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In a World of Social Media: Instagram Use In Social Networking Marketing and It's Effect on Well-Being

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Abstract- The use of social media becomes more popular among all age groups. They use various social media platforms to express their views, share their photos and videos, and exchange ideas and messages in the form of text. Nowadays social media is becoming an effective tool to stay in touch with friends who is far away from you and to stay up to date with news and current events. Many companies use various social media platforms as advertising platforms so that they can reach more and more people. Social media helps bloggers to drive traffic to their websites. By using various social media platforms we can create awareness and share it among a large number of peoples. One of the famous social media platforms is Instagram. This platform allows users to share photos and videos with their friends. According to official statistical information, 90 to 95 million pictures are posted on Instagram daily. Many Teachers use Instagram to develop classroom activities innovatively. Instagram is successful today because they provide very interesting features and their user interface is so simple. This paper will give a summary of how to develop an app like Instagram.

Keywords: Social networking, Instagram, Beliefs, Qualitative, Marketing, tool, Businesses, Digitalization.

Introduction:

Instagram is the latest form of communication in which users can share their photos by twisting them using filters. Instagram users are increasing day by day since it was launched in October 2010 (1). It offers its users a matchless way to post pictures and videos. It provides numerous filters to change the appearance of an image. It also allows similar social connectivity to other social media platforms such as Facebook, Twitter, etc in which everyone can follow any number of other users (2). On Facebook, Twitter the persons whom one can follow are called "Friends" but on Instagram, they call them "Followers". Instagram social's network is not uniform, meaning if user A follows user B then B need not follow A back. There are four ways by which we can share our photos and videos on Instagram. (3)

- Privately
- Publicly
- Directly
- Via instagram stories

One can control their privacy on Instagram. In this, he can make the Instagram account private so others whom he doesn't give any approval can't follow him.

Instagram Clone:

Instagram Clone is an impressive photo sharing script which is built to develop its own photo and video sharing app similar to instagram. Instagram clone is fully developed with impressive features that helps users to share or upload videos and photos anytime, anywhere. (4)

How To Make Your App Exclusive:

The following points help to make your app different from others:

- Crystal clear UI/UX design of an app.
- Uncomplicated photo-sharing specialty.
- Convenient Navigation.
- With attractive graphics and visuals.
- Feed Personalisation.
- By providing various tools for twisting photos.

Following things must we consider for creating an Instagram clone app

- Originate new and distinctive photo twisting or editing tools inside the app. Build new filters and editing tools.
- Design the feature of photo-sharing for a particular user group.
- Give tutorials to your users on some photo editing sessions.
- Add functionality to produce theme photo albums.

Literature Review:

DUIN J. VAN et al 2019 proposed that The affordance provided by Instagram and its Instagram Stories, and the purpose of this goal is to show that the contemporary ephemeral image is employed in favor of the platform's strategy to guide the users towards sharing their images at a high frequency. Arguably, this strategy can be related to the company's business model, and it feeds into the assumption that Instagram Stories is balancing the participation of its users with a strategy to increase profits. Through the design of the platform, Instagram steers the user towards this need of using the photo as a means of communication. JASON G MILES et al 2020 proposed that Instagram is the first social media site that was born mobile" and has become the key to kicking your mobile marketing into high gear. Instagram provides an opportunity for you to bring your company into the new mobile revolution without complexity or drama. (5)

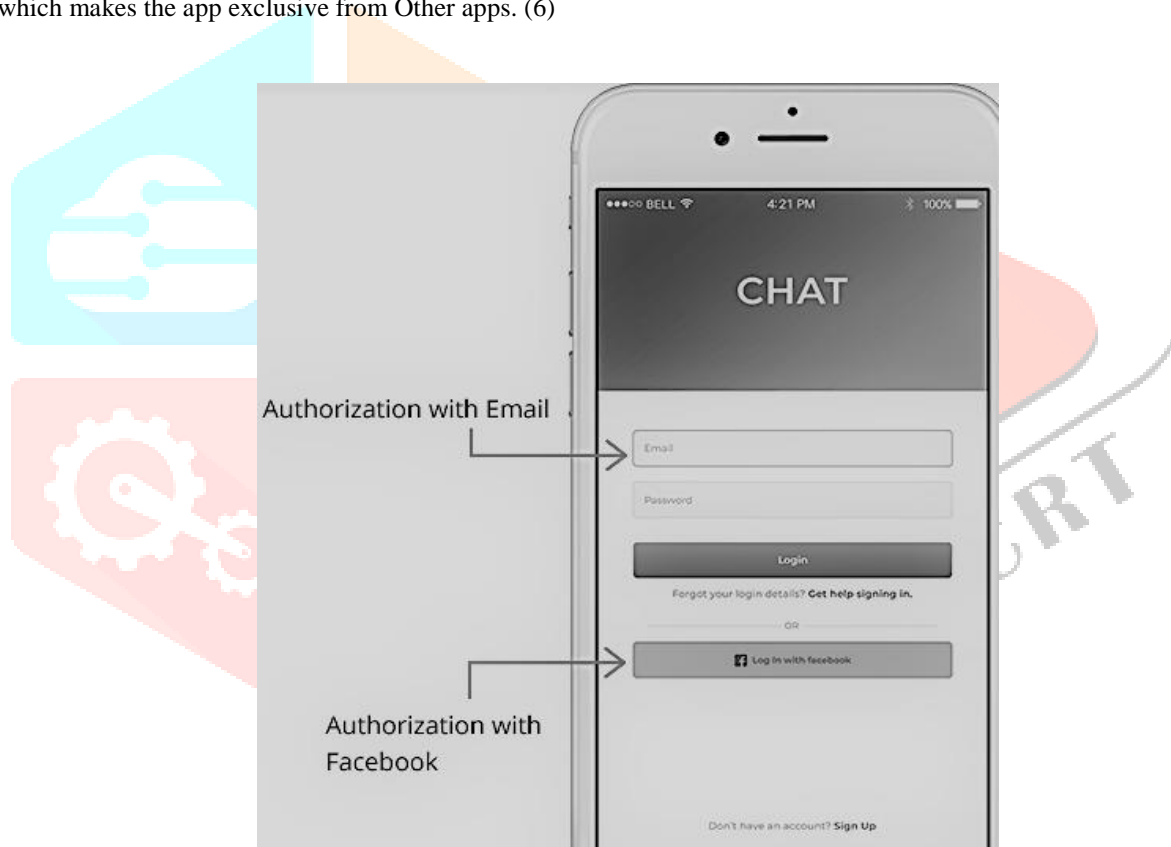
Methodology:**1. HOW TO DEVELOP AN APP LIKE INSTAGRAM**

There is certain guidance that helps to develop an app like Instagram:

- Perform Market research for your app
- Develop a prototype model to learn about app feedback from the target audience.
- Read about popular features of other photo-sharing apps and add unique features in your app which is more advanced than those popular features.
- Make a strategy for advertising your app so it reaches the target audience.

Fundamental functions of Instagram like app

- Allow users to sign in or log in to the app by entering an email id or mobile number or entering his/her Facebook id or by face detection technology which makes the app exclusive from Other apps. (6)

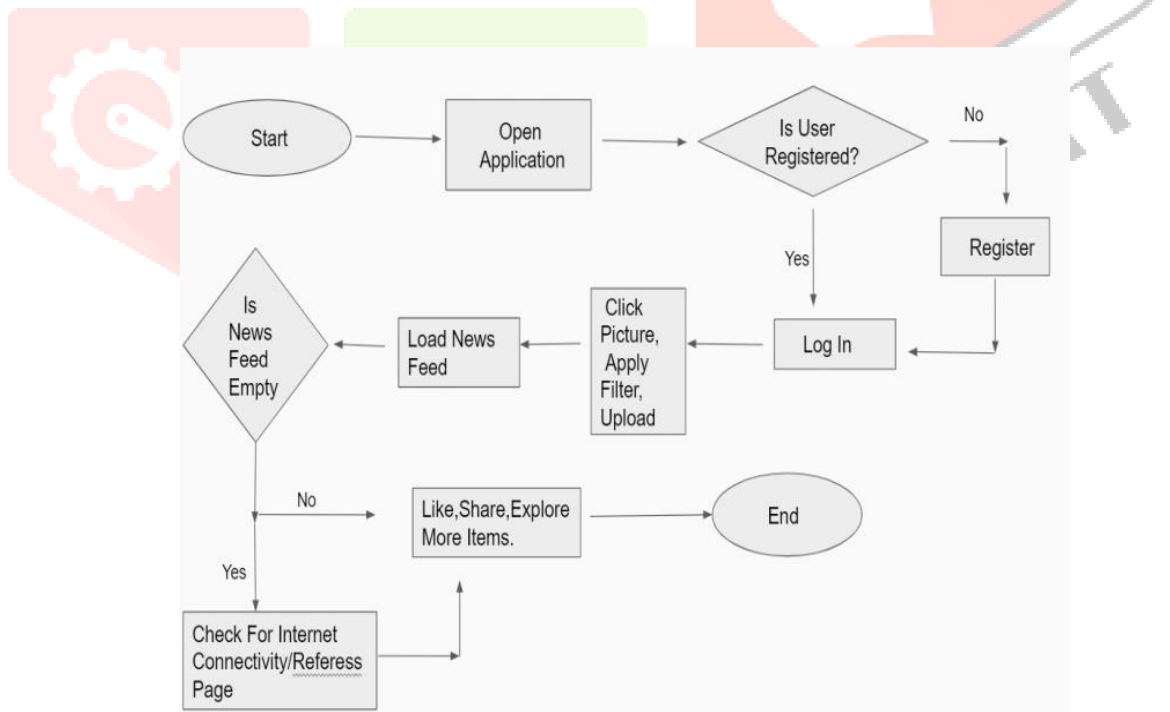


- This app should allow users to share the location of photos/videos from where they upload and also tell some famous place of that location.



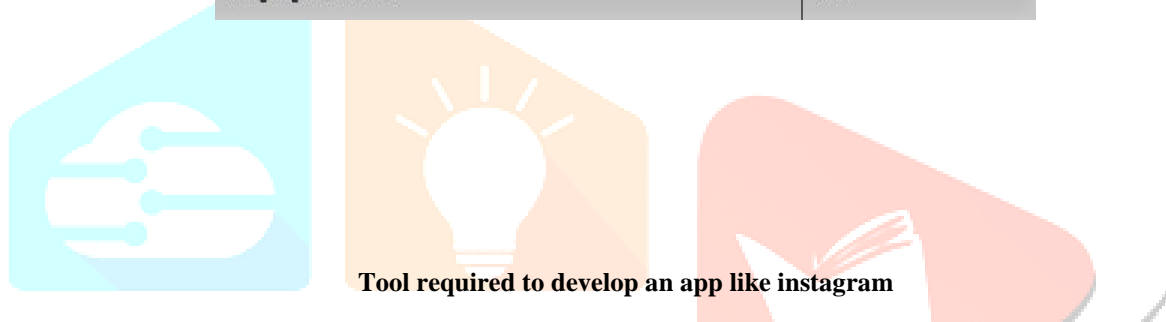
- This app should allow users to invite friends from their Facebook and other social media platforms.
- This app must notify the users instantly when someone likes, comments, or shares the post.
- This app must provide a voice search option for searching for another user.
- This app must provide advanced tools for modifying the post.

Flow Diagram of an instagram like application (7)

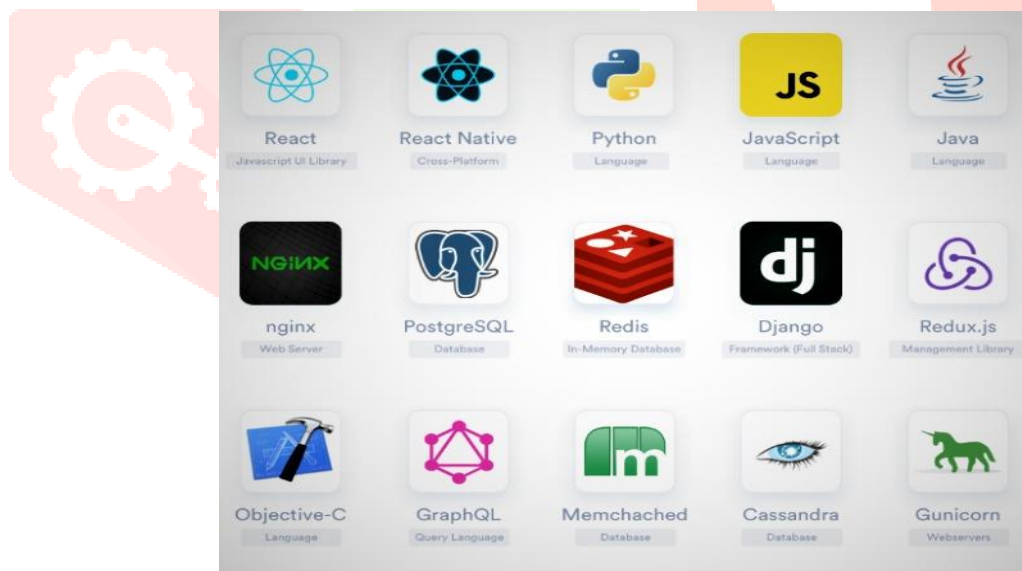


Time Estimation for adding features

Features	Number of hours
Account Access	60-70
Profile creation and updation	45-50
Transferring Photo and Video on Server	65-80
Real Time Messaging Options	100-120
Connecting app with other social media platforms	5-10
Enabling Search Option	50-60
To share Current Location	20-25
Designing of UI nd UX	45-55



Tool required to develop an app like instagram



● **React JS:-**React JS is a demonstrative, productive, and stretchy javascript library for building user interfaces. It allows us to compose difficult UIs from small and inaccessible pieces of code which are called components. It also allows us to create reusable UI components. It is an open-source and component-based, front-end library. Features of React JS (8)

1. It provides a lightweight document object model
2. It follows a unidirectional data flow which enables easy debugging of the errors.
3. React JS learning is easy because it mostly combines basic HTML and javascript concepts.
4. React can be used to develop both mobile and web applications.

● **Python:-** Python is an object-oriented scripting language. It is a scripting language because it does not require a compiler for generating machine code. It uses an interpreter for generating byte code.

Features of Python

1. We do not need to compile the program before executing it.

2. In python we can incorporate a large program into a python function and call them at any time.
 3. In this automatic garbage collection is supported.
 4. It supports GUI applications.
- Django:- Django is a python web framework that allows you to develop websites. Framework banishes the need to write a lot of repetitive code that has been used in many different applications.

Features of Django

1. Django is written in python language so we do not need to stick only to a particular server platform, it can run on many platforms.
2. Django works on the Don't repeat yourself principle so there is no needless duplication which makes code short.

RESULTS

This study emphasizes certain factors to develop an app like Instagram. The first factor is to do thorough research about the other apps which are similar like Instagram and already present in the market, The second factor is to make your app more popular, add some exclusive features in apps like upload photos and videos either from pc or mobile without signing in both devices. The next factor is taking care of the budget because developing this type of app requires huge money and manpower.

Design for 1 platform	From \$5,400
iOS (back-end included)	~ \$59,000
Android (back-end included)	~ \$59,300
Basic admin panel	From \$7,750



Conclusion/FutureWork

So by this paper, we now understand what efforts are required to develop an app like Instagram. We all know that Instagram gains popularity due to its simple interface and excellent features. For developing an app like Instagram the important point is to include basic features of Instagram and always observe the new thing it uses and come up with the features which distinguish your app from other photo-sharing apps. It is very important to keep your app updated and it is only done by continuously testing and improving. The main function of a photo-sharing app is to share the image which is transferred from the user's device. In your app, there should be a feature of video sharing because nowadays people are attracting more towards the application which has both functions for sharing. There are lots of photo-sharing applications are present there so creating some unique or exclusive is important. Now you understand how to develop an app like Instagram and what is important to get fruitful outcomes. If you deliver the best and unique quality product to users, success will easily find you and always keep in mind while developing an app to keep a place for improvement in the app because technology is changing every day.

Instagram is not going away anytime soon it still has over one billion daily active users if space taught us anything, it's that when the world's biggest social media site collapses, it effectively does so overnight.

As a part of future work, we will study some unique features which are not presented in Instagram or other existing photo-sharing apps. These features can be like, user can log in to his/her account by iris scan, user can control who can see his/her profile pic and other information, etc.

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