



USING STORIES TO TELL YOUR STORY

SET A GOAL

What do you hope to achieve with your story? Engagement? Promotion? By setting a goal you're giving your story a purpose. With that, you'll be able to effectively plan your stories content.

PLAN, PLAN, PLAN

Now that you know what you want to get out of your Instagram Story, you need to decide the best path to get there. Before you post anything, plan all aspects including: Length, aesthetics, content, and style.

GET CREATIVE

Record your video, create your graphics, or show behind the scenes moments. Share whatever feels right for you or your business. Make sure to use stickers, hashtags, and any other built in tools that are relevant to your story.

ENGAGE WITH YOUR AUDIENCE

People may respond to your story, whether it's with a message or by interacting with one of Instagram's interactive stickers. However they engage, you should respond! This is a chance for you to connect one on one with your audience.