

Insta-North

By Caroline Schulte & Emily Huguenin
PHOTO EDITORS

By the numbers

By Sydney Thompson & Gabby Burchett
STAFF REPORTER & ASSISTANT EDITOR

- 800,000 photos of Hurricane Sandy
- 575 likes on *Instagram* every second
- 81 comments on *Instagram* every second
- 78 million photos
- 37% of Instagram-ers have never uploaded a photo

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Skater Boy

By Kim Cusmano
EDITOR

A picture of a skateboarder, edited with the effect called Hefe and captioned with #skateboarding is a classic *Instagram* picture for sophomore Luke Sturgill.

“My pictures are usually shoes, socks, skateboarding, myself, sometimes, things I find funny, stuff I’m doing, landscapes and miscellaneous things,” Sturgill said. “Usually pictures of skateboarding get the most likes. Skateboarding is actually pretty big on *Instagram*.”

Sturgill joined the Insta-family in December 2012, and at press time, he’s posted 359 photos, obtained 364 followers and followed 460 accounts.

“My favorite accounts to follow are professional skateboarders. They always post cool pictures of skate spots, new products from their sponsors, places they’re going and them skateboarding,” Sturgill said.

Sturgill used to be “really into it,” but as of late, he is not so concerned about gaining followers and getting likes. The real motivation behind his Instagramming is the photography.

“I like that a picture can portray something better than a Facebook status or a tweet can,” Sturgill said. “It literally gives you a look at what a person is doing or where they are.”



Queen of Selfies

By Andrea Scapini
ASSISTANT EDITOR

The day of the week is irrelevant to sophomore Olivia O’Hara’s decision to post selfies on her *Instagram* page. Although some strictly stick to #SelfieSunday, it’s a different case for O’Hara.

“I normally just do me and friends, then sometimes I do selfies,” O’Hara said. “Sometimes if I see a cool scenery, I’ll put a picture of a scenery.”

Even though her pictures mostly display aspects of her personal life instead of more professional photos, O’Hara has gained success in the number of likes she receives on them.

“I went on a photoshoot in the snow, in the forest, and it got 178 and I don’t know how,” O’Hara said. “That was the one I got the most likes on.”

While some use *Instagram* with the hopes of becoming “insta-famous” or racking up hundreds of likes on each picture, O’Hara doesn’t have those kind of expectations.

“It doesn’t really matter about the likes,” O’Hara said. “My goal for *Instagram*, basically, is to just share my pictures and for people to enjoy them.”



CAROLINE SCHULTE

The Photo Fanatic

By Marie Bourke
ASSISTANT EDITOR

Senior Kylie Johnston uses *Instagram* for much more than #throwbackthursday or #selfiesunday.

Instagram is where Johnston posts photos of food, her dogs, nature and portraits to her 4,200 followers.

Having this large sum of followers is already an achievement in the *Instagram* world, but Johnston is always trying to become better with every photo she takes.

“I have already made the popular page, which was really flattering and cool,” Johnston said. “I’ve never really had any goals, but if I had to make one, I’d say to have a ‘K’ after the amount of followers I have.”

Johnston’s inspiration is often derived from fellow photographers and the beauty she sees in things.

“Photography is something I’ve always been good at. It’s what I want to do with my life and it impacts me everyday,” she said.

As for “hashtags,” one of the more popular additions to captions of photos, Johnston says she rarely uses them.

“The only time I do is when it’s part of a project. Such as, #from-whereistand or #whp (weekend hashtag project).”

Another crucial part of the *Instagram* experience is the filters available to use when posting a photo. Johnston sticks to using her iPhone 4S for taking the photos she posts, instead of her variety of other cameras, but often times does not use the “filters” featured on the app. Instead, she edits her photos on other apps and then posts them.

“I edit on other apps because *Instagram*’s filters don’t do photos justice. With other apps, I am able to manipulate my photos more and make them look as good as possible.”

For Johnston, *Instagram* is majorly for developing her photography skills and receiving feedback.

“*Instagram* is what you make it, and for me it isn’t about front camera selfies and baby pictures.”

