

## Social Media Guide: Instagram Stories

Please Note: This guide is intended to help you create content for your own profiles and does not guarantee that your posts will be featured on the RPS account.

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### What are Instagram Stories:

An **Instagram Story** is a photo or video that disappears after **24 hours**. Stories are displayed at the top of your followers' feeds in a slideshow format. They are more casual, spontaneous, and temporary than posts. Followers/audiences will know you have no content on display from the orange and purple circle around your accounts profile picture.

#### Stories are best for:

- Day-to-day/quick updates or behind-the-scenes content
- Sharing your latest post to promote it further
- Sharing multiple updates without cluttering your profile
- Sharing posts you've been tagged in
- Engagement with audience with (e.g.Polls, questions, or interactive content)
- Limited-time offers or countdowns

#### When to use stories instead of posts

- The content is time-sensitive or only relevant that day
- You want to interact with your audience using polls, quizzes, questions
- You're sharing lots of small updates that don't need to live on your profile
- You're showing behind-the-scenes or less "perfect/manufactured" content

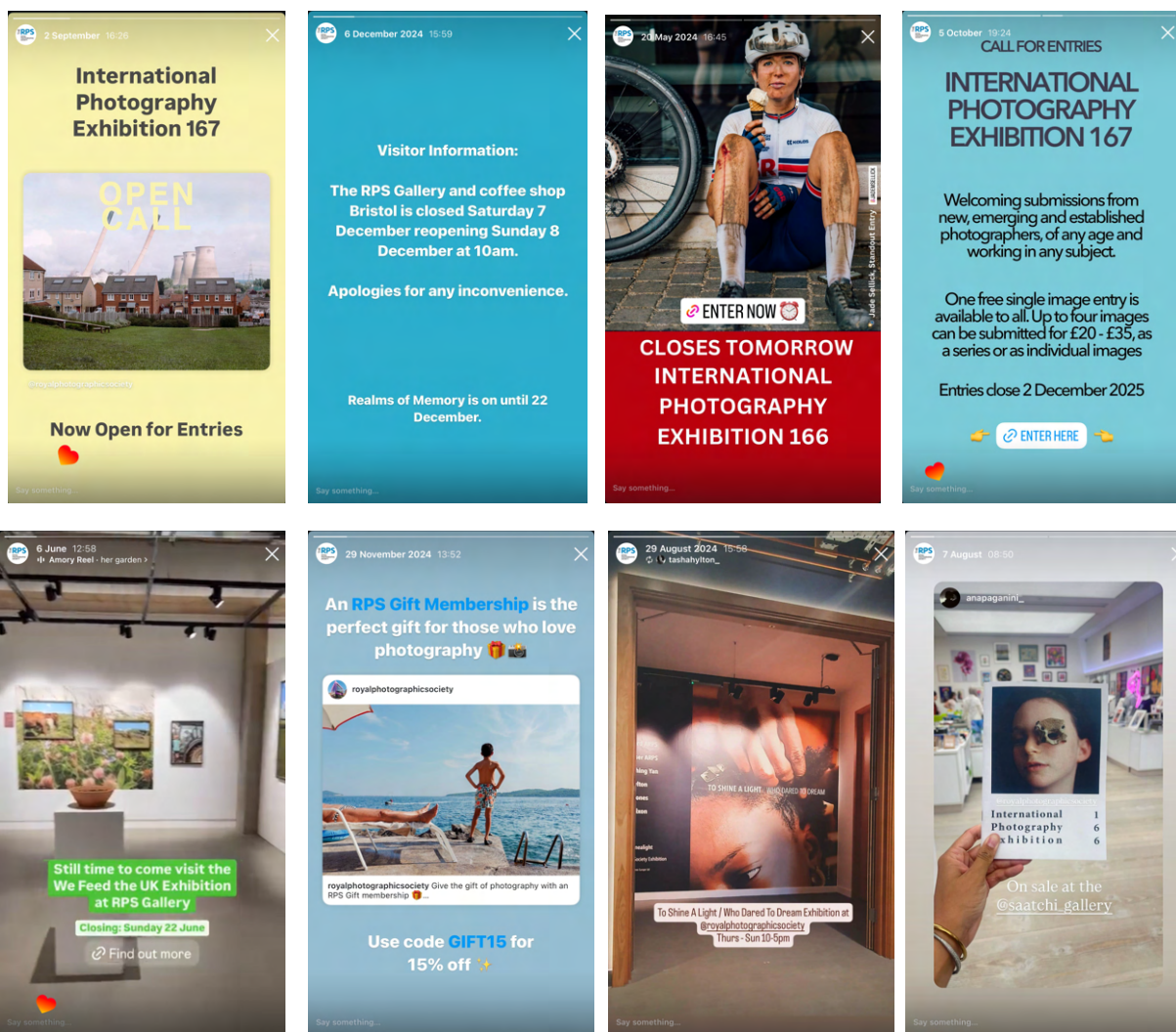
### Best Practices:

- Vertical/Portrait images: designed in the ratio of 9:16
- Use clear images: not blurry and out of focus
- If relevant tag locations or people
- Add captions/text
- Be consistent with design e.g colours, fonts



- Keep videos short and to the point
  - If videos have sound include captions for those that listen with sound off or hard of hearing
- Don't make text too small or over crowd the story
  - Limited time for people to read
- Don't post too many in one day
- Don't put links or tags too near the sides of the stories
  - Keep more central to allow people to click on them easily

## Examples:



## How to create an Instagram Story:

1. When logged into your account on Instagram access stories by tapping the '+' button on the bottom menu and select 'Story'
2. Take a Photo/video or Upload content
  - To take a photo: Tap the **white circle** to take a photo.
  - To take a video: Hold the circle to record a video (up to 15 seconds per clip).
  - To upload from your gallery:
    - Swipe **up on the screen** or tap the **gallery icon** (bottom left).
    - Select a photo or video from your camera roll.
3. Add Text and creative elements
  - **Aa Text** – Tap "Aa" to add and customize text (fonts, size, alignment).
  - **Stickers** – Tap the **smiley sticker** to add:
    - Location
    - Mention (tag someone)
    - GIFs
    - Polls, Quizzes, Questions
    - Music
    - Emojis
  - **Sound** – Tap the speaker icon (if it's a video) to mute/unmute.
4. Post Your Story:
  - Tap "**Your story**" at the bottom left to share with everyone.

Your story will be live for 24 hours (unless you delete or save it to Highlights).



