agree that a business or other entity may pay us to display your username, likeness, photos (along with any associated metadata), and/or actions you take, in connection with paid or sponsored content or promotions, without any compensation to you.There was no option for users to opt out of the changed Terms of Service without deleting their accounts before the new policy went into effect on January 16, 2013.[499] The move garnered severe criticism from users,[500][501] prompting Instagram CEO Kevin Systrom to write a blog post one day later, announcing that they would "remove" the offending language from the policy. Citing misinterpretations about its intention to "communicate that we'd like to experiment with innovative advertising that feels appropriate on Instagram", Systrom also stated that it was "our mistake that this language is confusing" and that "it is not our intention to sell your photos". Furthermore, he wrote that they would work on "updated language in the terms to make sure this is clear".[502][500]The policy change and its backlash caused competing photo services to use the opportunity to "try to lure users away" by promoting their privacy-friendly services,[503] and some services experienced substantial gains in momentum and user growth following the news.[504] On December 20, Instagram announced that the advertising section of the policy would be reverted to its original October 2010 version.[505] The Verge wrote about that policy as well, however, noting that the original policy gives the company right to "place such advertising and promotions on the Instagram Services or on, about, or in conjunction with your Content", meaning that "Instagram has always had the right to use your photos in ads, almost any way it wants. We could have had the exact same freakout last week, or a year ago, or the day Instagram launched".[498]The policy update also introduced an arbitration clause, which remained even after the language pertaining to advertising and user content had been modified.[506]Columbia Law School professor Tim Wu has given public talks claiming that Facebook's 2012 purchase of Instagram was a felony.[507] On February 26, 2019, the New York Post released an article stating that the FTC had discovered a memo authored by a senior Facebook official, revealing that the purpose behind the acquisition of Instagram was to remove a potential rival. Wu explains this is a violation of US antitrust law (see monopoly). Wu stated that this document was an email directly from Mark Zuckerberg, whereas the Post article had stated that their source had declined to say whether the high-ranking executive was the CEO.[508]In 2016, Olivia Solon, a reporter for The Guardian, posted a screenshot to her Instagram profile of an email she had received containing threats of rape and murder towards her. The photo post had received three likes and countless comments, and in September 2017, the company's algorithms turned the photo into an advertisement visible to Solon's sister. An Instagram spokesperson apologized and told The Guardian that "We are sorry this happened it's not the experience we want someone to have. This notification post was surfaced as part of an effort to encourage engagement on Instagram. Posts are generally received by a small percentage of a person's Facebook friends." As noted by the technology media, the incident occurred at the same time parent company Facebook was under scrutiny for its algorithms and advertising

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The company competes with other private photo sharing services for families such as Notabli, Tinybeans and social networks that allow photo sharing such as Instagram and Facebook.The company is based in London, and was founded by former Espotting executive Ivailo Jordanov and Yury Tereshchenko. The company is self-funded by the founders.[1] 23snaps generates revenue through the sale of photo books and photo prints.[2]In November 2013, 23snaps announced that the service had passed half a million users in 179 countries.[3]Users register for a free 23snaps account and create profiles for their children within the app. They can add photos, metrics like height and weight, and make status updates. They then invite only close family and friends to view this content of their children. This content will appear in the news feeds of their authorized connections, and be sent to connections by email depending on the user's settings.[4][5] A user can share photos and updates with someone who does not have a 23snaps account by inviting them to receive updates by email only.While there is no limit to the number of connections that a user can add on 23snaps, founder Ivailo Jordanov says that they expect most users to have a "group of approximately 5 to 10 people that cant get enough of their updates, photos, videos etc., and outside of that group 'over sharing' is an irritation."[1] The service's intention is to provide a secure place to share photos with a select group of family members to counter parental concerns about online privacy and copyright issues.[6]On 1 May 2013, 23snaps expanded the service to allow users to purchase photo books and photo prints of their content from the app.[2] Stories, a new feature that allows users to combine photos, videos and text to create a multimedia story within their news feed, launched on 7 March 2014.[7]23snaps was selected by The Next Web as the best photo, video or camera app of 2012[8] and by ZDNet as one of 2012's top apps of the year.[9] In June 2013, 23snaps was named Best Family App in the Loved by Parent Awards[10] and in November 2013, 23snaps was selected as both the Best Lifestyle App and People's Choice in the Lifestyle App Category in the Lovie Awards hosted and judged by the International Academy of Digital Arts and Sciences.[11]On 12 February, The Next Web announced that 23snaps had been selected for The Next Web Boost program, which provides exposure and support for promising European startups[12] and on 25 March, Red Herring named 23snaps as one of the 2014 Red Herring 100 European Finalists.[13]^ a b c Perez, Sarah. 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While scrolling through your feed, you might come across a photo that you want to save for personal use, inspiration, or reference. However, Instagram does not offer a direct download option to prevent unauthorized use of content.Thankfully, there are several ways to save Instagram photos legally and efficiently. This article will cover different methods for downloading Instagram images on various devices while ensuring you follow ethical and legal guidelines.Why Cant I Save Photos From Instagram?Instagram does not allow users to download photos directly due to privacy and copyright protection. Every image posted on the platform belongs to the creator, and Instagram enforces strict policies to prevent unauthorized use. This applies to all types of Instagram accounts, including personal, business, and creator profiles, each with different features and privacy settings.Here are the main reasons why Instagram restricts photo downloads:Copyright Protection:Instagram users own their content. Downloading and redistributing images without permission violates copyright laws.Privacy & Security:The platform protects user privacy by preventing unauthorized downloads, especially for private accounts.Content Integrity:Instagram wants to keep content within its ecosystem and encourage engagement rather than external sharing.While direct downloads are not available, there are several methods to legally save Instagram photos.How To Save Instagram Photos You've Created To Your PhoneHow To Save Instagram Photos You've Created To Your PhoneInstagram allows you to save the photos you upload to your device. If you want to keep a copy of your posted images, follow these steps:1. Enable Save Original Photos On InstagramThis feature automatically saves a copy of every photo you post on Instagram to your phones gallery.Steps For Android & IPhone:Open Instagram and go to your Profile.Tap the Menu () in the top right corner and select Settings and Privacy.Scroll down to Your app and media Archiving and downloading.Toggle on Save original photos.Once enabled, all photos you post will be saved to your device automatically.2. 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Save Instagram Photos Using The Saved FeatureThe easiest way to save Instagram photos without downloading them is by using the built-in Saved Posts feature.Steps To Save A Post On Instagram:Open the Instagram app and find the photo you want to save.Tap the bookmark icon below the post.To organize your saved posts, tap "Save to Collection" and create a category.Access your saved photos by going to Profile Menu Saved.This method does not store the photo on your device but keeps it easily accessible within the app.2. Take A Screenshot Of The ImageIf you want to keep a copy of a photo for personal use, taking a screenshot is a simple solution.How To Take A Good Screenshot:Android:Press the Power + Volume Down buttons simultaneously.iPhone:Press the Side + Volume Up buttons.Windows/Mac:Use the Print Screen button or a snipping tool.For better quality, you can crop the screenshot to remove unnecessary elements.Several third-party websites allow you to download Instagram photos by entering the post URL.Steps To Download A Photo Using A Website:Open Instagram and find the image you want to save.Tap the three dots () on the post and select Copy Link.Visit a downloader website like DownloadGram.Paste the link into the search bar and tap Download.Save the image to your device.4. Use A Third-Party App (Android & IPhone)If you frequently save Instagram images, using an app might be more convenient.Best Apps To Download Instagram Photos:FastSave for Instagram (Android)Reposter for Instagram (iOS)These apps allow quick and easy downloads, but be cautious about granting login access to third-party tools.How To Download Instagram Photos Using Your Desktop BrowserIf youre using a computer, you can download Instagram photos using the browsers Developer Tools.Steps To Download Instagram Photos On PC/Mac:Open Instagram in Google Chrome or another browser.Find the photo you want to download.Right-click the image and select Inspect (or Inspect Element).Look for the image URL under the "img src=" tag.Copy and paste the link into a new tab.Right-click the image and choose "Save As" to download it.This method provides the highest quality version of the image without using third-party tools.Third-Party Apps And Websites For Downloading Instagram PhotosThird-Party Apps And Websites For Downloading Instagram PhotosIf you need a quick way to save images, third-party tools can help.Best Websites To Download Instagram Photos:DownloadGram- Easy-to-use web tool.SaveInsta- Allows downloading images and videos.Imginn- Provides anonymous downloads.Best Apps For Downloading Instagram Photos:FastSave for Instagram (Android)Reposter for Instagram (iOS)Risks Of Using Third-Party Services:Some tools violate Instagrams policiesand may be shut down.Many free services contain ads and pop-ups.Be cautious of apps that request login credentials to avoid privacy risks.Instagrams Copyright PolicyInstagram users retain full ownership of the content they post, meaning the photos belong to their creators. For brands and influencers using social media automation tools, it's crucial to respect these ownership rights while scheduling and sharing content to maintain compliance with Instagrams guidelines.Downloading and redistributing images without permission may violate Instagrams policies and copyright laws. This is especially important for businesses and influencers involved in social media management, as they must ensure that all content shared aligns with copyright regulations to avoid potential legal issues.When Is It Acceptable To Save Instagram Photos?If the image is your own, you have full rights to save and reuse it.If the user provides explicit permission, you can download their content.If you are saving the photo for personal reference (not for redistribution or commercial use), it is generally acceptable.Ethical Best PracticesAlways give credit when reposting someones content.Avoid using downloaded images for commercial purposes without permission.Use Instagrams built-in features whenever possible instead of third-party tools.Instagrams Copyright PolicyHow To Save Instagram Photos Without DownloadingIf you only need to keep a record of an Instagram image for personal use, you dont necessarily need to download it. There are built-in options that allow you to save images without taking up space on your device.Using Instagrams "Saved" FeatureInstagram allows users to save posts within the app, making it easy to revisit them later.Steps To Save An Instagram Post:Open the Instagram app and find the photo you want to save.Tap the bookmark icon below the post.To organize your saved posts, press "Save to Collection" and create a category (e.g., Travel, Photography, Recipes).Access your saved posts by going to Profile Menu Saved.This method keeps your favorite photos in one place without downloading them.Taking A ScreenshotAnother simple way to save an Instagram photo is by taking a screenshot. This works well for personal use but might not provide the highest image quality.How To Take A Screenshot:Android:Press the Power + Volume Down buttons simultaneously.iPhone (Face ID models):Press the Side + Volume Up buttons.iPhone (Home button models):Press the Home + Power buttons.PC/Mac:Use the Print Screen button or a snipping tool.Tip:For better clarity, crop and edit the screenshot to remove unnecessary elements.FAQsHow Can I Save Instagram Photos Without A Watermark?Instagram doesnt add watermarks to images, but some third-party tools might. Use browser-based downloads or the official Instagram Data Download feature for unmarked images.Is It Legal To Download Instagram Photos?Downloading your own photos is legal. However, downloading other users' photos without permission may violate copyright laws. Always respect ownership and give proper credit when sharing content.Are There Legal Consequences For Downloading Instagram Photos?Downloading for personal use is usually fine, but using someone elses images commercially without permission can result in copyright infringement issues.Do Third-party Apps Work For Private Accounts?No, third-party tools can only access publicly available posts. If the account is private, you must follow the user to see their content.Final WordsSaving Instagram photos can be useful for inspiration, personal reference, or backing up your own content. While Instagram does not allow direct downloads, various methods including screenshots, browser tools, and third-party services can help you save images while respecting copyright rules.If you frequently save Instagram photos, consider using Instagrams Saved Posts feature or downloading your own data through the official settings. Always remember to credit creators and avoid unauthorized use of their content.

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