



Social Media Storyboard

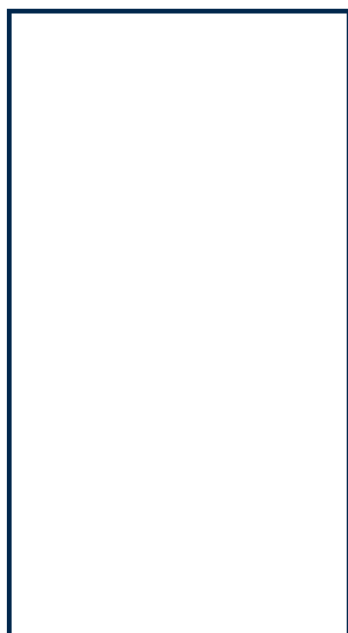
Title _____

Goal _____

Launch _____



Frame 1



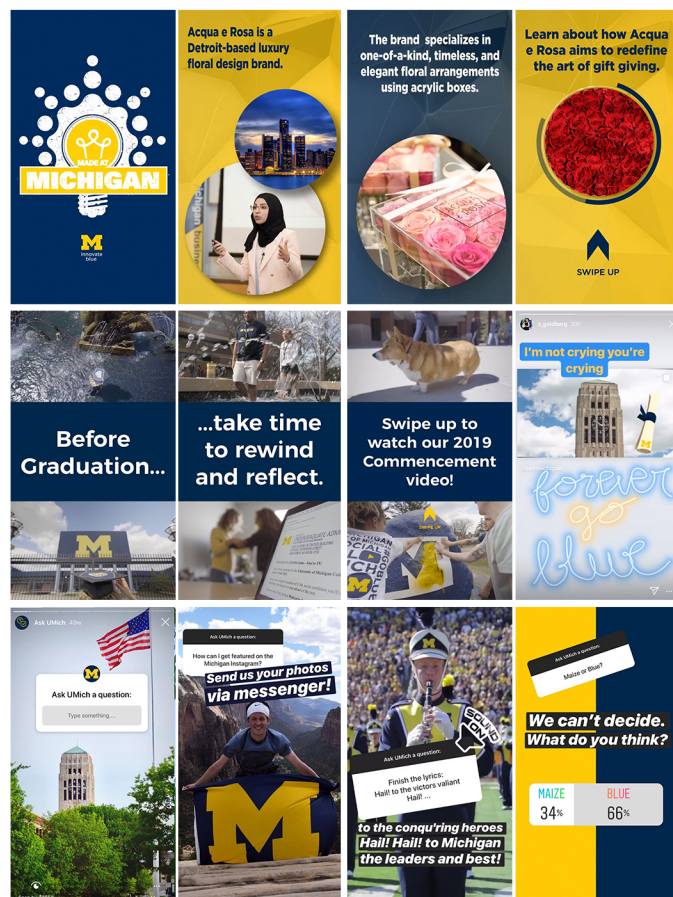
Frame 2



Frame 3



Frame 4



Best Practices

- Map out stories in advance to identify available resources. Encourage vertical imagery.
- Keep stories clear and concise. Strive for 1-2 frames. 3 at max.
- Leverage features such as quizzes, polls, questions, and stickers to encourage engagement.
- Use applications such as Unfold or Adobe CC programs like Photoshop and After Effects to create visually dynamic on-brand content.
- Vary photos, angles, videos, and animations throughout your story to encourage click-through and retention.
- Optimize assets to 1080 x 1920.
- Include a call to action to swipe up (for accounts with over 10,000 followers) or visit the link in your profile bio.
- Track available analytics to assess returns and evolve strategy.