

INSTAGRAM STORIES BOOTCAMP

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Why Stories?

- Are they more or less popular than the main Instagram feed?
- What makes them different from the Instagram or Facebook feed?
- How do people consume Stories? (Hint: tap, tap, tap, swipe, swipe, tap)
- Will people be viewing / creating Stories a year from now?
- Should you be doing Facebook Stories too?

Stories Bootcamp – Basics

- How to create a Story or multiple Stories
- Story CONTENT TYPES (video, photo, text, Boomerang, etc.)
- Story CONTENT FORMATS (single, related multiple, unrelated multiple, timeline / chronicle, narrative / story arc, repost, post to Story)
- Best Stories for retention and/or engagement
- Readability and comprehension (i.e., what can you communicate in approx. 2 to 15 seconds?)
- What to do right before and after Stories disappear in 24 hours
- Story Highlights: why they're useful for communicating / promoting your brand; how to create them; importance of Highlight covers and titles

Stories Bootcamp – Advanced

- What's your Story strategy?
- What makes a Story or string of Stories compelling, interesting and/or helpful?
- Tactics for promoting a product or service with Stories (readability, call to action, swipe up, next, hold to read)
- How many Stories are too many per day?

- Best time to post Stories
- How to repurpose existing content into new Stories
- Helpful Story hacks you might not know about
- Helpful gifs and stickers you'll want to use, and why

Hashtag Strategy for Stories

- Do hashtags matter in Stories?
- How many to use and where to put them (depends on purpose)

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