LESSON Transcript

00:00:02
A story is ephemeral content that disappears after 24 hours.
00:00:09
It sits in a Circle at the top of your Instagram for 24 hours so it's great for an inspirational message and alert to event that's coming up. Sharing something that you're excited about right now. Good morning. Message a Happy Friday message shared Friday morning. It will be gone by Saturday morning.
00:00:31
And then remember the training I showed you about HIGHLIGHTS at the end. If it's a really great one like you are promoting an event or you're promoting a product or something, save it to your highlights to the right highlights with the title. Your content can be very relaxed.
00:00:52
Doesn't have to be over branded. Obviously there must be congruence.
00:00:57
But you don't have been perfect 'cause it's going to disappear in 24 hours. And when you share a story, that is often how you attract new users.
00:01:07
To follow you because hey see you in the story. The story is available to everybody, not just your followers.
00:01:15
So people will click on your circle to view and if they like what they view, the chances of your profile at mention is below.
00:01:23
They're gonna click on that. You don't look at your profile.
00:01:25
A video story is 15 seconds Max. If you use something longer than 15 seconds.
00:01:32
'cause you can create a post that's longer than 15 seconds, but It'll cut off in your story, so rather don't create a 15 second video or a photo story last 7 seconds.
00:01:49
Think about people have 7 seconds to digest. You should be sharing copy on a person that can be read easily and digested in seven seconds.
00:02:00
I want to show you this part when we go to create a story we get this at the top of the screen. I will point it out that.
00:02:10
Is where you find STICKERS.
00:02:14
That is where you TYPE COPY onto the post.
00:02:20

That is where you can create any ELEMENTS like sparkles or confetti, or just make your story interesting. Your content can be very relaxed, doesn't have to be over branded. Obviously there must be congruence.
00:02:41
But you don't have to be perfect 'cause it's going to disappear in 24 hours. And when you share a story, that is often how you attract new users.
00:02:52
To follow you because they see you In the story
the story Is available to everybody, not just your followers.
00:02:59
So people will click on your circle to view and if they like what they view, the chances of these your profile at mention is.
00:03:08
Below they're going To click on that, Look at your Profile
I have got A breakdown in the.
00:03:14
Notes of all the STORY STICKERS.
00:03:19
And you can also when you go in here actually type To search a sticker or an emoji so you can put fun Friday for example. And Instagram will give you emojis that you could possibly use to make your story interesting.
00:03:37
A story is fun. It should be engaging. You have people's attention for seven or 15 seconds at the most.
00:03:45
Engage them and encourage them to go to your profile or encourage them to get to know, like and trust you, and you can share as many stories as you like.
00:03:57
I recommend one a day every 24 hours. You have an updated story. They are shopping stickers and you have a shop your.
00:04:05
Able to tag products in your stories, which is a great way to convert people.
00:04:13
This is YOUR QUICK TUTORIAL ON how to very easily create a story
which will be on your profile for 24 hours.
00:04:27
And to show you how to do it in easy steps
00:04:32
First .Along the top the circle. This shows you where the stories are. They appear at the top of your.
00:04:39
Screen, it's not always people you follow, so you can scroll across, believe it or not, people actually click on these links and find content so you would click and you would decide.

00:04:53
If you like it, you can send a message you can go and click on the top and go and look at the profile and that's how you would track new followers.
00:05:03
That's just where you find stories. Now you want to create a story so you go home news feed.
00:05:11
Where I see the stories at the top and I see my newsfeed now I want to go and **CREATE MY OWN STORY.**
00:05:20
So I go To my profile. I go to my grid. I select a post. And I click on the paper aeroplane.
00:05:37
There I get add my post to story and tap that.
00:05:43
I can use two fingers to enlarge to move to adjust the image on the screen. I love these coloured.
00:05:53
Backgrounds that Instagram uses, they actually choose the background and match it to the colours of your post. At the top we have the letters to add text and I can type in.
00:06:11
At the bottom you've got different fonts you can use so you can click on those fonts and just drag along and you can see how the fonts change when you drag across. So choose the font you like.
00:06:24
And you can toggle on the left hand side. Can you see this toggle which changes the size of your font
00:06:37
Then you tap On the tick on the top right To select and just gently touch on the caption and move it to where you want to position it on the screen. I want to just show you the element you would click on those little sparkles.
00:06:55
You just drag acrossAnd you can see what it does to your post. I might even do that just for fun today.
00:07:04
Tap on the tick the top right to select. Now I want To add stickers.
00:07:09
I'm going to click on the sticker button and then the selection of stickers come up and I've given you a screenshot of what all of these look like. I could, as I've said, search.
00:07:25
Because these things only last 24 hours and you've got such a brief moment to catch somebody's attention.
00:07:32
Adding little icons and stuff that is interesting will help your content work, but I still want to add stickers and the most important one I want to add is.

00:07:44
THE LINK I keep harping on the fact that it's very hard to find A way to take people to the next step. A call to action that gets people To view something to sign up for a free beta, build your list to look at your sales page to visit your website and then you can type Your link in.
00:08:09
what I recommend you do if you're sending them to a particular destination. We don't, as I am doing now, just send people to our website.
00:08:21
We send them to a specific page on our website. What I'm doing now needs an extension. We should be have.
00:08:30
For example I have the link to add to my post and I can now share it to stories. When you have your Facebook and your Instagram linked, you can share the stories to both platforms.
00:08:50
You can see at the bottom it's posting.
00:08:54
There is my story now on my profile and I can click on the link visit link. You then Git and off you go to the link so you see this is a great way to seen people to take the next step with you and a great way to give.
00:09:14
Used to engaging with you when you teach people to click on a link and they get used to clicking on a link and they find it safe.
00:09:24
Across your whole ecosystem.
00:09:28
You're helping people get to trust you, and at that moment when you want to sell, they're more likely to click because they already know, like and trust you.
00:09:40
So use the link clicks user to add value to show them something interesting to train them to take the next step with you.
00:09:49
Now I just want to show you we're quickly going to add this to highlights, so at the bottom we click on, highlight, **ADD TO HIGHLIGHTS.**
00:09:58 Its content happens to be The right highlight, so I've added it to content. Say I wanted to take it to add a new highlight.
00:10:16 Titled the highlight now I want to go and edit the image.
00:10:23 Edit The highlight now, so I hold my finger down on to edit the highlights. I go to edit and remember we can now tap.
00:10:31 We've given it a title, but I want to edit the cover now so I get the opportunity to choose my picture and I go to my gallery. As I've showed you on my phone, I've got my logo folder.
00:10:44 I click on the logo done and now my cover has got flame.
00:10:51 That's how you would do stories.