



## ALUMNI

### 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.