



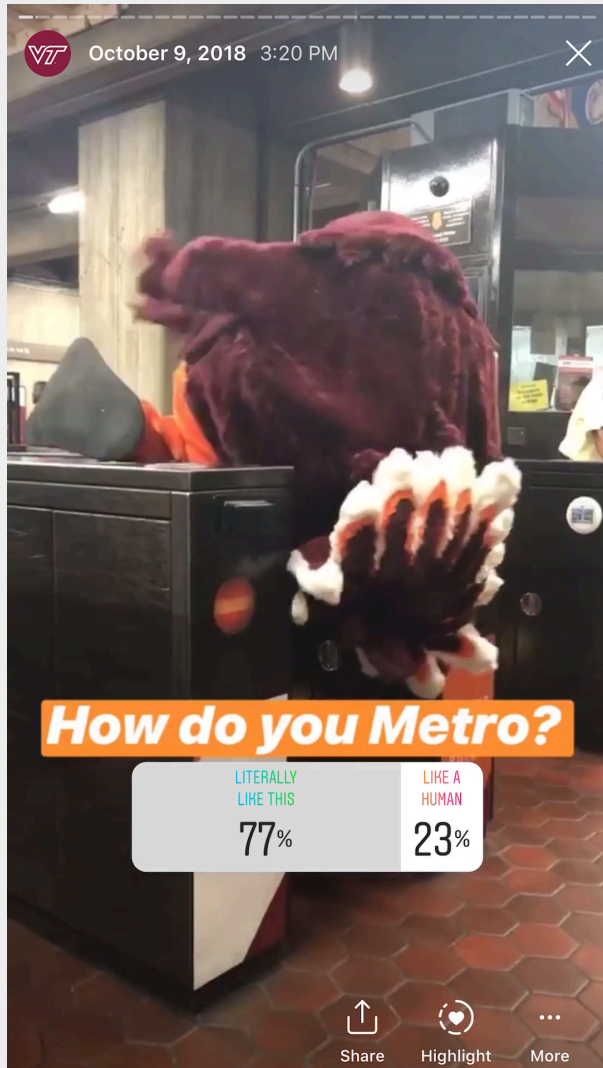
# How to get your audience to stop skipping your Instagram Stories

FAIREN HORNER, SOCIAL MEDIA MANAGER

JUNE 2020



# THE BASICS

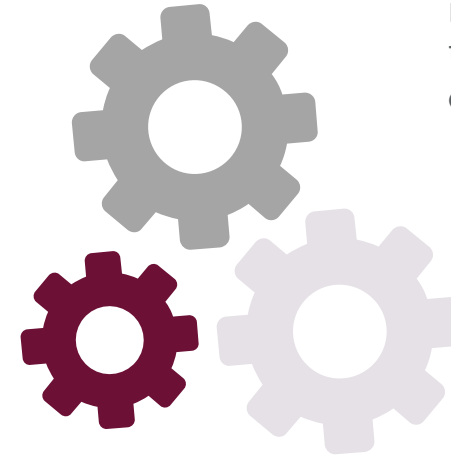


## WHAT?

Instagram Stories allow you to create and tell more-involved stories that are only viewable for 24 hours (unless highlighted).

## WHY?

Drive event participation and level up your engagement and communications, while also accommodating more information than you can on other platforms.



## HOW?

Make sure it's a true "story" to keep users engaged, with a clear beginning, middle, and end. Try grabbing Story photos and video clips in real time, but compose the story and add details later.



# 2020 stats



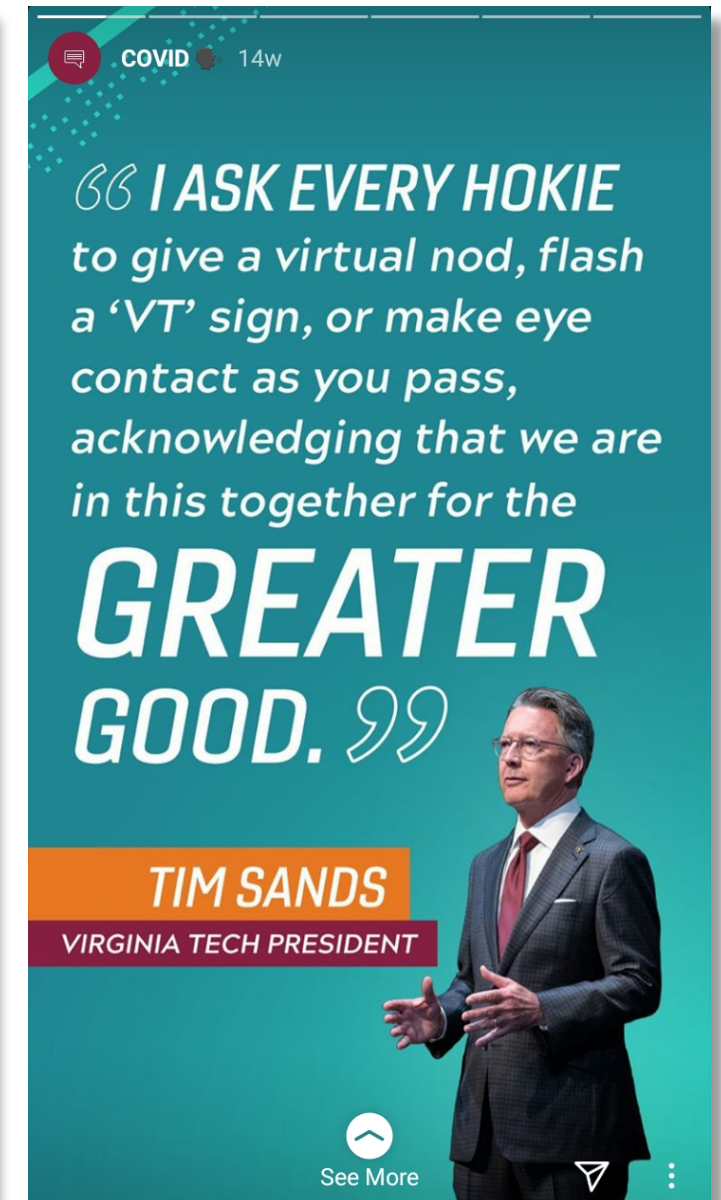
**500+ MILLION PEOPLE  
USE INSTAGRAM  
STORIES DAILY**

**62% OF PEOPLE SAY  
THEY BECOME MORE  
INTERESTED IN A  
BRAND AFTER SEEING  
IT ON STORIES**

# Let's talk specs

## BE AWARE OF YOUR CLEAR SPACE

- This is a 9:16 (1080 x 1920 pixels) platform. 16:9 (1920 x 1080 px) and 1:1 (1080 x 1080 px) content is accepted, but not preferred.
- Avoid upper left and middle and bottom right corners so in-app graphics/icons don't distort your Story slide.



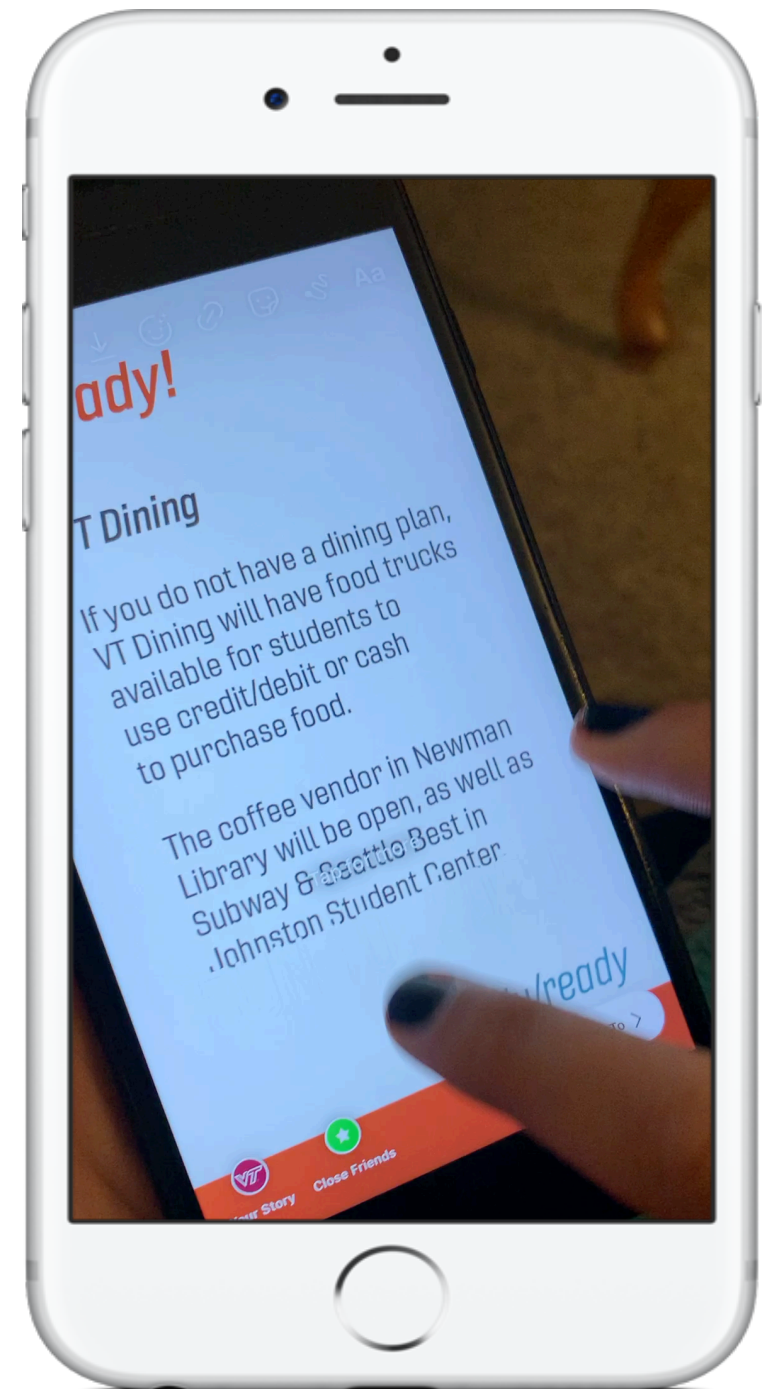
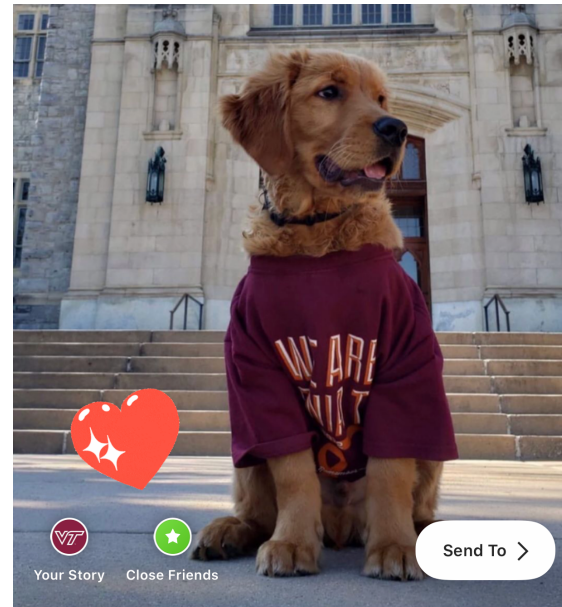
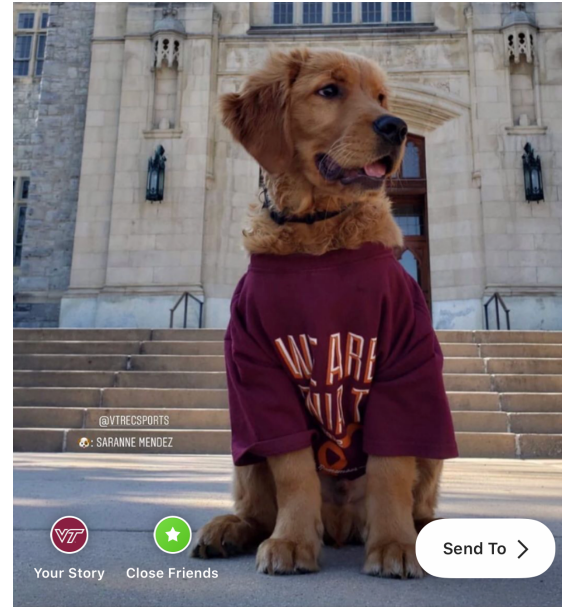


# 「 Tips & Tricks

# Tagging

## HIDE YOUR MESS & KEEP THE ENGAGEMENT:

- Tag relevant users to allow them to easily share your content to their Story.
- Hide duplicate and repetitive account tags and hashtags by swiping them off the screen or hiding them behind GIFs or text.
- Showcase tags that you want to amplify.

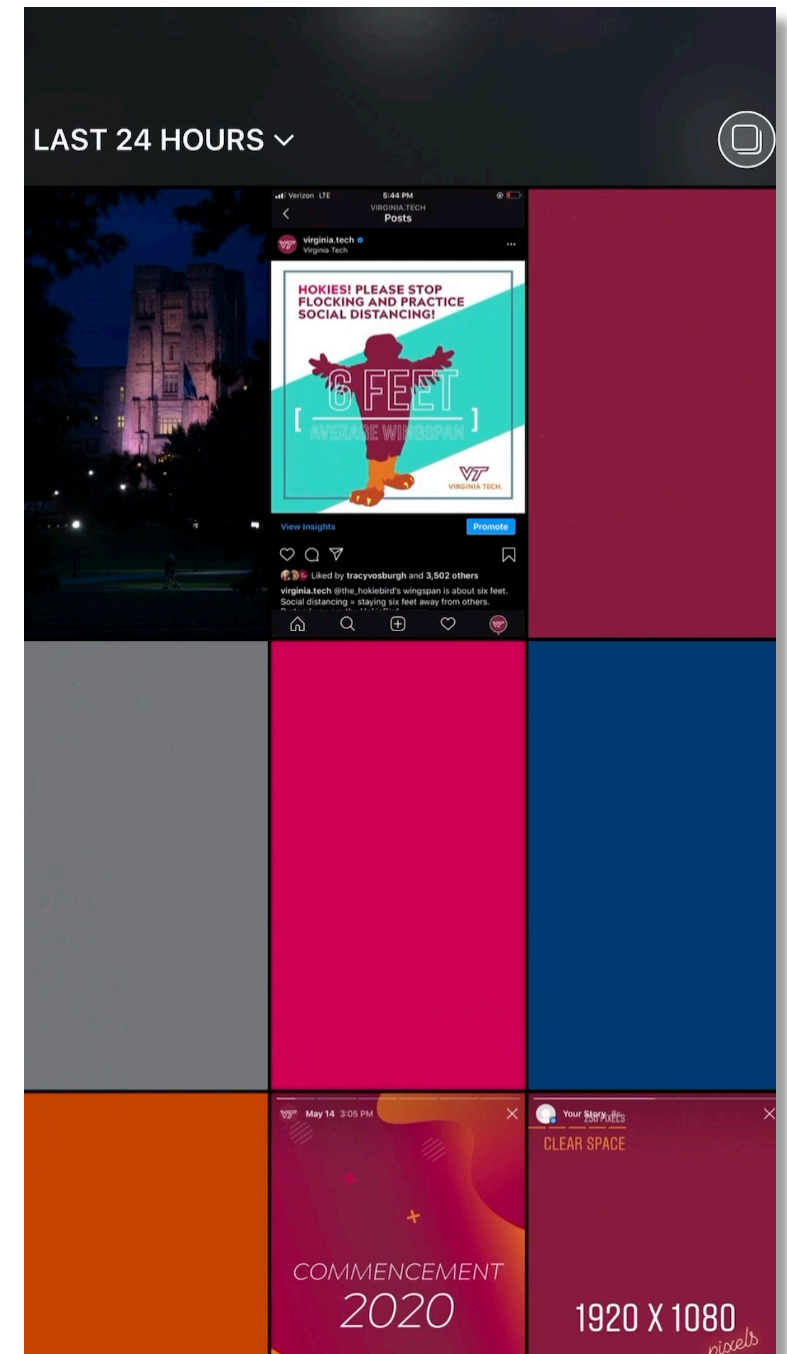




# Brand colors

**DON'T ONLY RELY ON  
THE INCLUDED COLOR PALETTES.  
THE EYEDROPPER IS YOUR BEST FRIEND.**

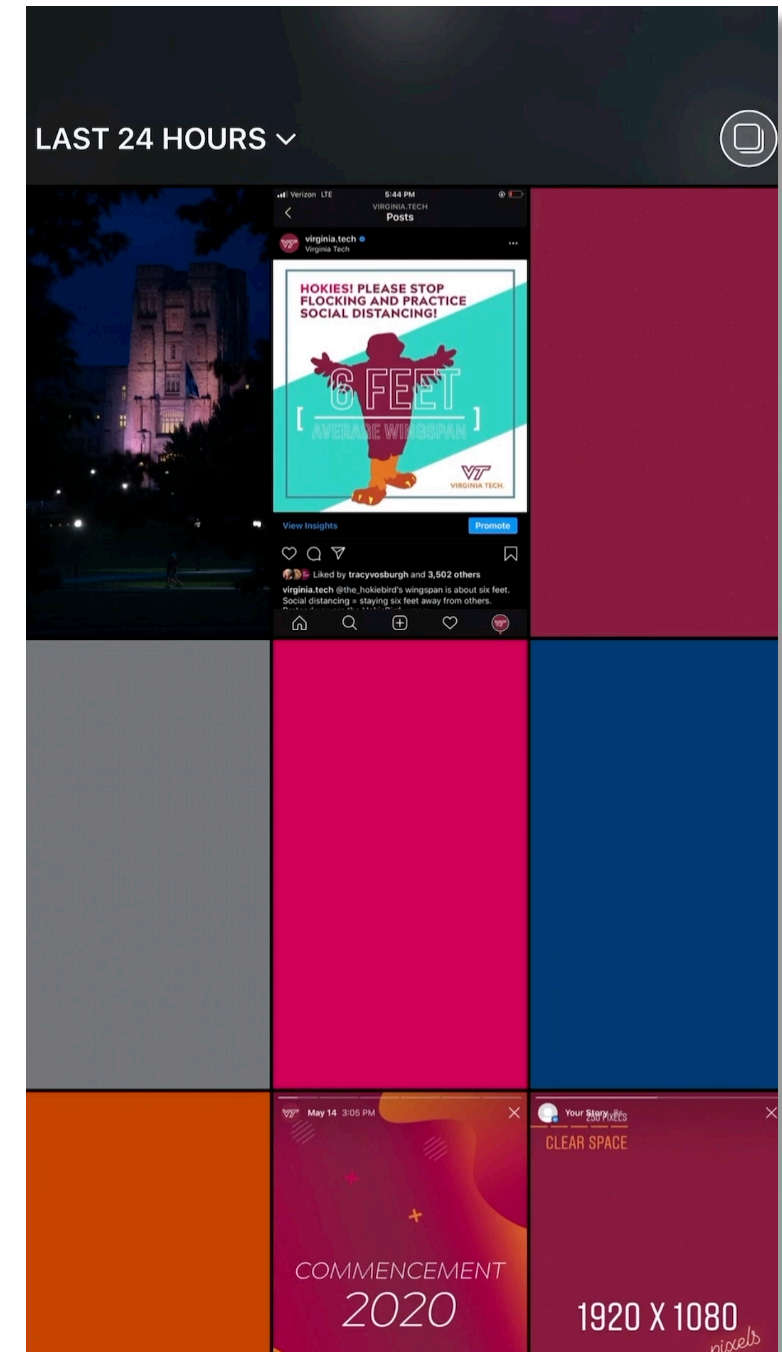
- Create and save 9:16 brand color slides to change your entire background color:
  - Add any image to your Story compose slide.
  - Select the far-right paintbrush tool from the top.
  - Select a color from the bottom and tap and hold the color to access a full, expanded color wheel.
  - Tap anywhere on the screen and hold your finger down to change the background.



# Brand colors

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- To pull branded colors from existing graphics in your camera roll:
  - Select graphic with brand colors to compose, use eyedropper tool to select desired color, tap and hold.
- For a translucent background:
  - Select the middle (marker) paintbrush; tap and hold on the background.
- NEW: Stories now have an “arrow” paintbrush, so goodbye to sloppy arrow drawing.





# Brand fonts

## STAY ON-BRAND

- Utilize free websites such as Canva, Adobe Spark (free with Creative Cloud membership), and other apps, to start with a branded slate.
- “Modern” font is closest to VT’s Gineso so use that as much as possible.
- Sometimes simple is ok.

## ADOBE SPARK: GINESO

LIVE NOW:  
VIRGINIA TECH'S  
“UNFINISHED  
CONVERSATIONS  
ON RACE”  
DISCUSSION



## INSTAGRAM: “MODERN”

My fall 2020 question is:

Does the dining money that  
rolled over still get the discount  
it had last semester?

YES. OFF-CAMPUS STUDENTS  
CAN USE THEIR MEAL PLAN  
AS THEY NORMALLY WOULD  
DURING THE FALL SEMESTER.

[vt.edu/ready](https://vt.edu/ready)

See More →

Seen by 13301

# Typography aesthetics

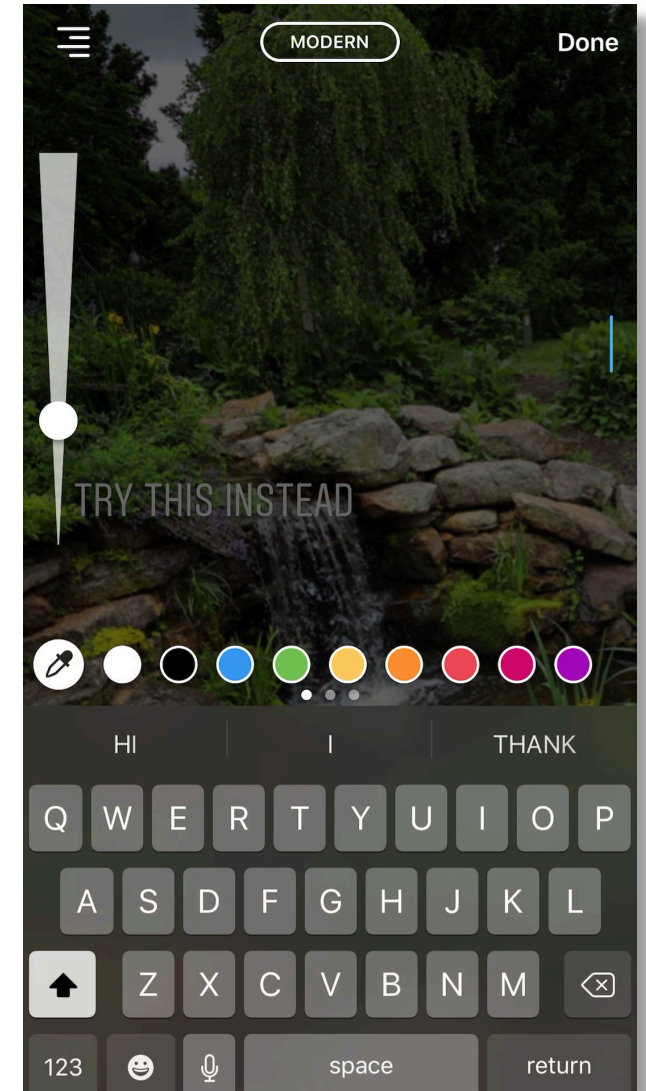
## AVOID PLAIN TEXT ON BUSY IMAGES:

Instead, utilize in-app graphic elements to add a backdrop.

### DON'T



### DO





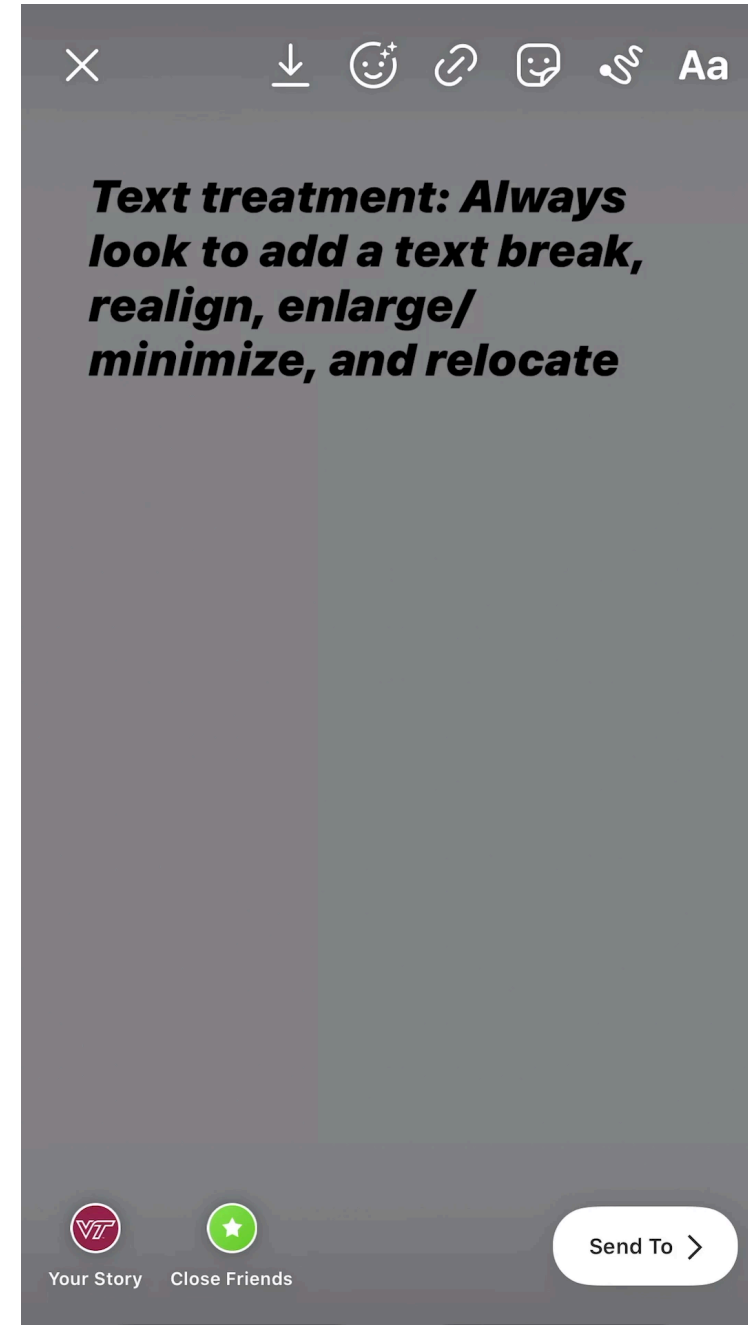
# Typography aesthetics

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## SPEND QUALITY TIME WITH YOUR TEXT

Your text will rarely be good to go as-is. Look to add a text break, re-align, enlarge/minimize, and relocate. Unless you are using a solid background, your text will almost always need a backdrop.

Use punctuation marks as graphic elements!



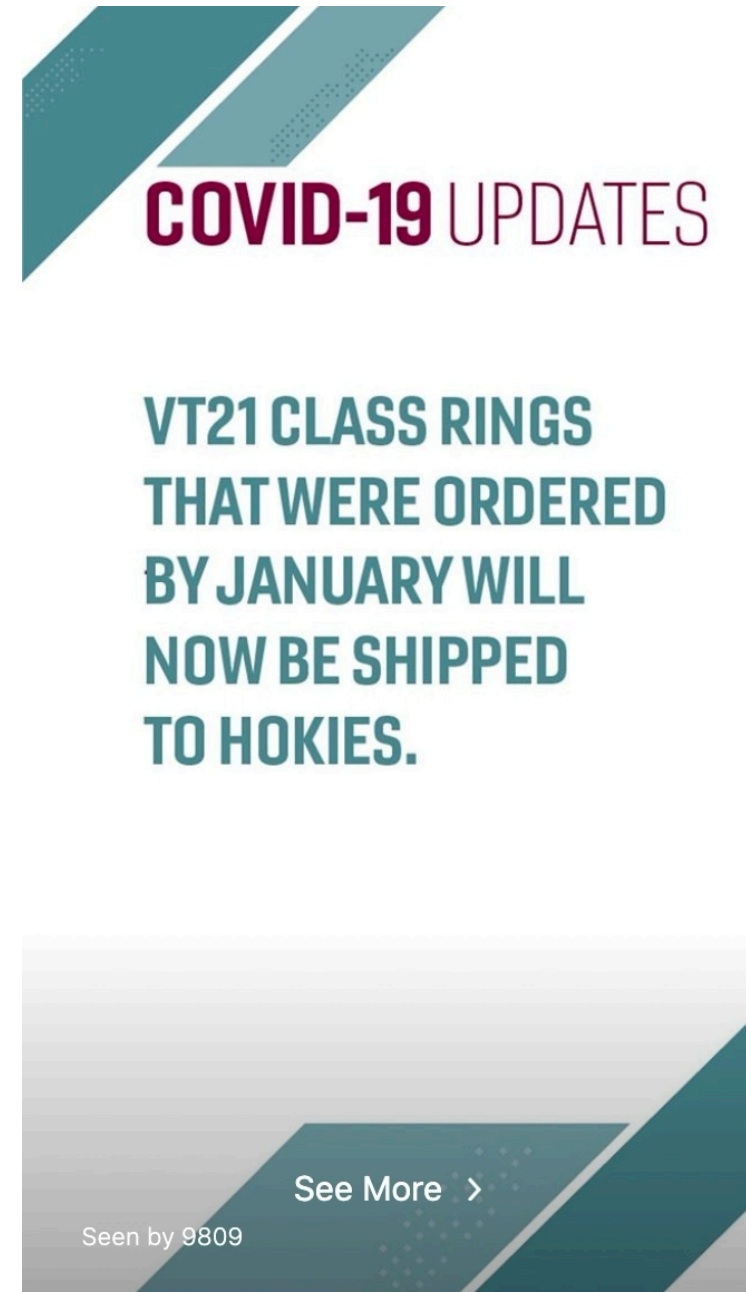
# Typography aesthetics

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## USE THE POP-IN TECHNIQUE

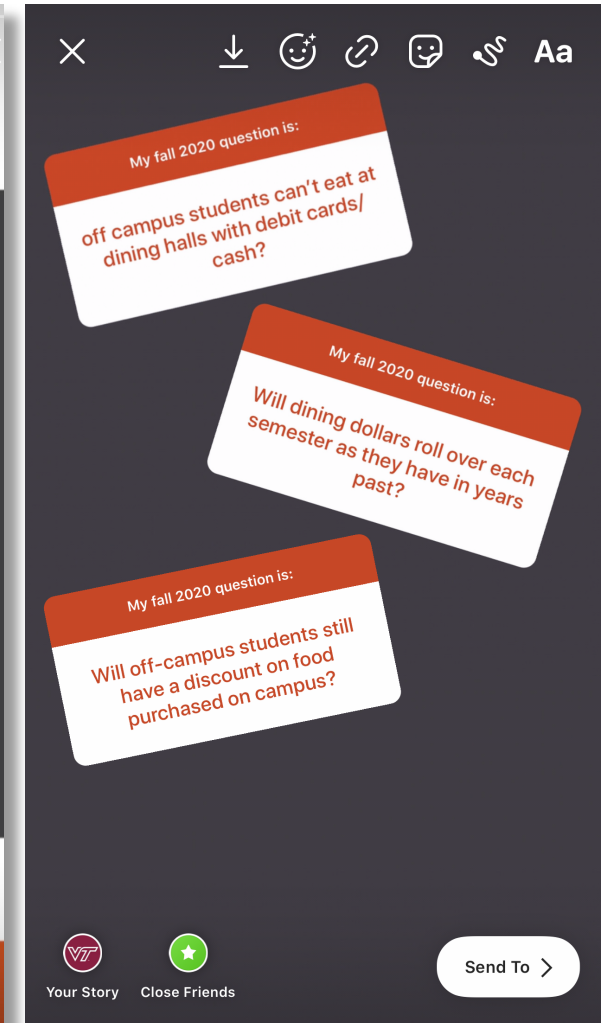
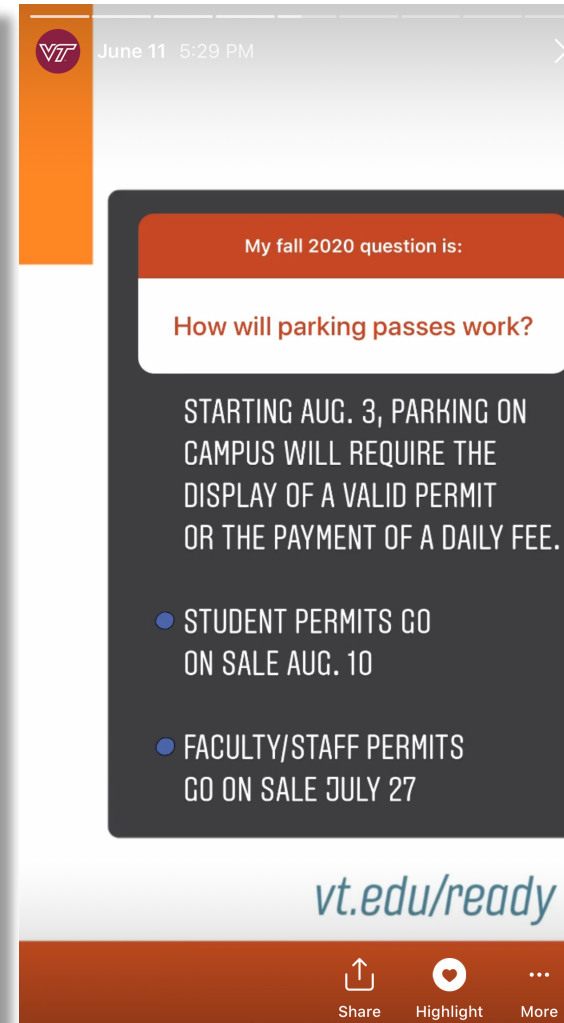
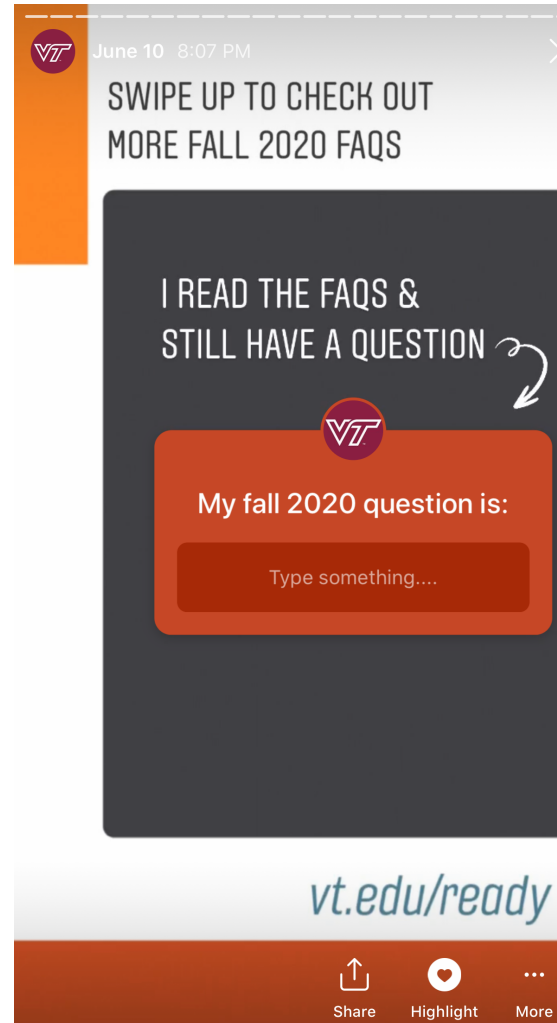
Followers remain more engaged with the Stories if they build upon themselves, so consider doing series of reveals with the important content you want your followers to see.

(Post the same photo multiple times, with different “pop-up” text added to each additional post.)



# Interactive features: Q&A

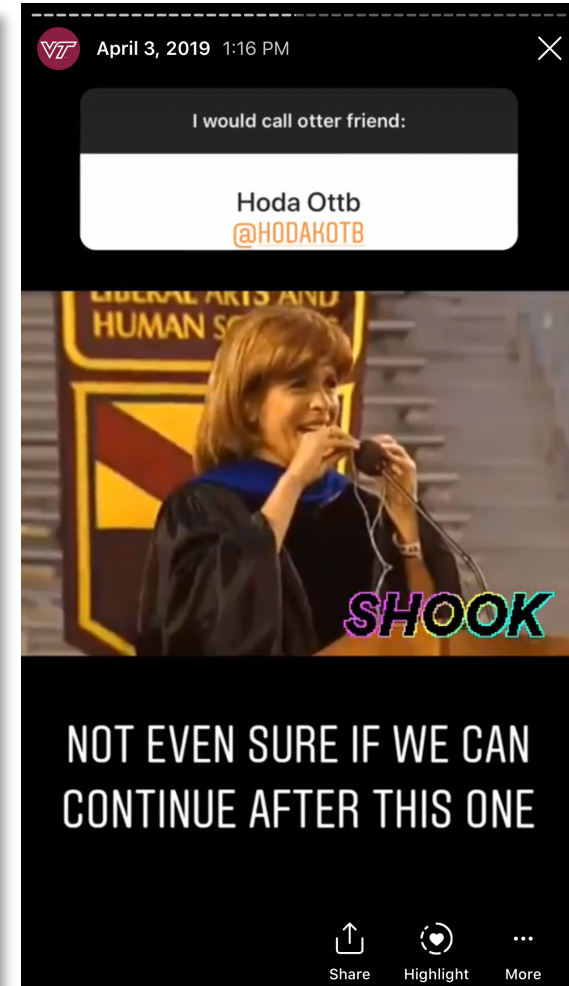
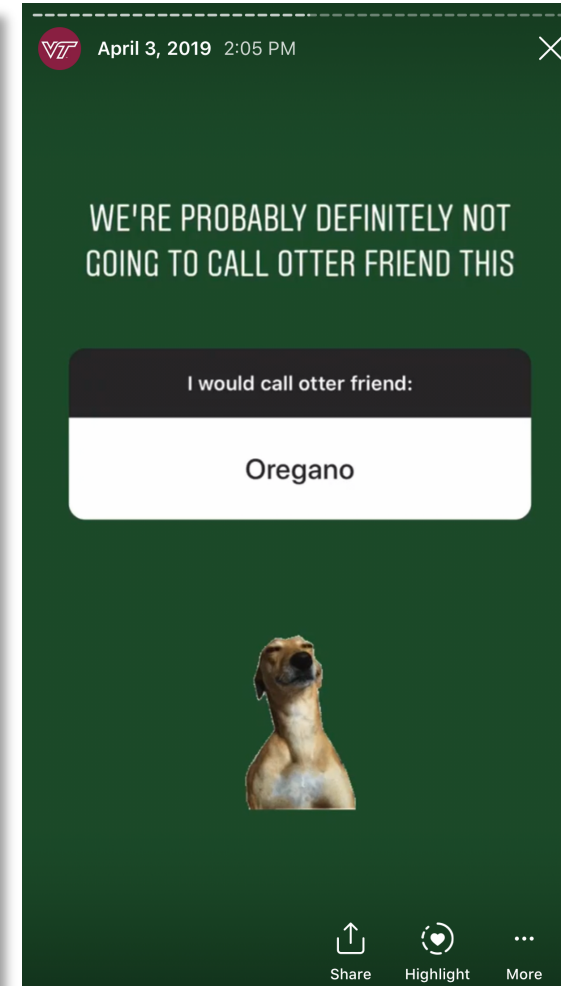
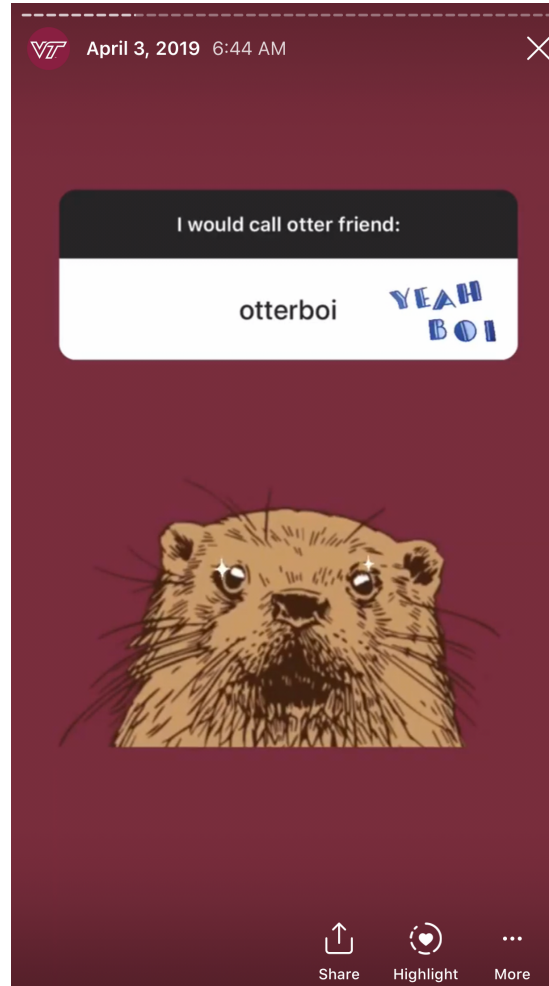
- Intro a questions segment with the answers you already have for your audience and utilize the sticker to seek out answers you still need to gather for them.
- Prepare an answer template.
- Review all questions before you begin responding.
- Screenshot and create a background slide with questions to address multiple at once, as needed.





# Interactive features: Q&A/survey

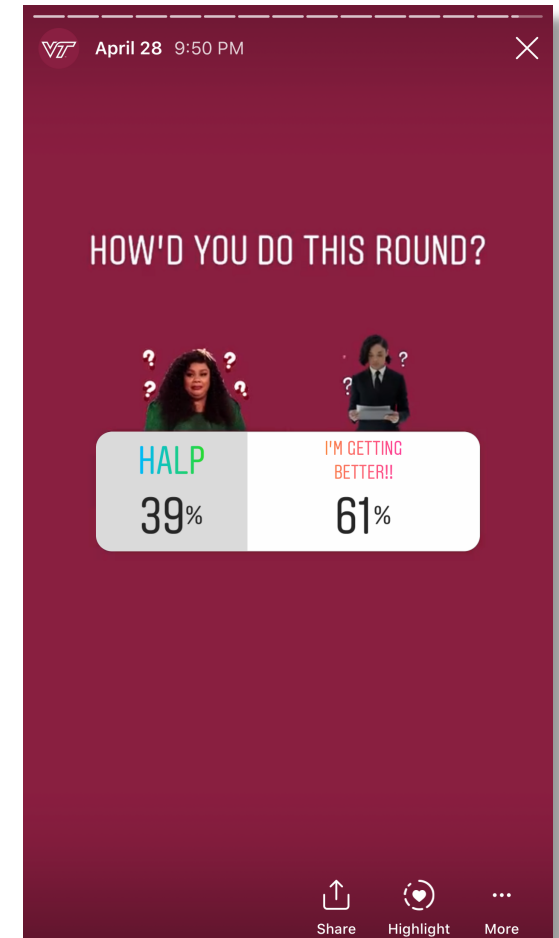
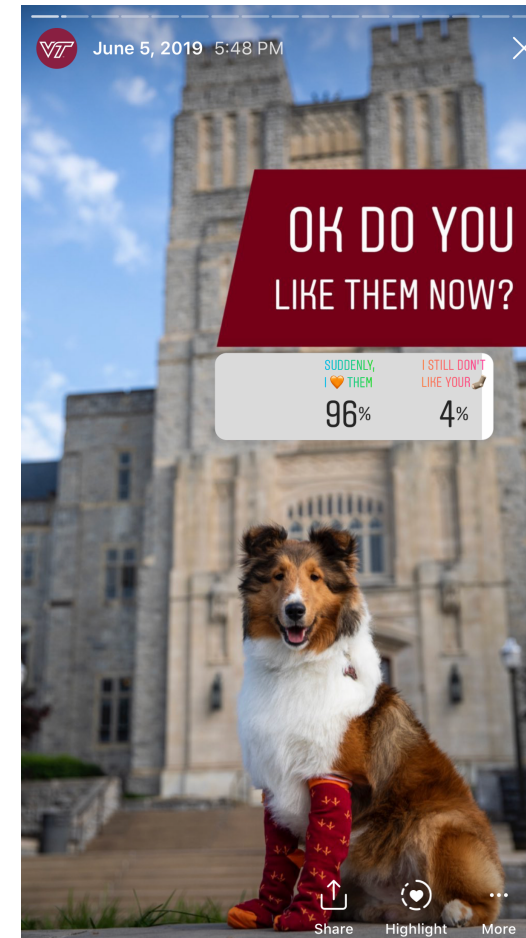
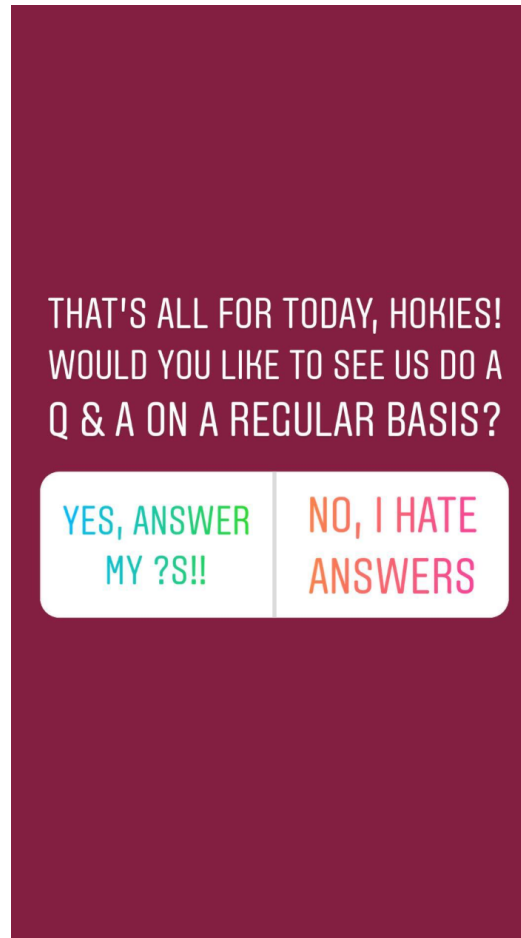
- Offer engagement-Q&A sessions, but you still need a goal.
- Share background info on the project you're crowdsourcing content for.
- Showcase best answers first and mix up a variety of responses from various users (many users will share multiple submissions).
- Elevate answers that are likely to lead to more submissions and utilize copy and features that will encourage more to play along.



# Interactive features: Polls

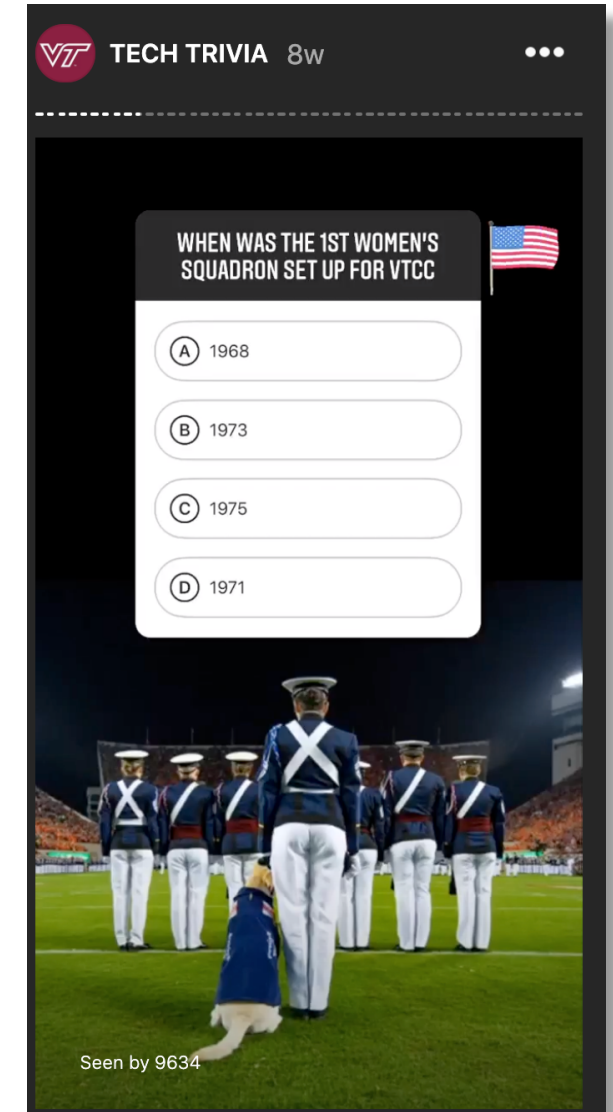
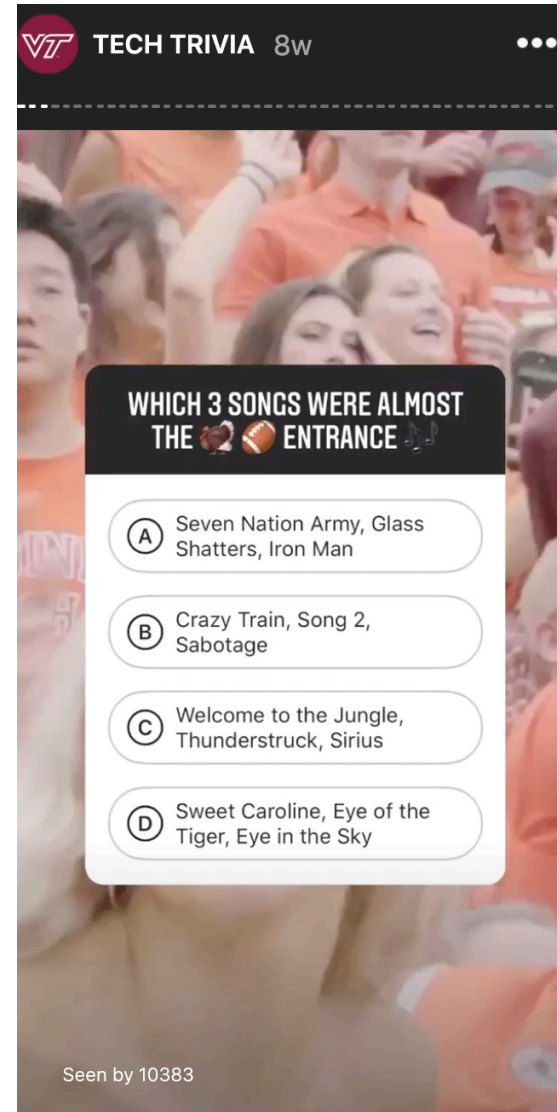
## MAKE THEM WANT TO PARTICIPATE

- Avoid simple “yes/no” polls



# Interactive features: Trivia

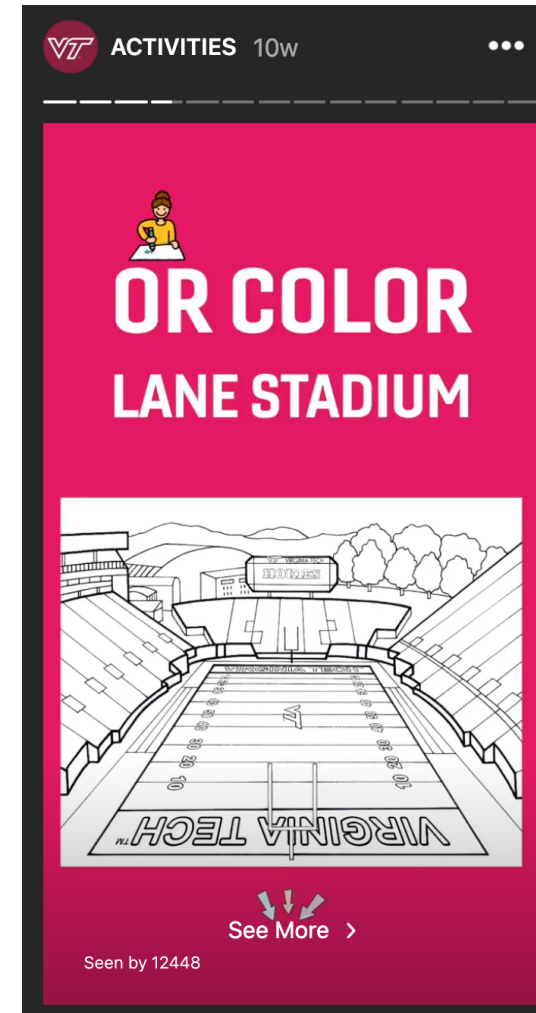
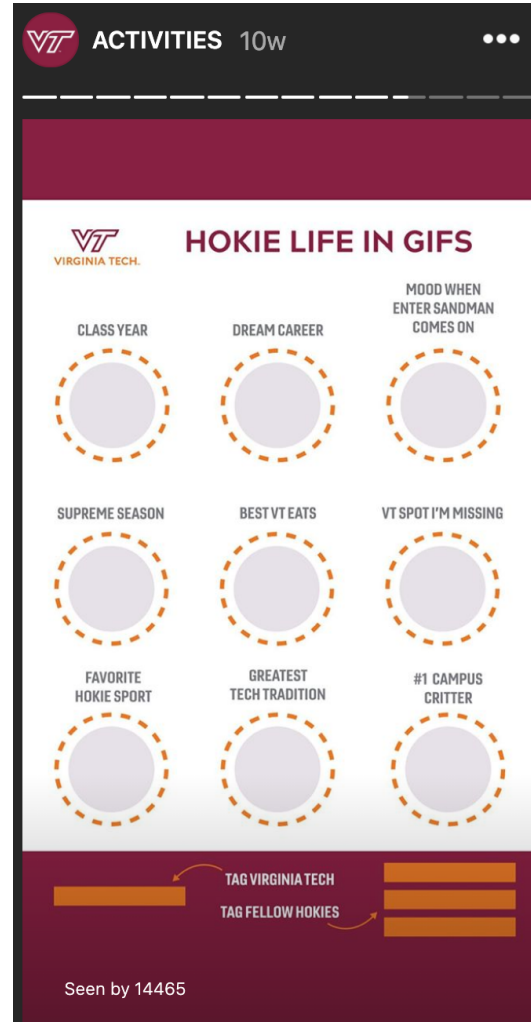
- Pay close attention to the placement of your trivia sticker, in terms of your background content. Also, avoid sharing it too close to the edge of the slide where users may have trouble selecting an answer.
- Test it out on multiple phones (as you're able to).
- Note that Giphy stickers placed on or too close to the trivia sticker will be hidden once posted/clicked on.
- Choose a highly visual background and avoid simple solid color backgrounds.
  - Build out templates with your stock of photos/videos.





# Interactive features: General engagement

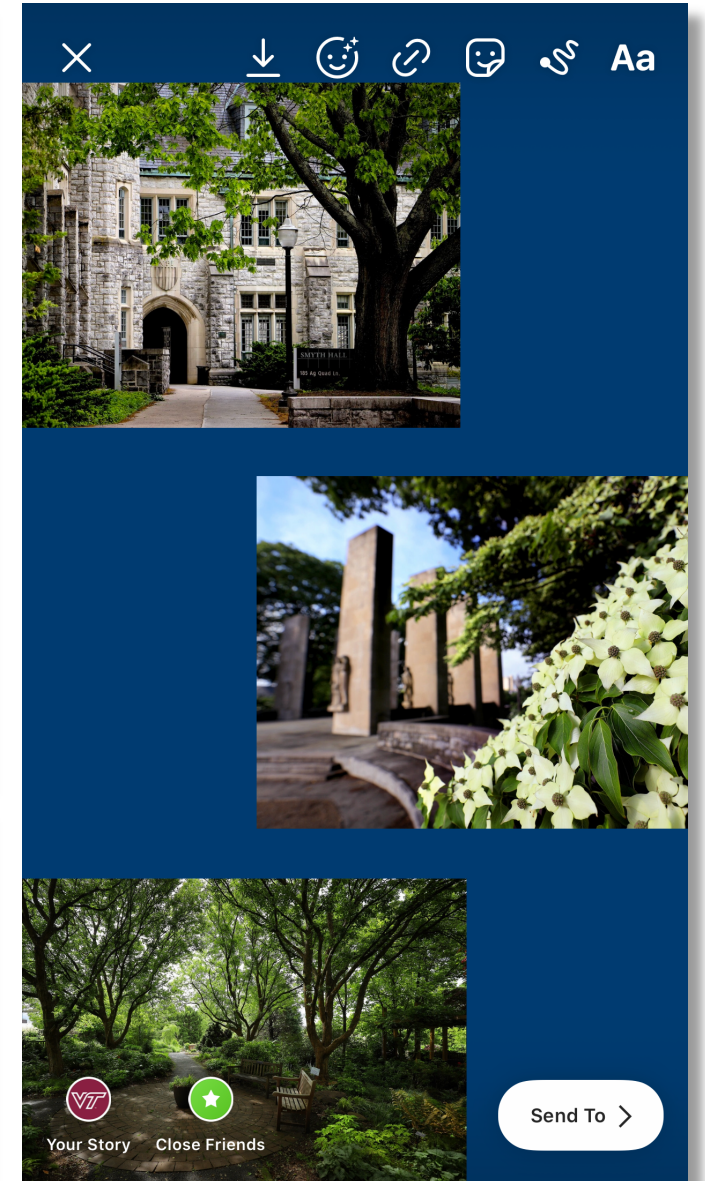
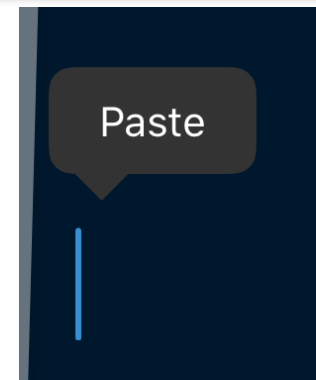
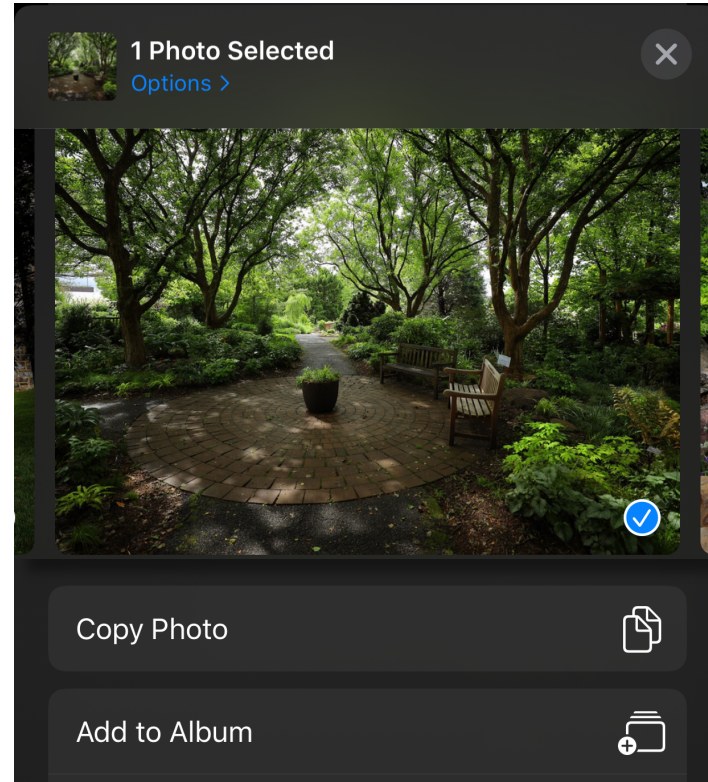
Think of simple DIY virtual engagement ideas for your audience during COVID-19.





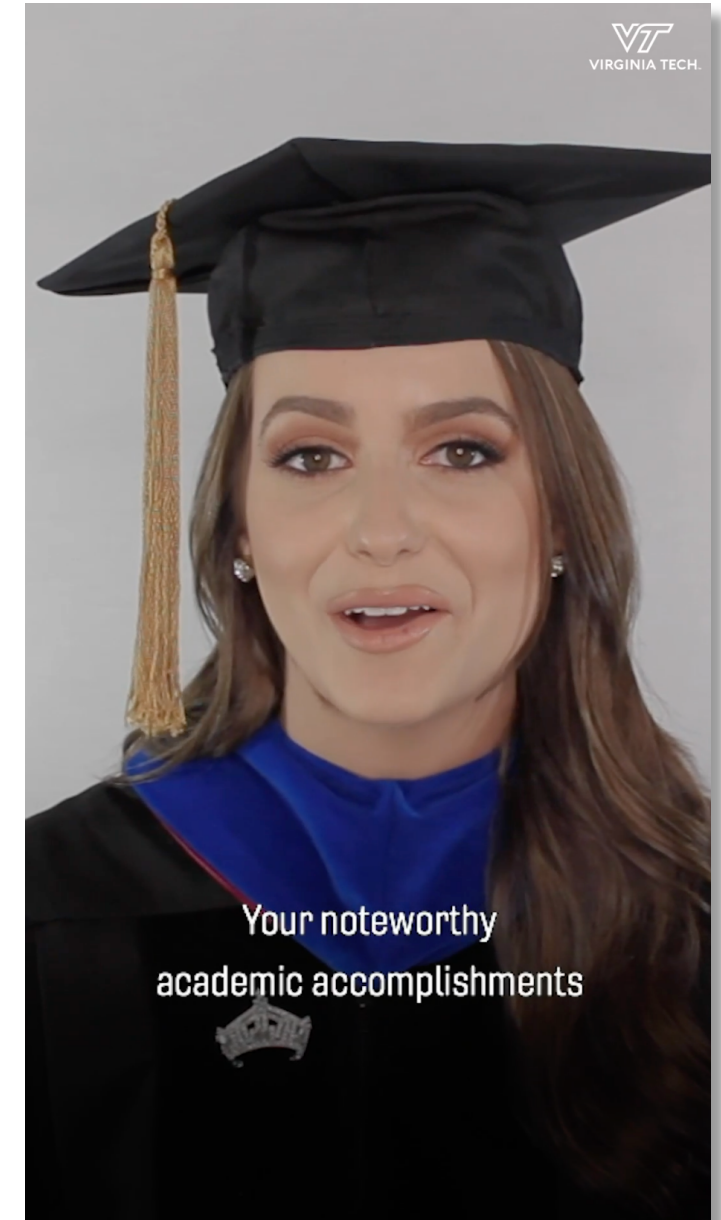
# Photos

Easily copy and paste photos from your camera roll onto Story slides for a quick background/collage.



# Video & Accessibility

- Currently no built-in accessibility features for transcribing videos, so open captions are key.
  - Also called “burned-in” captions
  - Can’t be turned on/off
  - Benefits people who are deaf but not those who are blind
  - Be aware of color contrast/placement/size of text and logos
- Specs: 9:16, with open captions, slides are viewable <15 seconds, but users can tap to pause.
- For a full video: Files do not need to be cut into 15 second clips because they will roll over into the next slide, but only for videos up to video one minute long for each upload.
- Instagram Stories allow for horizontal videos, where you can add text above and below the video, but 9:16 is best-supported by the platform.



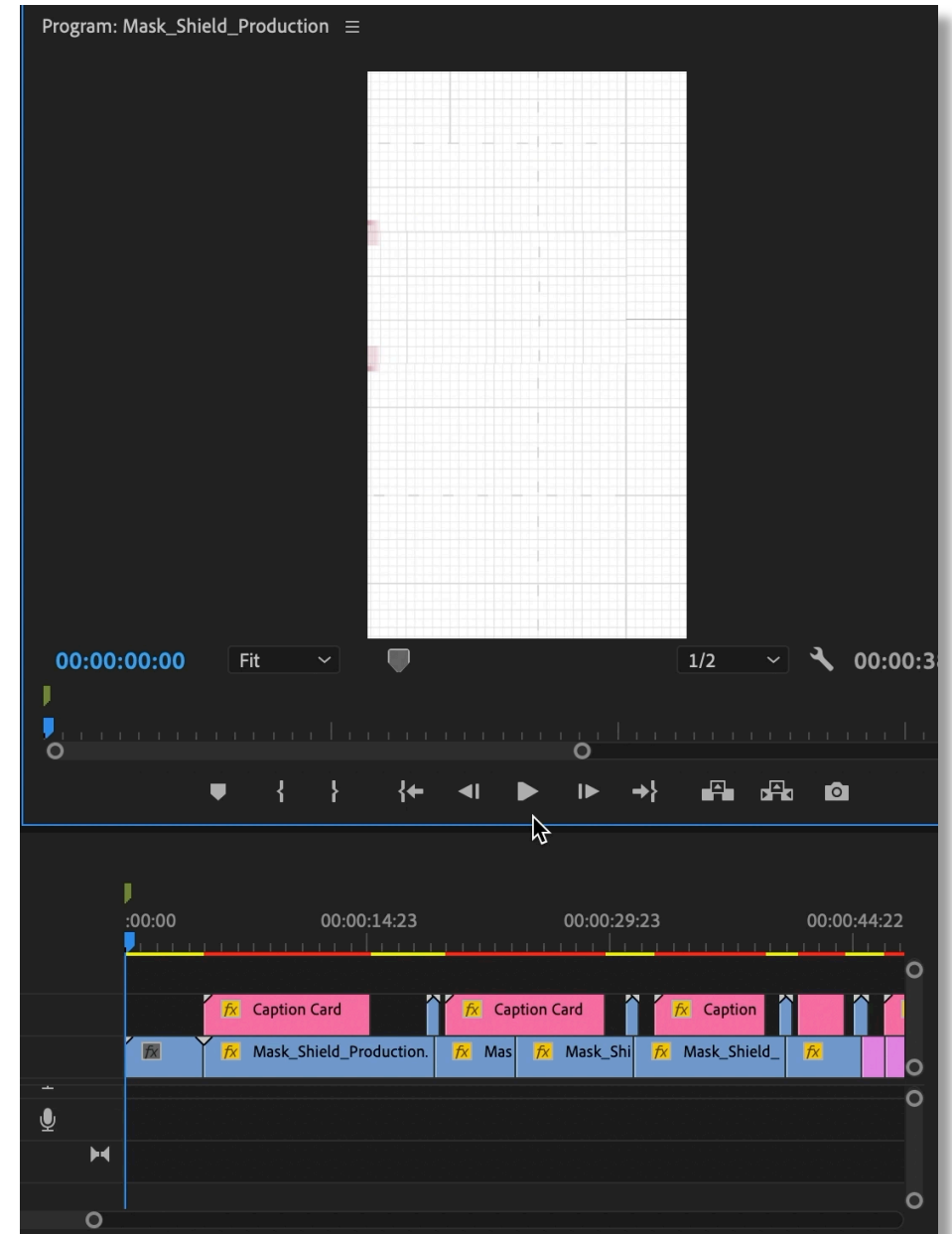
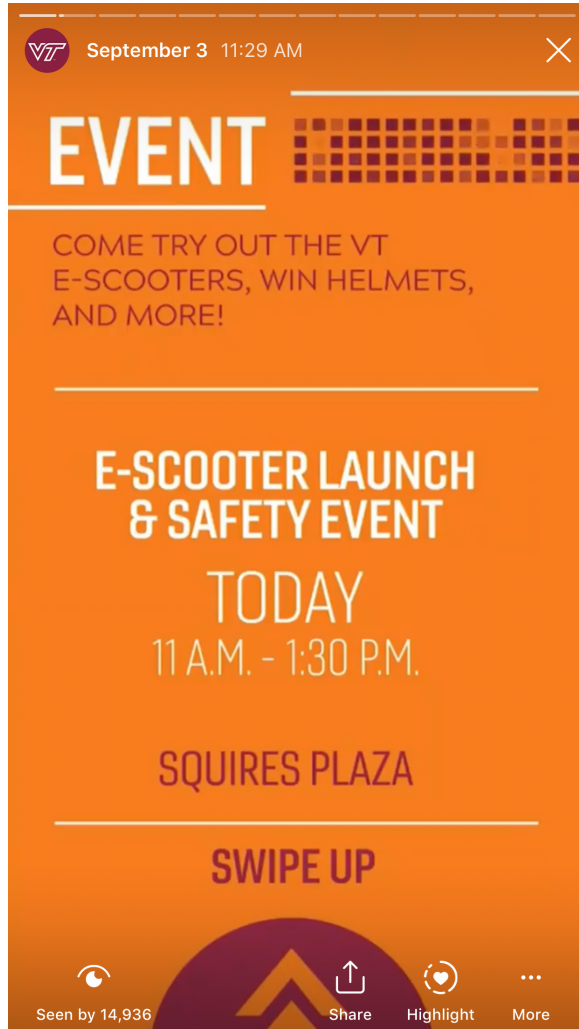
# Video & Accessibility

- Clipomatic (\$5): allows for live-captioning in over 30 languages and allows users to make manual corrections to the auto-transcribed captions. Download it here: <https://apps.apple.com/us/app/clipomatic-text-on-videos/id1263032315>
- Clips (FREE): an app from Apple that allows users to record themselves and then edit captions manually. Download it here: [apps.apple.com/gb/app/clips/id1212699939](https://apps.apple.com/gb/app/clips/id1212699939)
- Contact VT 4Help with software questions.



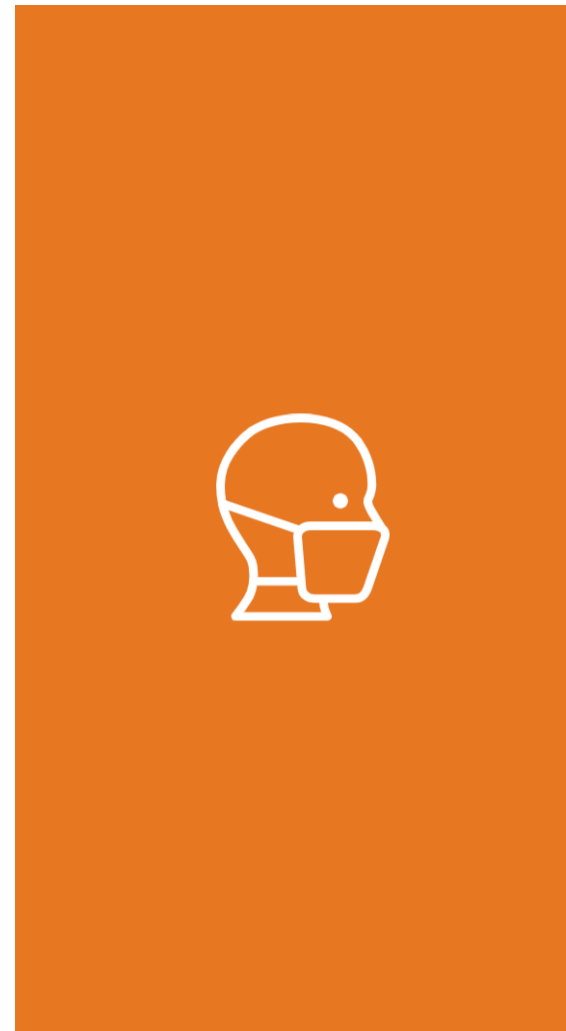
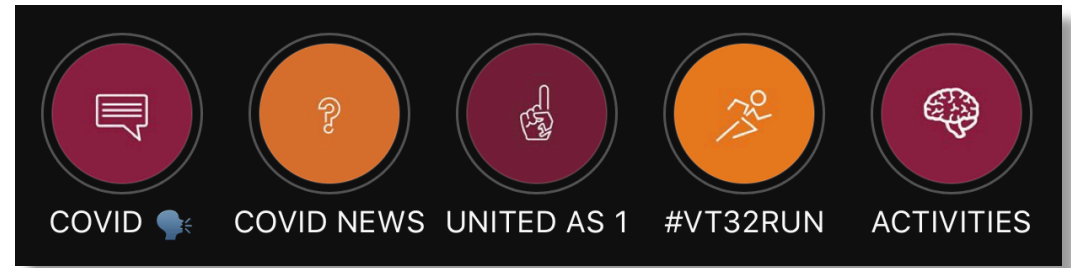


# Video: Premiere Editing



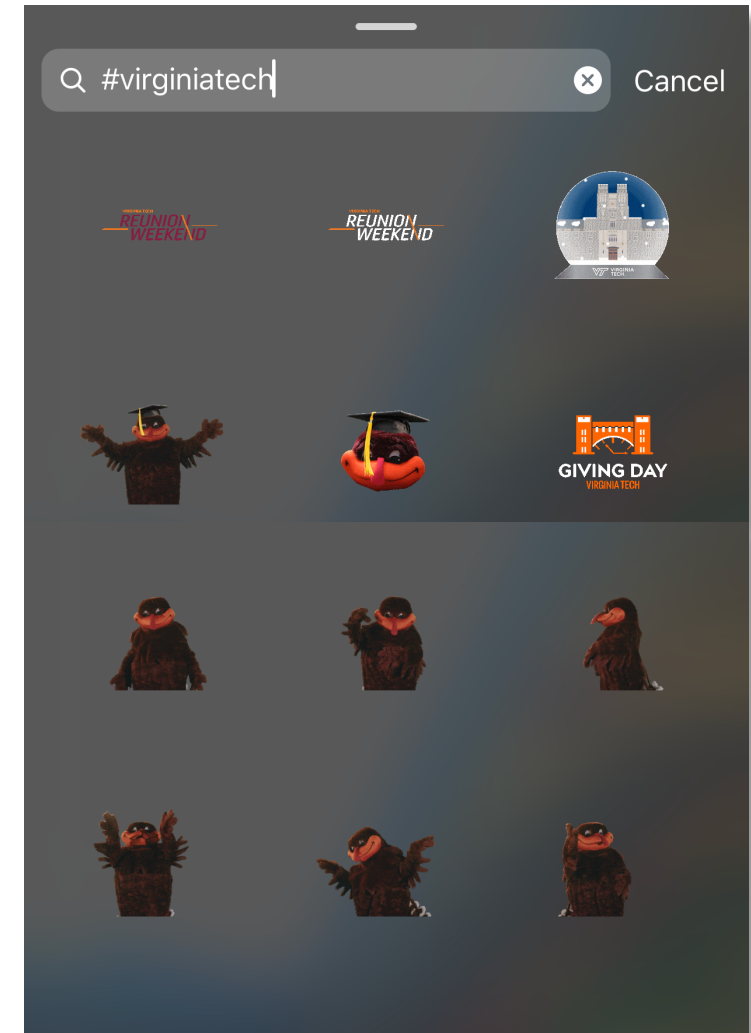
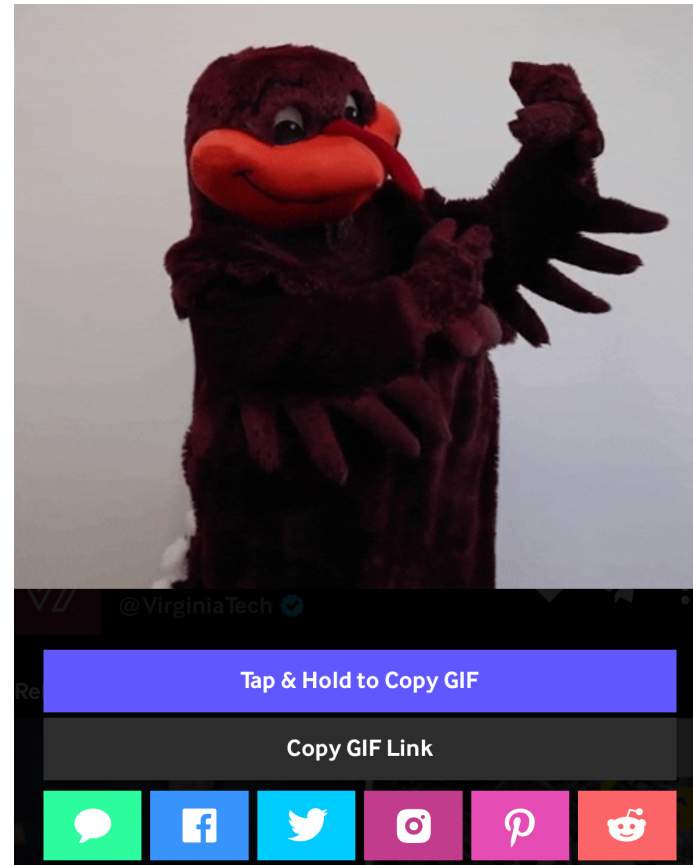
# Creating highlight covers

- Create a 9:16 template in Adobe Spark or Canva.
- Add branded color background.
- Select icon, change icon color, center, resize, export, and upload to highlight cover (replacing the default first highlight photo cover).
- 15 character limit on IG highlight titles.
  - ~10 character limit on the title that appears on your public page before being cut off with “...”
- Slides removed before the 24-hour period can't be added to a highlight.
- Regardless of when they're added to a highlight, slides will be added in the order they were posted.



# GIFs

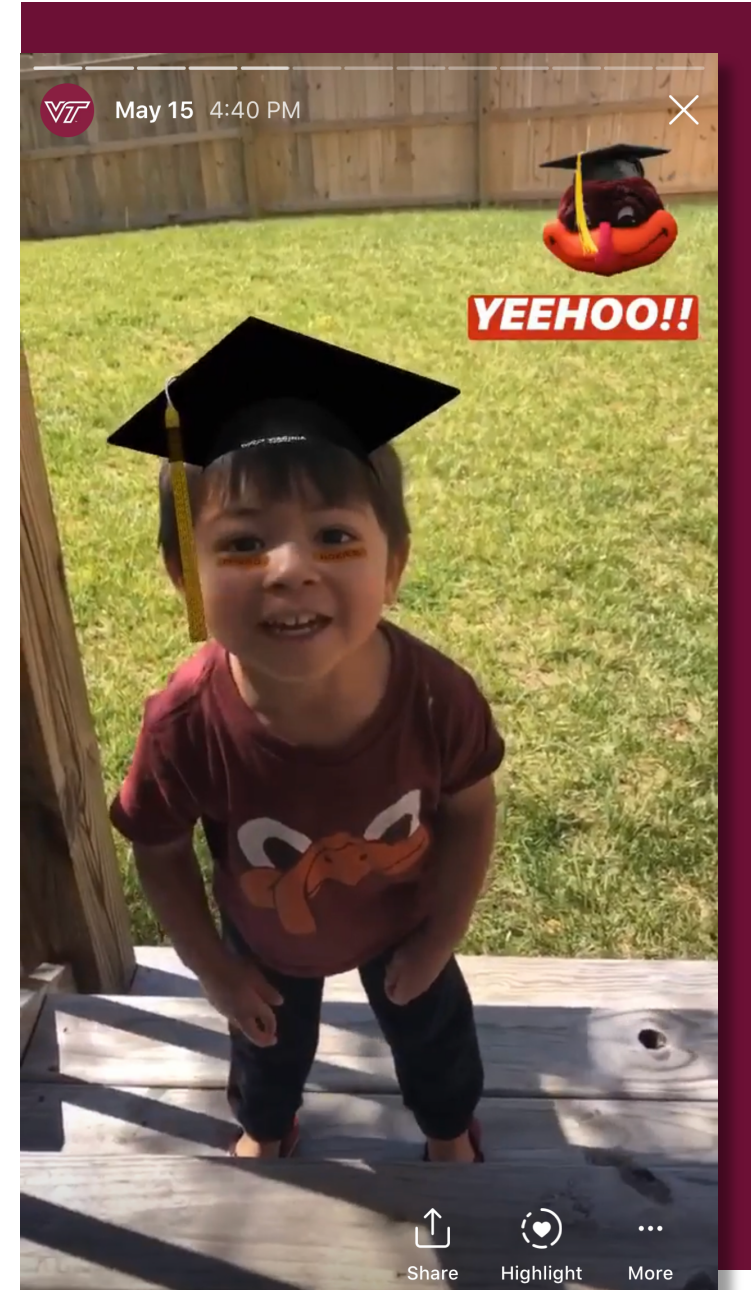
- Easily upload full-size GIFs to Stories by selecting “share to Instagram Story” in the Giphy app.
- Find Virginia Tech Giphy stickers to use by searching #VirginiaTech and other VT brand key words.
- Create your own stickers: must be exported with at least 20% transparent pixels (no solid backgrounds), be 500-600 pixels, with even height and width, and set to forever loop.
- Think about the implied meaning behind the GIFs you’re selecting.





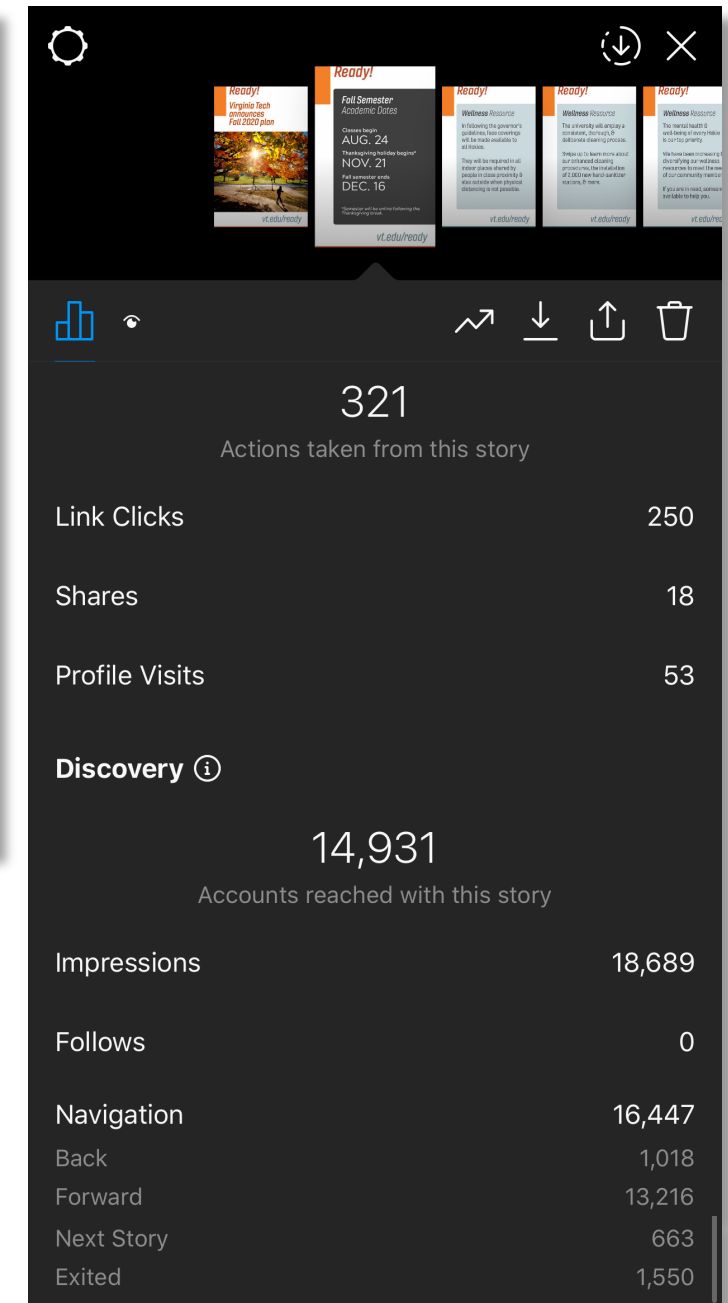
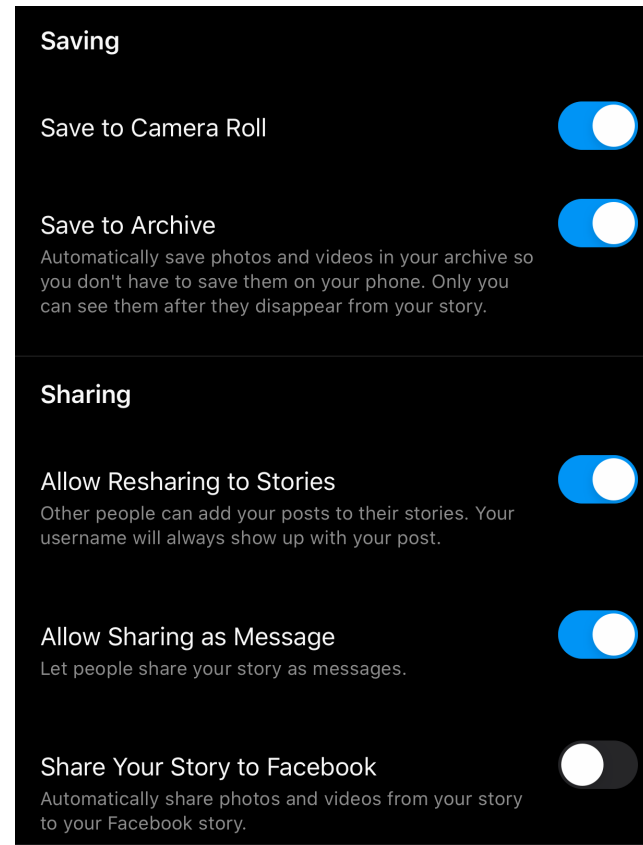
# AR filters & URLs

- 10,000 followers must be gained before unlocking the “swipe up” feature that allows you to include URLs in your Story posts.
  - However, you can explore free websites/apps to accommodate URLs on your page.
  - (Please reach out to VT IT/4HELP for more on approved software.)
- AR filters are free to upload!



# Analytics

- You want to pay attention to shares, profile visits, follows, and “tap backs” for positive measurement. (For those who have URL linking capabilities, pay attention to your link clicks too.)
- “Next story” and “exited” are also valuable negative feedback to consider.
- Your in-feed posts can be shared to other users’ Stories if you turn on this setting, but Story slides can only be shared by users you have tagged.



# Takeaways

1. Don't take the easy way out: Spend time with the Stories and its features...seriously.
2. Be strategic: Don't treat your Stories feed like a dumping ground for junk content and start prioritizing this platform with over 500 million daily users.
3. Use the interactive features and analytics to your advantage: Listen to what your users are asking for and pay attention to what they're responding to.
4. Experiment and engage: Don't be all business (under non-COVID circumstances). Engage your audience with light content so they'll be a captive audience when you have heavier messages to push out.
5. Instagram has a lot of work to do on Stories' accessibility.



Hey! Before this expires and disappears can you add the story to your highlights so I can keep watching it forever because it makes me so happy and definitely improves my academic performance

# Questions

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