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HIGH QUALITY LEADS
FROM INSTAGRAM



Instagram Stories

Instagram Stories was introduced by Instagram in August 2016.

It allows you share moments of your day without having to keep them on your profile – they appear as your story in a slide show format and disappear after 24 hours without having to appear on your profile grid or feed.

They can be Photos or Videos and you can get creative using text and drawing tools provided within Instagram story.

VIDEO ALSO INCLUDED IN THIS COURSE

To create an Instagram story via Photo or Video:

1. Simply tap  in the top left of your screen or swipe left from anywhere in the feed
2. To take a Photo only for your Instagram story, tap  at the bottom of the screen
Or
To record a video, tap and hold 
You can also tap Boomerang at the bottom of the screen then tap the circle 
(Boomerang basically takes a burst of photos and loops them forward and backward – this could be a fun feature to explore)
3. To get more creative with your story and add text, tap  or to draw on your story, tap 
You can tap on Undo to remove any of these effects or on Done to save them.

To discard your photo or video, simply tap Cancel

To save it to your phone, tap 

Once done, tap  to share your story.

Once you have shared your Instagram story, it will appear on your profile and in your feed.

Some facts about Instagram Stories

1. The way your Instagram story appears on your profile is as a colourful ring around your profile picture, which indicates that you have a story / stories that people can view.

People can then tap on this to view your story or stories.

Note: Your Instagram story will not show on your Profile grid (your grid of photos and videos) except you choose “share as Post” for your Instagram story.

2. When you have an Instagram story or stories that others can view, your profile picture will also appear in a row at the top of your follower’s feeds and they can tap it to view your story.

You can tell who has seen your story, by opening your story and then swiping up your screen. You will also be able to see the name of those who have seen your story (this is only visible to you). Remember, your Instagram story will disappear after 24 hours except you choose to share it as a post to your profile grid.

3. Instagram is also currently rolling out the ability to add URLs / Links outside of Instagram to your Instagram stories. Some verified accounts now have this and users see “See More” at the bottom of their screen which then takes them to the URL / link when they tap on it.

4. People can also respond to your Instagram story by tapping on “Send Message” on the bottom left hand corn of their screen when viewing your story.

These messages will also disappear when the Instagram story disappears after 24 hours.

5. If your Instagram account is set to private, only your approved followers will be able to see your Instagram story in the row at the top of their feed and within your profile.

If your Instagram account is set to public, anyone can see your Instagram stories both at the top if their feed and with your Instagram profile.

More things to do with Instagram Stories

A. You can also delete your Instagram story if you choose to. All you need to do is:

1. Open your story
2. Tap  in the bottom right hand corner of the photo or video that makes up your Instagram story
3. Tap delete and then tap again to confirm

B. As mentioned before, you can share your Instagram story as a post on your Instagram profile grid of photos and videos.

To do this:

1. Open your story
2. Tap  in the bottom right hand corner of the photo or video that makes up your Instagram story
3. Tap Share as Post

At this point, you can choose to add text and other effects, filters, a caption, your location and then Tap!

This will now appear on your Profile grid of Photos and Videos and in the Instagram feed just like the other photos and videos you have shared.

C. When creating a story, you can mention someone by:

1. Tap  in the top left hand corner of your screen to start your story
2. Tap 
3. Then tap @ followed immediately by the Instagram handle or username of the person you want to mention and then select the username or handle.

The username of the person you have mentioned will appear in your story with an underline and people can tap on it to go to this person's profile.

This user (you have mentioned) will also get a push notification letting them know you mentioned them in your story. They will also get a direct

message that will give them a preview of your story (this also disappears after 24 hours).

Lastly, you can mention up to 10 people in your Instagram story.

D. You can also save your Instagram story to your phone before sharing it by tapping on the  icon

If you have already shared your story, simply:

1. Open your story
2. Tap  in the bottom right of your Instagram story
3. Tap Save Photo

E. You can also choose to hide your Instagram stories from people you select if you wish.

You can do this by:

1. Tap  to go to your Instagram profile
2. Tap  for android or  for IOS in the top right hand corner
3. Tap on Story Settings below Account
4. Tap Hide My Story From
5. Select the people you would like to hide your story from and then tap Done. You can also unselect people by tapping 

Some ways to use Instagram Stories Specifically for Business include:

1. Create an Instagram story specifically about a special offer for your audience that lasts for 24 hours only – the same amount of time an Instagram story lasts for.
You can use a photo (Voucher / coupon) or video for this offer and ask your audience to claim this special offer by replying / sending a message to your Instagram story.
2. You can use an Instagram story to show the “behind-the-scenes” of your business, for example, meeting or working with a client or showing the new project you are working on. This helps your audience get to know you and what you do better or even anticipate upcoming products and services you might have for them.
3. You can use Instagram stories to share the latest news and events in your business. Are you having a Facebook live session, webinar, speaking at an event, running a contest, having a sale? Use Instagram stories as a way to announce this to your audience.
4. Instagram stories can be a way of creating and sharing more content with your audience. You can share your Instagram stories as Posts to your Instagram profile Grid, and to Facebook and twitter as well. This extra content gives you more opportunities for your audience to engage with you.
5. Use Instagram stories to ask your audience questions you want answered! For example, what do they want you to share? What is important to them with regards to the products and services you offer? Which formats do they prefer and so on? They can reply to you by sending a message in direct reply to your Instagram story!