Instagram Introduces Photos of You

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Instagram has announced the new feature "Photos of You" to its iOS and Android apps that provides a new way to share and discover images on the platform.

Overview

1. Photos of You allows users to add people and brands in the photos they upload as easily as adding locations and hashtags.

2. The feature gives people a new way to explore photos of a business or brand through the "Photos of You" section on a brand profile, where all photos that have been added by other users will be made visible.

3. Photos of You provides users control over which tagged images will show up on their profile. There is an option for photos to be added automatically with the option to hide any photos at any time, or photos can only be visible when the user manually chooses to add it.

Key Takeaways

1. Instagram's new feature allows brands to crowd-source and showcase user-generated content right on their Instagram profile
2. Brands can tag models, a spokesperson or other partnership brands more easily