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.