INSTAGRAM STORIES

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Instagram Stories, launched in August 2016, allow users to post ephemeral photo and video content that disappears after 24 hours. The temporary nature of Instagram Stories encourages users to post content as it's captured, rather than the traditionally polished content posted to profiles. This is great for "behind the scenes" content or event coverage. Similar to Snapchat, content for Instagram Stories should be vertical and full-screen. Elements of an Instagram Story are viewed in a slideshow format, so it's helpful to create a storyboard, or brainstorm the individual posts within your story, before posting. To keep viewers engaged, post a variety of content, from photos to boomerangs, and spruce it up using text and stickers. It's best to post content to your Story within a small timeframe so viewers can consume in its entirety rather than in bits and pieces when content is posted throughout the day.

How to make an Instagram Story:

- Tap your profile photo in the upper left-hand corner of the Instagram homepage to access the camera.

- On the camera screen, there are five capturing modes to choose from:
  LIVE: Broadcast live video to your followers
  NORMAL: Tap the "record" button to take a photo, or hold it down to take a video for up to 15 seconds
  BOOMERANG: Record a burst of photos and that loop forward and backward, similar to a GIF
  REWIND: Record video that will play in reverse
  HANDS-FREE: Record a video without holding down the record button

- To post content from your Camera Roll, swipe down on the camera screen to select it. Only content saved to your Camera Roll in the past 24 hours can be selected. Screenshot older content to get around this restriction.

- Enhance your post by utilizing the additional features provided by Instagram Stories (outlined below).

- To remove particular elements from your post, tap and drag them to the trashcan icon at the bottom of your screen.

- To delete your entire post, tap the 'X' in the upper left-hand corner of your screen. To post to your Instagram Story, tap the '+' button in the lower left-hand corner of your screen.

- Open your story and swipe up on your screen to see how many people have viewed each frame of your story.

- To save your entire Instagram Story to your Camera, open it and tap the arrow in the upper right-hand corner of your screen.
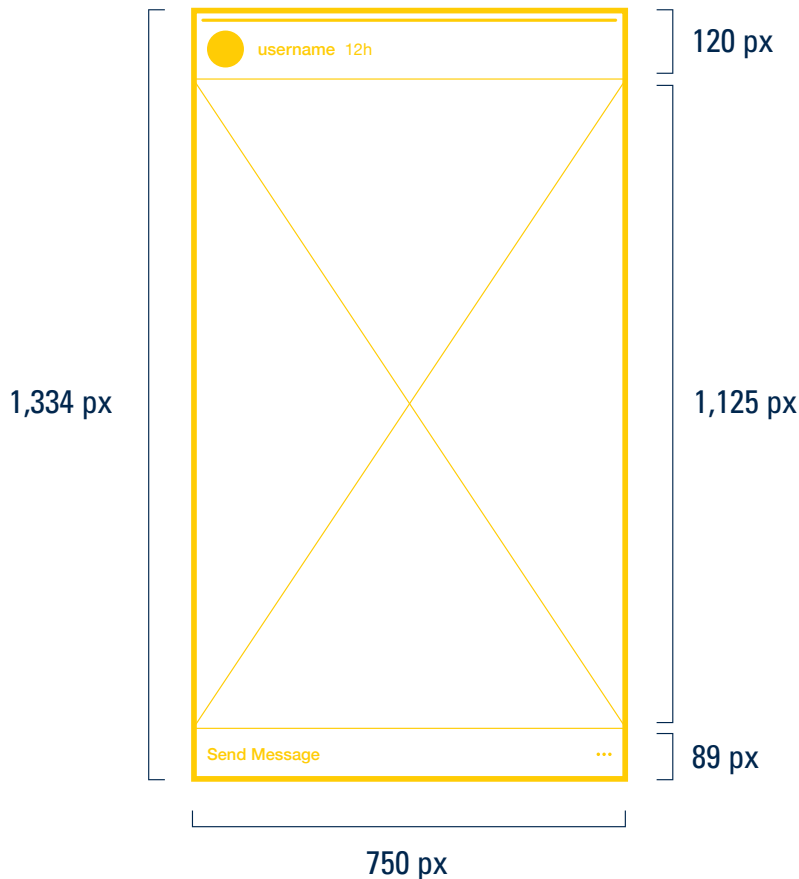
Utilize this guide when sizing video and photo content for Instagram Stories. Be careful not to include important information—especially text—in the header and footer.

Sizing:

120 px

username 12h

1,334 px

1,125 px

Send Message

89 px

750 px

Additional Features:

❶ **LINKS:** Verified users are able to add links to their posts. Viewers can swipe up or tap 'See More' to visit these links without leaving Instagram. Reach out to UMSocial if you're interested in utilizing this feature to drive traffic to a site but don't have access to a verified account.

❷ **FILTERS:** Swipe left or right to cycle through available filters.

❷ **STICKERS:** Tap the sticky note in the upper right-hand corner of your screen to start adding stickers.

❸ **TEXT:** Tap anywhere or tap 'Aa' in the upper right-hand corner of your screen to start adding text.

❹ **DRAWING:** Tap the marker in the top right-hand corner of your screen to start drawing.

Save   Your Story

@UofMichigan Instagram Story Example: