

INSTAGRAM : MASTERING STORIES AFTER THE LATEST UPDATES

by Kasia & Business Station



Why should I be using Stories?

- 50% of people surveyed have bought a product after seeing it in a Story
- Stories excel at catching people's attention
- 1/3 of the most viewed Stories are from businesses
- 24h life cycle gives a sense of urgency
- Stickers, gifs, polls & more add options to keeping Stories fun and engaging
- Temporary and informal - an opportunity to humanise your brand

What's new?



You can now post links in your story.

- No longer restricted to large accounts
- No more "link in bio" putting followers through extra steps
- Potentially engaging and lucrative!

60s > 15s

Max story length is now 60 seconds

- Stories no longer get cut down to slices if they are over 15s long
- No more having to add stickers to every single 'slice' for long videos

Tips & Tricks

When talking to the camera, don't open with:

"Hey guys..."

Instead, try:

"Hot tip!"

"Did you know..."

"Today I'm going to..."

Try out:

- New captions feature
- Music, gifs & polls
- Tag your products
- Delivering quick 'how-to's
- Sharing (positive!) customer reviews
- Showing off offers

For a more in-depth look at mastering Instagram, check out Kasia's #minipresentation in the Full Steam Ahead group!
You can find mini-presentations quickly in the Topics section.

Even more on IG updates at:
<https://businessstation.link/IGForBiz>