



Stanford eCorner

Unfiltered Insights From Instagram

Kevin Weil, *Instagram*

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Video URL: <http://ecorner.stanford.edu/podcasts/5123/Unfiltered-Insights-From-Instagram>

What motivates you to share a photo on Instagram — or not? Kevin Weil, head of product at the company, discusses everything from user behavior to business strategy with Stanford Professor of the Practice Tina Seelig. Weil describes how mission alignment helps teams succeed and allows Instagram to continue experimenting and thriving inside its parent company, Facebook.



Transcript