



# Image Tagging on Instagram

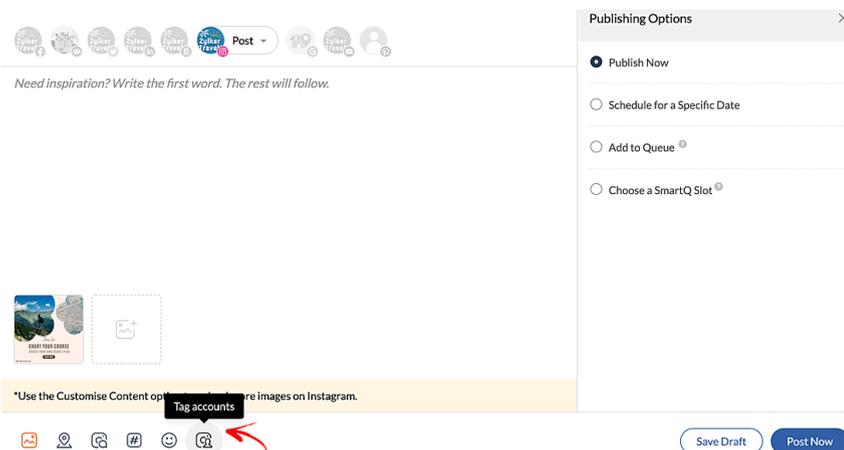
Image tagging on Instagram is a feature that lets you tag user accounts on your images. Tagging helps increase the reach of your post by encouraging user engagement, leading to your content getting viewed by more people. You can tag the accounts of people or businesses who are involved or present in the picture, the company of the product or service you're talking about in your post, customers in customer stories, users who participated in a business contest or a giveaway you hosted, and businesses that you collaborate with. Overall, this gives you more visibility as a brand. The tagged members receive a notification about the post, which is also displayed on their profile as a tagged post. This ensures they see the image you've tagged them in.

Zoho Social lets you tag users directly from the Compose window.

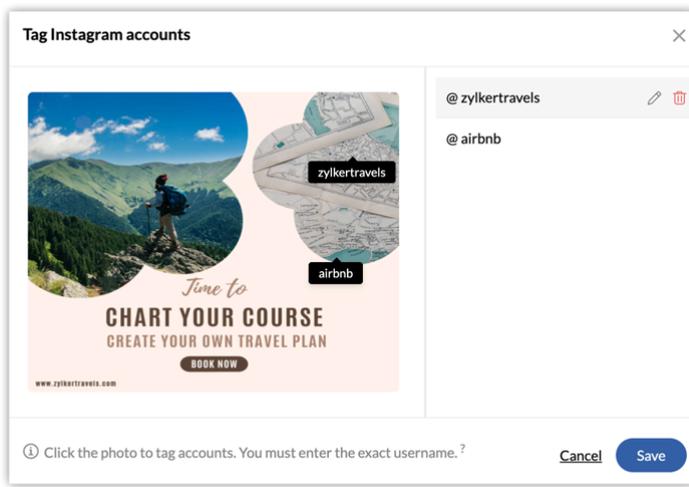
- ① You can tag users on your image in Instagram from the Zoho social web as well as Android and iOS mobile applications.

## To tag accounts in an image:

1. Click **Tag Accounts** in the compose window once you've attached the required images for the post.



2. Click anywhere on the image to tag accounts.
3. Enter the exact username and click ✓ to save the tag.



4. Click  to edit a tag and  to delete an existing tag.
5. Click **Save**.
6. Click **Preview** to preview the post along with the tags.

- You can tag up to 20 unique user accounts in a single post.
- If the username is incorrect, the post won't be published.