## **JANUARY**

Instagram added hashtags to enhance the search and appearance of posts.

## SEPTEMBER

Launched App version 2.0 with live filters, instant tilt-shift, improved resolution of photos, borders, and a new icon.

## DECEMBER

Instagram became the 2011 App store iPhone App of the year.

2010

2011

## OCTOBER

Kevin Systrom and Mike Kreiger launched the first version of Instagram.

## MAY

Added 'Photos For you' feature that enabled tagging and created a separate profile section.

## JUNE

Enabled users to upload and share videos.

## JULY

Introduced Web Embeds to simplify the image and video sharing process.

## NOVEMBER

The sponsored post advertisement got integrated into the Instagram app and launched Instagram for Windows phone.

2013

2014

# **APRIL**

Color and tone tool became a part of Instagram, along with three new filters and Emoji Hashtags.

## JUNE

Bolstered advertisement capabilities with 'See the World As It Happens' search and explore tools.

## AUGUST

Added support for landscape and portrait formats.

## SEPTEMBER

Improved Instagram direct and achieved 400 million users.

2015

**JANUARY** 

Live stories launched internationally.

### **FEBRUARY**

Introduced carousel post that allows sharing of up to 10 photos and videos in a single post.

## MAY

Introduced Face filters, fun phrases, new stickers, and tags (location and hashtags) for stories.

Introduced the first Android version 6 days before Facebook acquired it.

2012

### AUGUST

APRIL

Launched App version 3.0 with photo maps.

### NOVEMBER

Started the concept of Instagram Badges.

## DECEMBER

Changed the terms and conditions, granting the app rights to sell user photos. Launched version 3.2 and added support for 25 languages.

# JUNE

Added new creative tools for post enhancement and retouching.

#### AUGUST

Introduced the hyper-lapse video post.

### NOVEMBER

Enabled new options for discovery and caption editing.

### DECEMBER

Attained 300 million users and added five new filter types.

## **FEBRUARY**

2016

Announced new options to count views on the Instagram videos.

#### MARCH

Announced the increase of Instagram video length for all users.

### **AUGUST**

Adapted the 24-hour story system in the Instagram app and enabled the zooming feature.

## **DECEMBER**

Enhanced safety tools, started 'save posts,' and added new stickers for Instagram stories.