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Abstract Instagram is becoming an important and popular method of online communication. The interest in this new form of creating and publishing visual information has significantly risen in the wake of hurricane Sandy events in the US in October, 2012. Simultaneously, it sparked a discussion among journalists, media scholars and web users concerning Instagram's journalistic potential, as well as, the way it blurs the borders between citizen journalism and professional (traditional) journalism. This paper attempts to define the most important news values of this new online medium in comparison to the values of traditional media (press and television). The results show two main areas of reflection: Instagram as a news source and Instagram as a communication medium for professional journalists. This way one can describe different aspects of communication concerning the reception, selection, and creation of information.