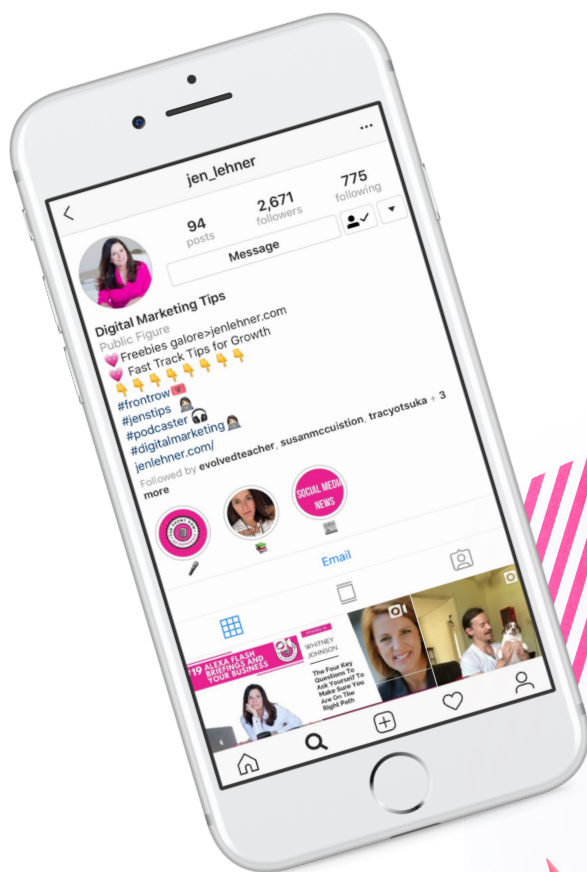


CREATE YOUR BRANDED STORIES FOR INSTAGRAM STORIES

JENLEHNER.COM



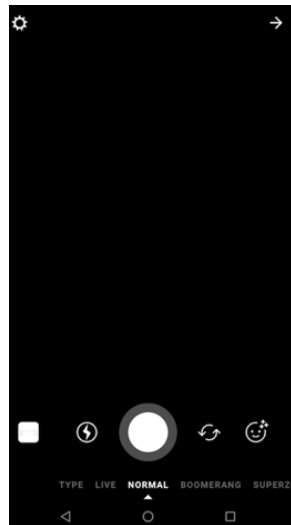
CREATING INSTAGRAM STORIES

One of the greatest ways to use Instagram Stories is to create an “about me” story that introduces you to your new audience members/subscribers and re-introduces you to your existing tribe members. Although a story only lasts for 24 hours, you can save this story to a highlight button that can live on your Instagram profile indefinitely.

Another unique, wonderful bonus in using Instagram Stories is that they give us an opportunity to express ourselves with an infinite number of creative options. Let's look over these features so that you can explore each of them before you create your “about me” Instagram story:

Video Styles: If you choose to add video to your story, there are a number of styles:

Normal: Take a standard video or image



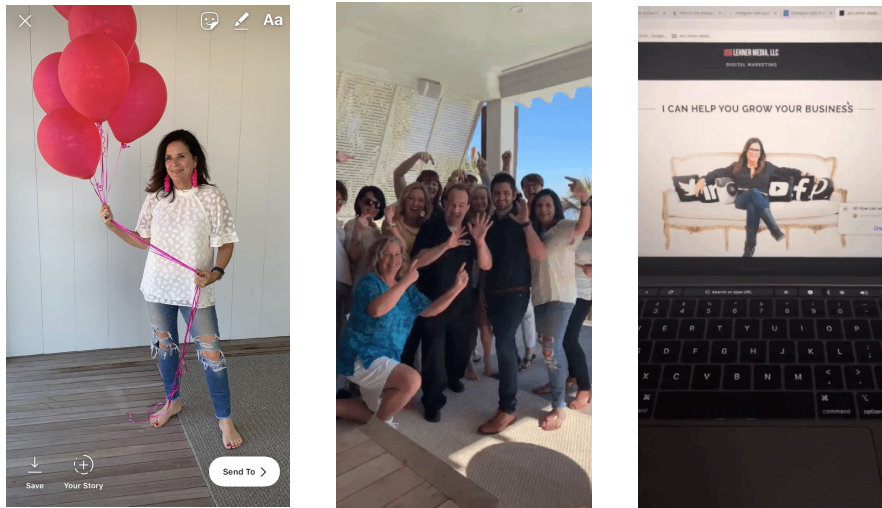
Boomerang: Takes a burst of photos, then loops it over and over to create a moving image.

Live: You can share a live video to connect with your followers in real time. Once a live video has ended, it's no longer visible in the app, unless you share a replay of it to your story.

Focus: You can instantly take portraits of yourself or friends that you'll want to share — with the new “Focus” camera format. Focus is available on iPhone SE, 6S, 6S+, 7, 7+, 8, 8+ and X and select Android devices.

CREATE YOUR BRANDED STORY FOR INSTAGRAM STORIES

Superzoom: this style allows you to choose a focus point and zoom in on it with accompanying music to create a humorous or dramatic effect.

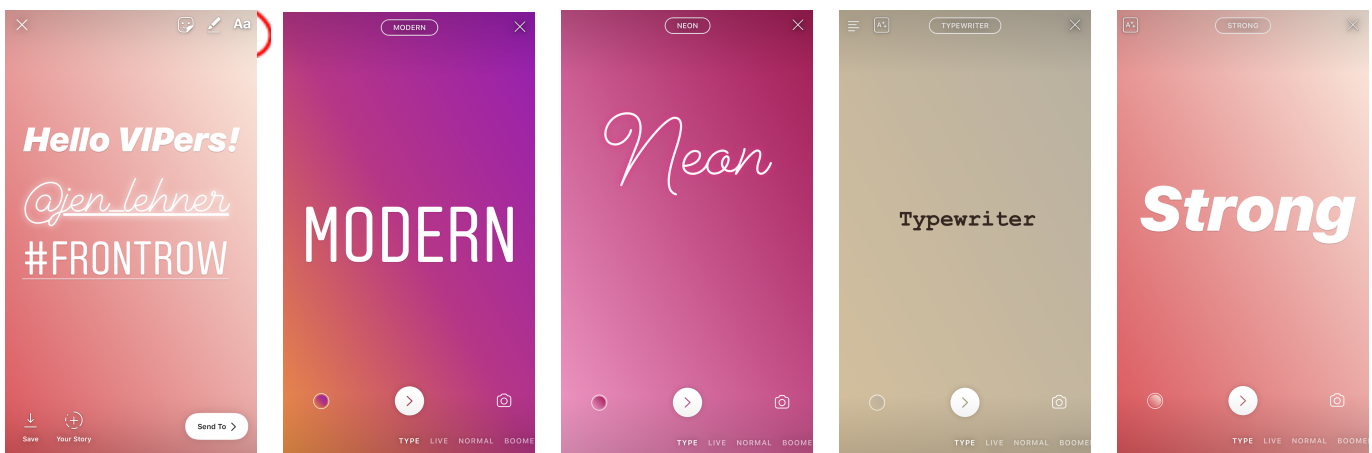


Rewind: Plays your video in reverse.

Hands-Free: Allows you to record a video without having to keep your finger on the record button.

Text Styles (Fonts and Tagging)

You can also change the style of the font by tapping the 'Classic' button in the top middle and cycling through the five options (*Classic, Modern, Neon, Typewriter & Strong*).



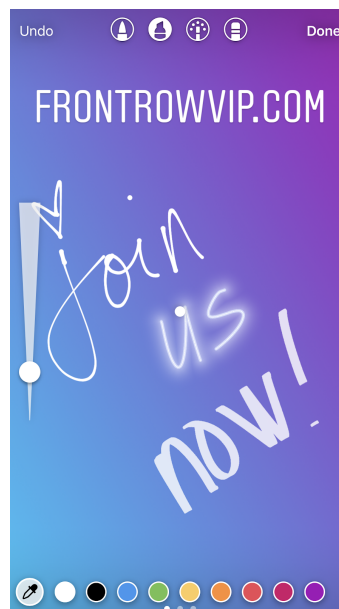
CREATE YOUR BRANDED STORY FOR INSTAGRAM STORIES

Another great thing you can do with the text feature is @ mention Instagram accounts and turn those mentions into live, clickable links! To do this simply type the @ symbol followed by the name of the user you want to tag. When you publish your story and click on the text you just added, a small bubble will appear with the users account, and when clicked on, will take your viewers directly to their page! This feature also works for hashtags.

Draw & Handwrite

The markers in Instagram stories allow you to do so much, you just have to get creative! Start with basic drawing or writing:

- Select your marker style (fine point, angled, neon, chalk or eraser)
- Adjust the size by using the slider on the left
- Select a generic color by tapping one of the options on the bottom of your screen
- Select a custom color by pressing and holding one of the generic colors, then dragging to select a color from the palette that appears.
- Select a color from your image or video by tapping the eyedropper tool on the bottom left and dragging it onto a color you want to use



Other Features

Face Filters

- Change the camera view to selfie mode.
- Select the smile icon to the right of the record button.
- Select the face filter of your choice by sliding them the left or right.



Location stickers

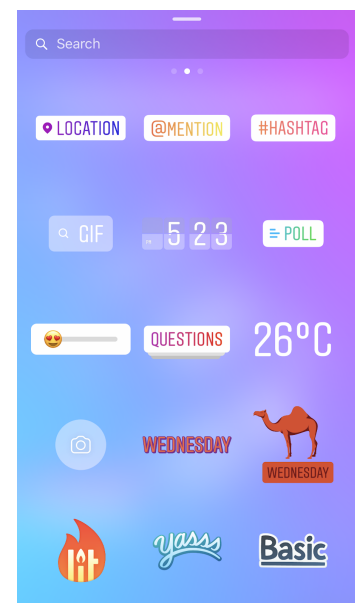
- Use this sticker to add a location to your story. Not only will it give your audience insight into where you are but it also gives you the opportunity to be seen by a wider range of users.
- Instagram compiles the best stories from that location, into its own, location story. Viewers can see this story from the explore feed, or by searching the location. If your content ends up in this story that means it could be exposed to a much larger audience!

Hashtag Stickers

- Much like the location sticker, this sticker allows you to describe your story with a hashtag.

GIFs

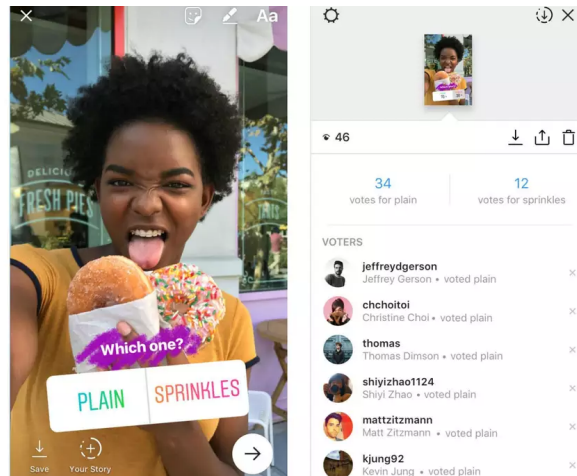
- Select the flashing GIFs sticker
- Choose from the trending gifs that appear on the front page
- Type a keyword in the search bar to narrow your results



CREATE YOUR BRANDED STORY FOR INSTAGRAM STORIES

A/B Poll

- Select the 'Poll' sticker
- Type your question
- Tap the placeholder 'yes' & 'no' text and replace it with the answers you want your audience to choose from



Slider Poll

- Select the slider sticker
- Type your question
- Choose an emoji to use as your slider. Swipe left to expose more emojis

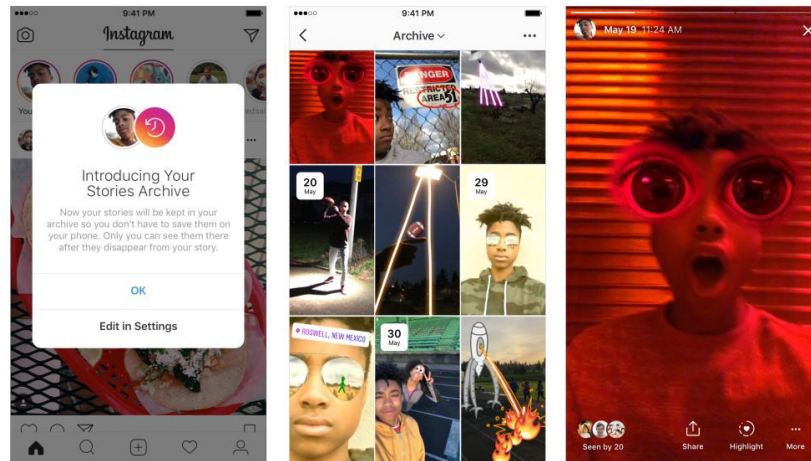
Questions

- Those watching the story can then type their questions into a text box; questions asked by followers can be found in the bottom left hand corner where viewers can see who has viewed their story.
- To respond to a follower, tap their question to create a new story with an answer.
- While users will be able to see who asked them the question, their question will show up anonymously when made public in your story.

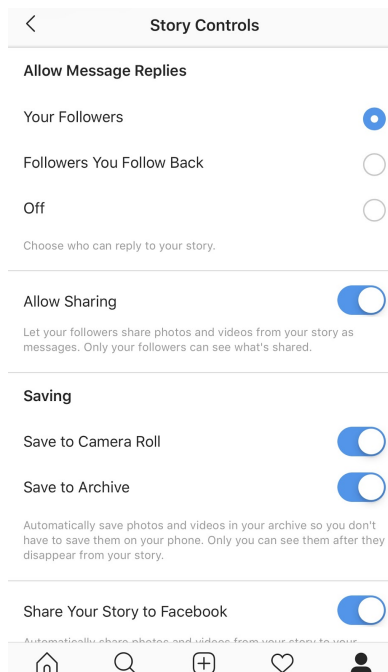
HOW TO USE INSTAGRAM STORIES HIGHLIGHTS

Step 1: Turn the Auto-Archiving Feature On

As long as you keep the auto-archiving feature turned on, you can retain and re-share your very best Instagram Stories content after the 24-hour period has passed, without needing to set a reminder to save a story manually.



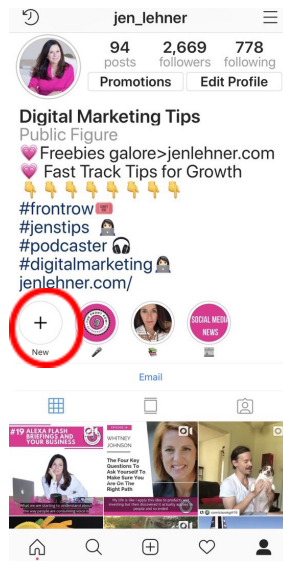
Your Instagram Stories should automatically archive with the latest Instagram update, but if you aren't able to view them in your Instagram archive, you can edit it in your story settings. Go to **Settings** -> **Story Controls**. You can also turn on "Save to Camera Roll" and "Share Your Story to Facebook"



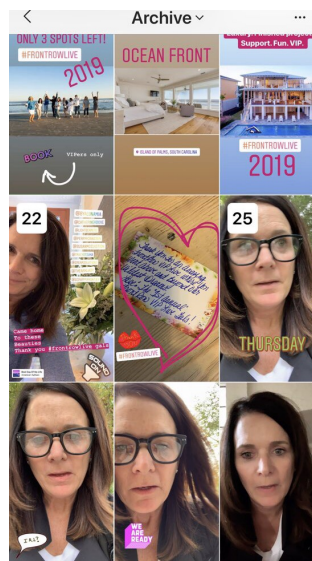
Step 2: Create Your Instagram Stories Highlights

Now that you have your Instagram Stories Archive set up, you can create your first Instagram Stories Highlight!

To create Instagram Stories Highlights, go to your Instagram profile and click on the arrow next to "Story Highlights" and then click the "New" button.

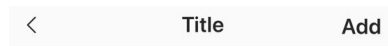


Next, select the Instagram Stories that you want to add to your highlight. Remember: you can only add stories that have been posted since this new feature started rolling out (December 2017).



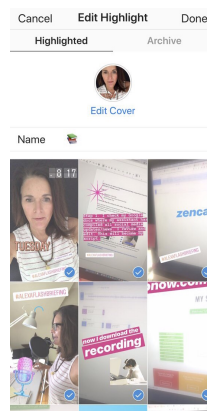
CREATE YOUR BRANDED STORY FOR INSTAGRAM STORIES

After you've selected your stories, you'll be prompted to choose a title and select your cover photo. You can choose thumbnails from different stories and even move them around to get that perfect curated Instagram feed look.

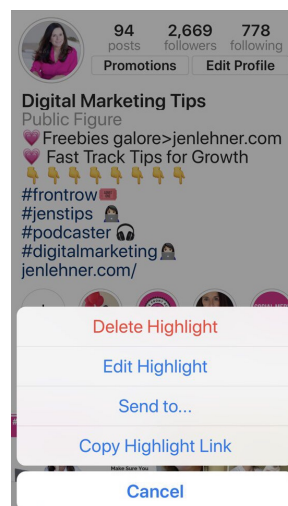


About Jen

From here, you can change the name, edit the cover, and add/remove stories to your highlights. It sounds kind of confusing, but you'll get the hang of it after a few minutes!

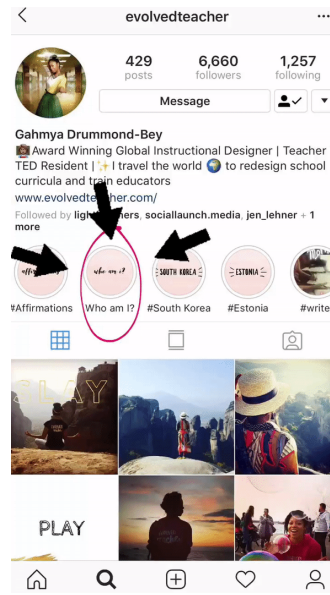


Long press and click "Copy Highlight Link" to share your highlights in an email or any social media promotion.

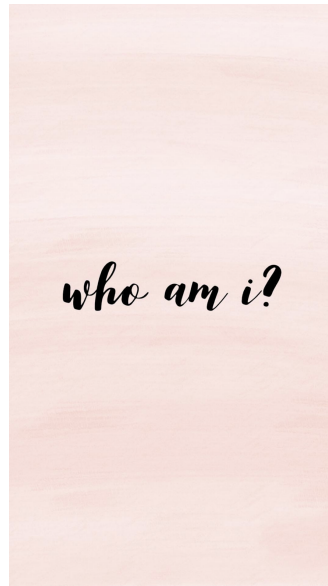


CREATE YOUR BRANDED STORY FOR INSTAGRAM STORIES

Let's take VIPer, [Gahmya Drummond-Bey's](#) stories highlight as an example:



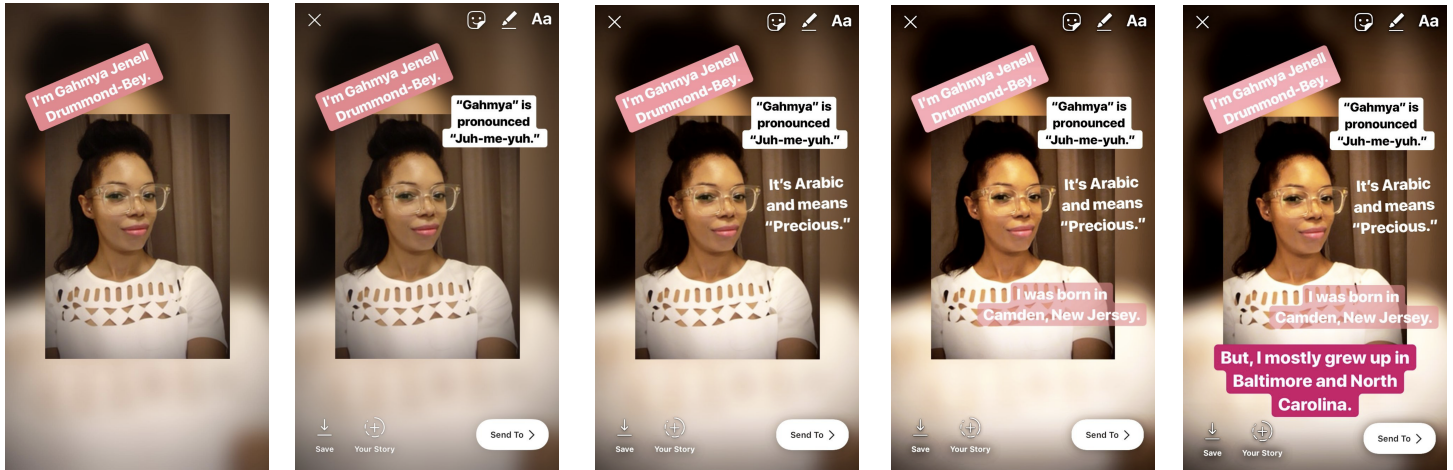
1. She created a Highlight cover



CREATE YOUR BRANDED STORY FOR INSTAGRAM STORIES

2. She introduces herself

- How her name should be pronounced
- The meaning of her name
- Where she was born and grew up



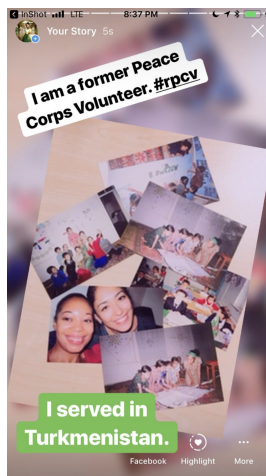
3. She tells something about herself

- What she does
- Her affiliations
- Places she's been to because of her job



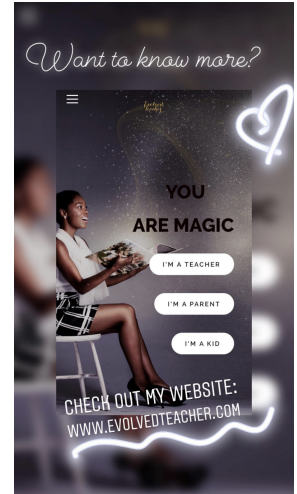
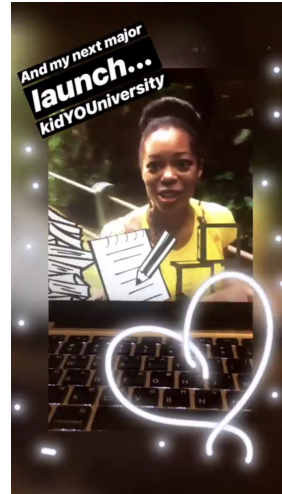
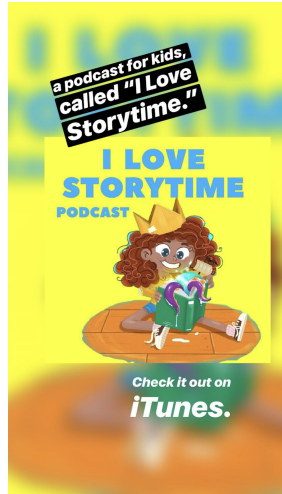
4. She shares her past experiences

- She shows how passionate she is about her work



5. She tells something about her products and future launches

- She tells something about her mastermind class
- There is a teaser video (the third screenshot below) about her launch
- There is a CTA to check out the podcast on iTunes and to visit her website



6. She saves her story to her camera roll and then adds it to her highlights!

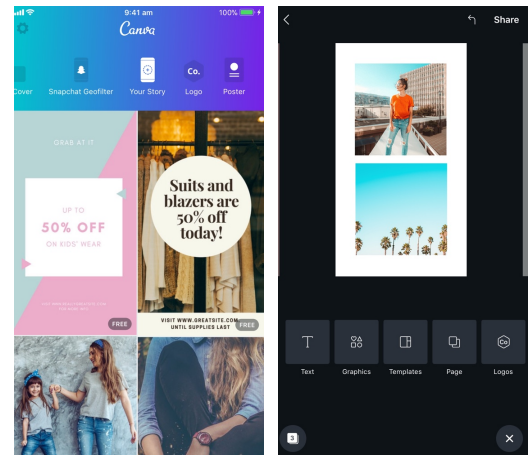
APPS TO USE TO STEP UP YOUR INSTAGRAM STORIES

Canva

[Download for iPhone](#)

[Download Android](#)

If you want to make quick collages or add nice fonts to your Insta Stories, Canva is the easiest and fastest one you can use. Canva comes with a bunch of Insta Story templates. You can upload your own photos, add icons, stickers and text.



The cool thing about Canva is that you can use it on your computer or on the app.

InShot

[Download for iPhone](#)

[Download Android](#)

Another popular app to edit Insta Stories is InShot. You can edit photos and videos. Make sure you set the right canva ratio before you start editing. Use the 9:16 ratio (it's the insta Story ratio). You can:

- Make cool background for your photos (make it blurry, or add another photos you want as a background)
- Make photo collages using the pre-made templates
- Edit videos and use video effects (like glitch, pixels)
- Adjust the speed of video (a neat feature if you want to speed up some videos or do slow-motion videos)

