Instagram Story Tips

**Make sure to start and end your story!**
- Don’t just jump into it. Explain what, where, etc.
  - We are here at the Duel in the Desert game-watch party!
- Don’t leave viewers wondering if there is more to come.
  - Thanks for watching! See you next time!

**Utilize Instagram Story features**
- Voting polls
  - Are you excited for today’s event?!?
    - Always keep options positive
      - YES! (Bear Down emojis)
      - Wouldn’t miss it!!!
- Location tags
  - Allows users in surrounding area to see your story
  - Easy way to let viewers know where you are
- Use mentions
  - Include @name of the establishment
    - Allows them to share to their audience which can improve overall views
- Don’t stick to default font
  - Popular fonts: Modern and Strong
  - Text should strengthen content, not distract from it — Placement is everything!
  - Color of font or background of font should visually contribute to overall content
    - If you have a Boomerang of people mostly wearing red, add text with blue background with a tilt to add interest.
- Use emojis!
  - Add some fun elements to your content with relevant emojis.
    - Sharing a photo of Wilma? Add the cat face with heart eyes.
- Insta-stickers
  - Another element that easily adds creativity to your story,
    - The “like/heart button” is an easy go-to option.

**Use Boomerangs!**
- Easy way to show scene
- Sound/background noise doesn’t matter
- Adds movement to story with having to shoot video
  - Easy options: Have a group of people hold up the WC hand sign. Have people waving or high-fiving.