

Using Stories to Maximize Your Facebook and Instagram Success

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What We'll Cover Today

- What are stories
- Why should you use them
- How to use them
- Best practices
- Tips and tricks



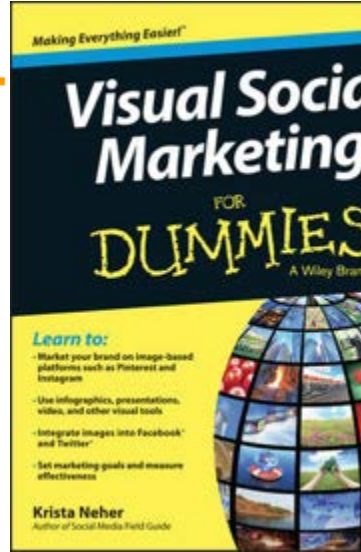
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Procter&Gamble



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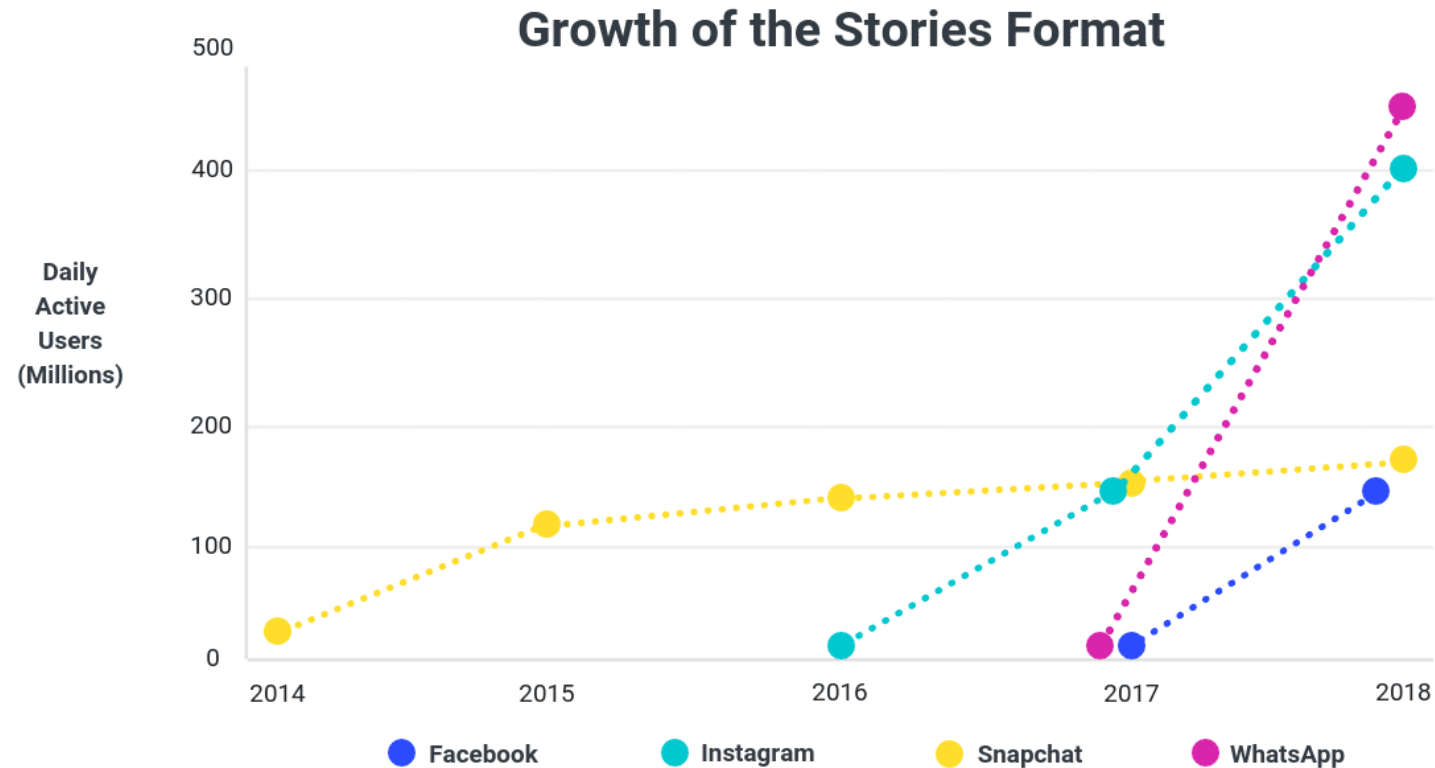


"We expect Stories are on track to overtake posts in feeds as the most common way that people share across all social apps"

THE RAPID ADOPTION OF STORIES



Stories: Size, Growth + Importance



What are Stories?

- Started on SnapChat
- Top of the feed
- Deleted after 24 hours
- In-the-moment content
- Low impact on reputation

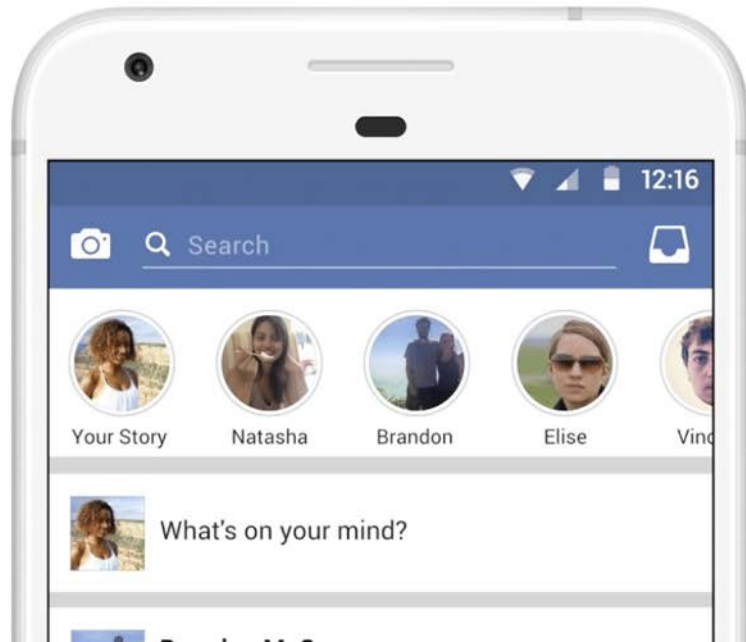


How do Stories Work?



Where are Stories?

Visible for 24 hours





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Home

Services

Reviews

Shop

Offers

Start Collaborating with Top Facebook Creators

Create Story



Write a post...



Photo/Video



Feeling/Ac...



Check in



Your Page's Story

Visible to public for 24 hours



News Feed

Posts are public and show up on your Page and in search results.

Public ▼

Share Now

Introducing Stories Archive



Your Page's story will now be archived on Facebook. Only people who manage this Page can see archived stories. The archive setting is turned on. You can change this by visiting the story archive settings in Publishing Tools.

Settings

OK

Stories: Benefits

- Increased brand awareness
- Engagement
- Cost effective
- Drives traffic (for large accounts)
- Drives leads
 - 20% of Stories posted by businesses resulted in a direct message

Replied to your story



Stories work!!!

When is your next training how can we sign up please ?

Today 11:30 AM

Hi. Are you interested in joining a live class? You can see our programs at www.bootcampdigital.com/live - we also have online programs.

Advantages of Stories vs. Posts

- Stories are viewed full screen in order – people view Story content longer
- Deeper engagement as it takes the full screen vs. scrolling in the feed
- Add fun features to content – text, drawing, stickers and more to drive engagement
- Test content ideas before posting something more permanent





starbucks 2h



**Mountains, rivers, kayaks
and falls. Here's some
#RedCupContest
adventures (we're loving
'em all)**



Send Message



starbucks 2h



@mikeyy125

Send Message



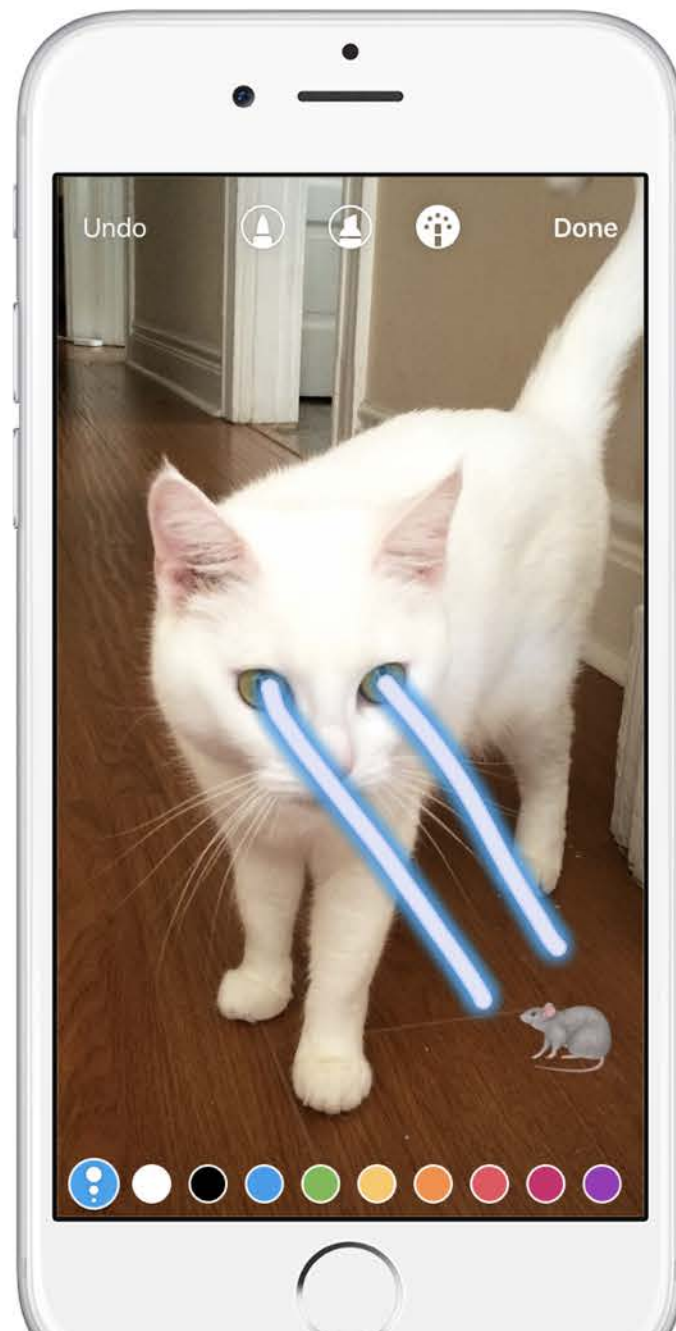
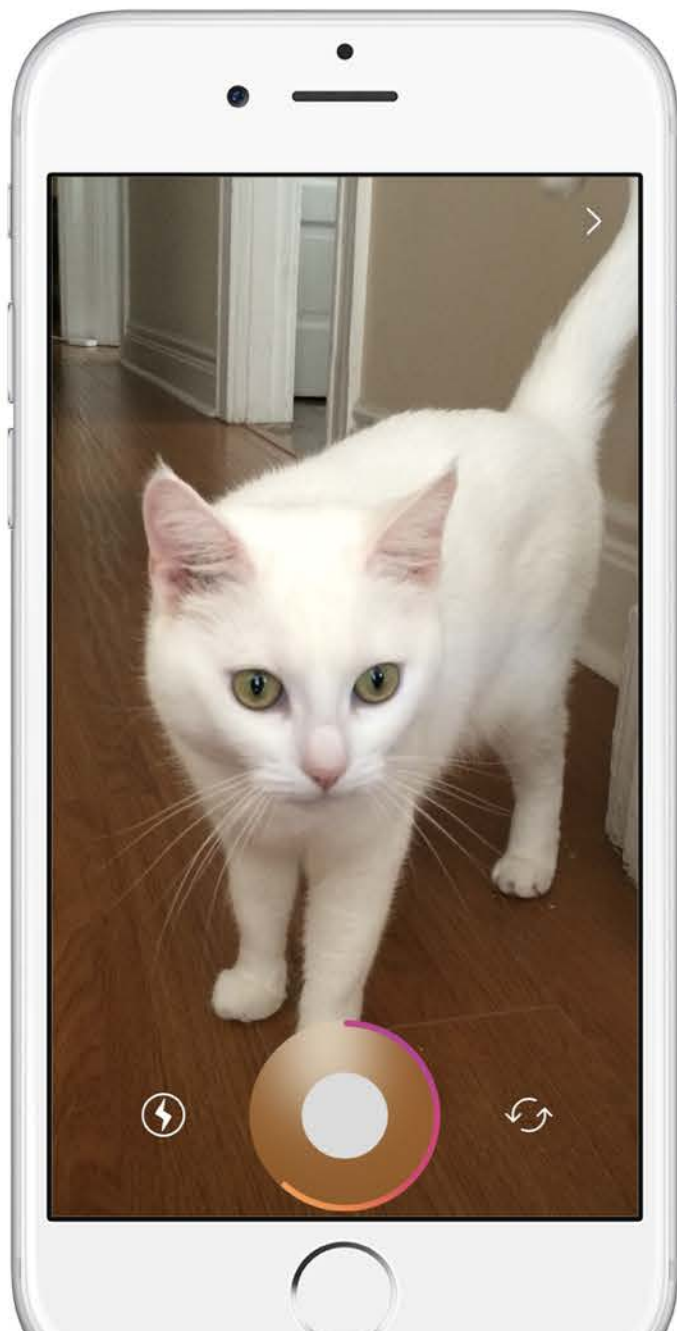
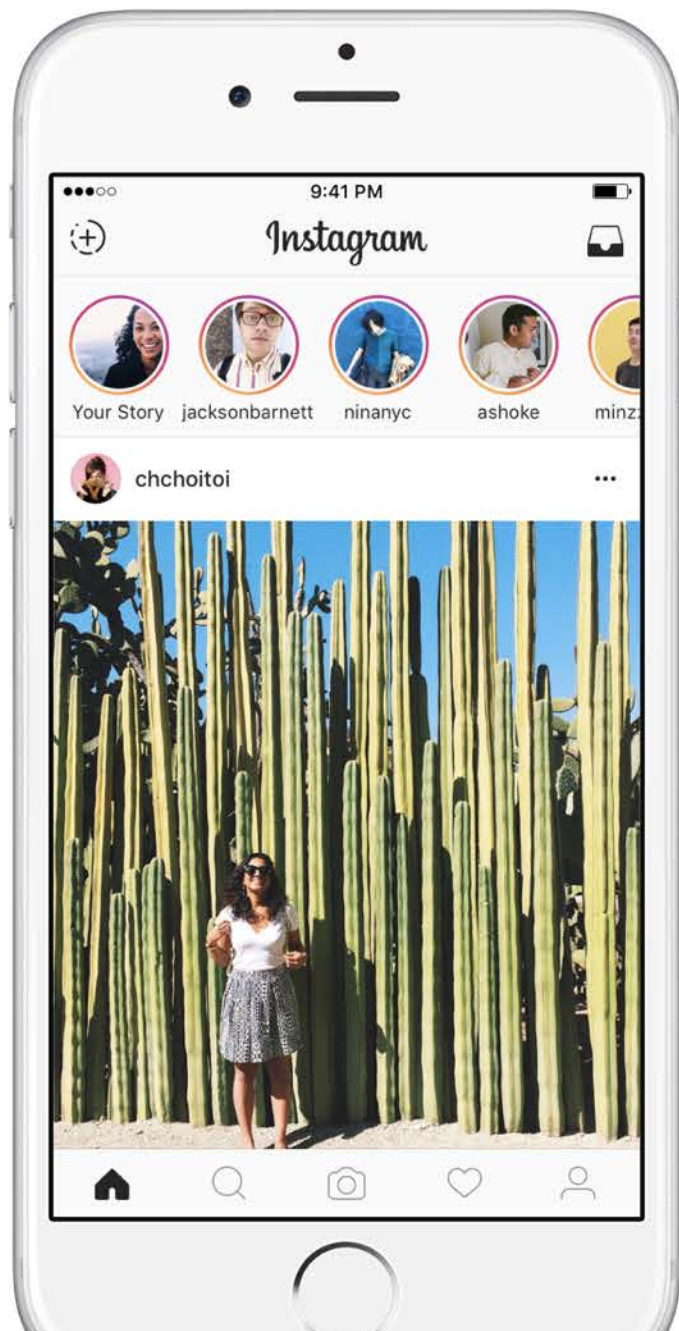
starbucks 3h



**Only a few more days to
submit your
adventure-themed pics!
#RedCupContest**

Send Message





Stories: Steps for using Stories

1. Strategy Plan
2. Post
3. Analyze



Posting: 3 Elements of A Story

1. Background image
 - Tells a story
 - Interesting
2. Short copy
 - Convey message
 - Call to action
3. Decoration
 - Engaging
 - Branded



INSTAGRAM STORIES



Posting Length

- Optimal Posting Length: 1-7 “stories” or images/videos
- Up to 7 = 70% completion rate
- Avg. completion rate >50%

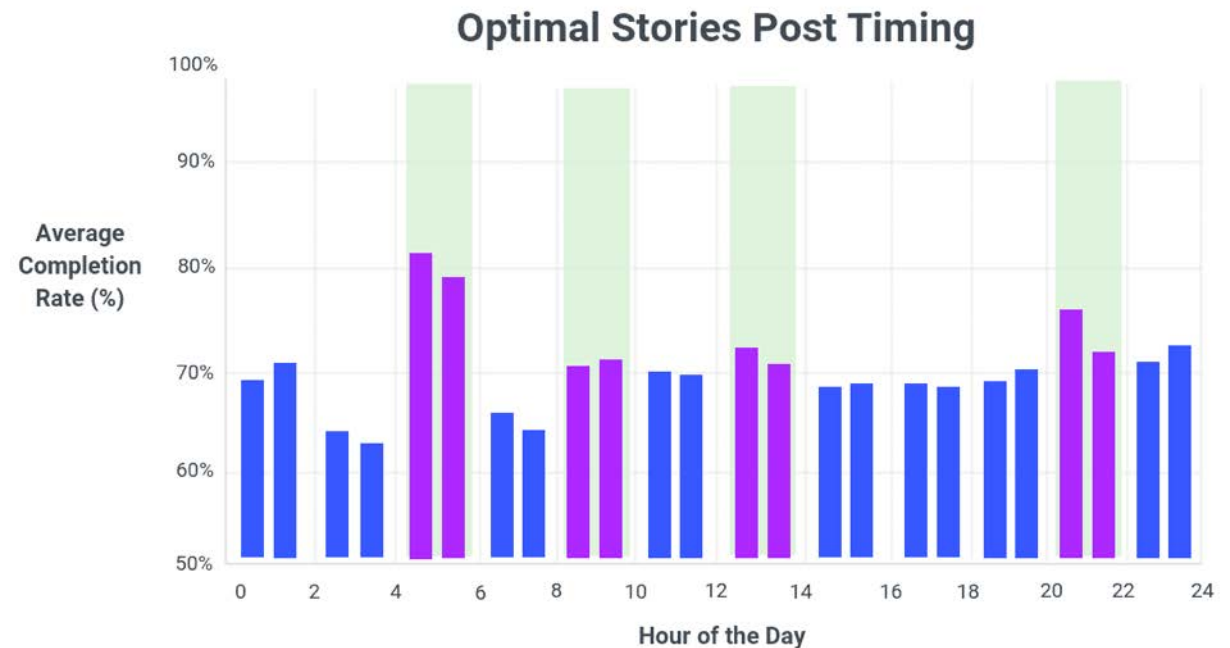


Story Post Timing

- When is your audience online?
- How do they use the platform?

Based on this data, the **best times to post to Instagram Stories** are:

- 4am – 6am Eastern Time
- 8am – 10am Eastern Time
- 12pm – 2pm Eastern Time
- 8pm – 10pm Eastern Time



Key Learning

People have more time to watch Stories before and after work and during their lunch break. Try posting during these **prime hours** for an **extra boost**.



Story Post Frequency

- Avg. is 9-14 days per month



Stories Best Practices

- Photo or Video
- Video < 15 sec.
- 24 Hour expiration
- Add to Stories Highlights on Insta (no expiration)
- Vertical format





Quick stop at the
radio



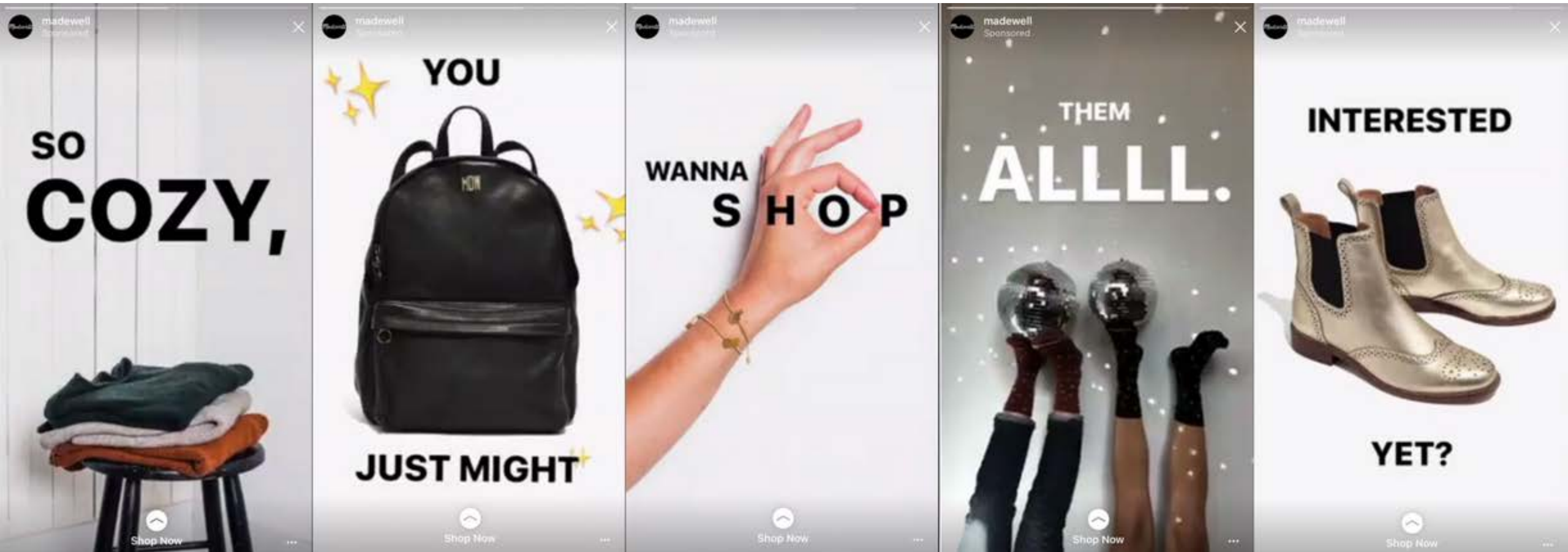
Now we're cookin'

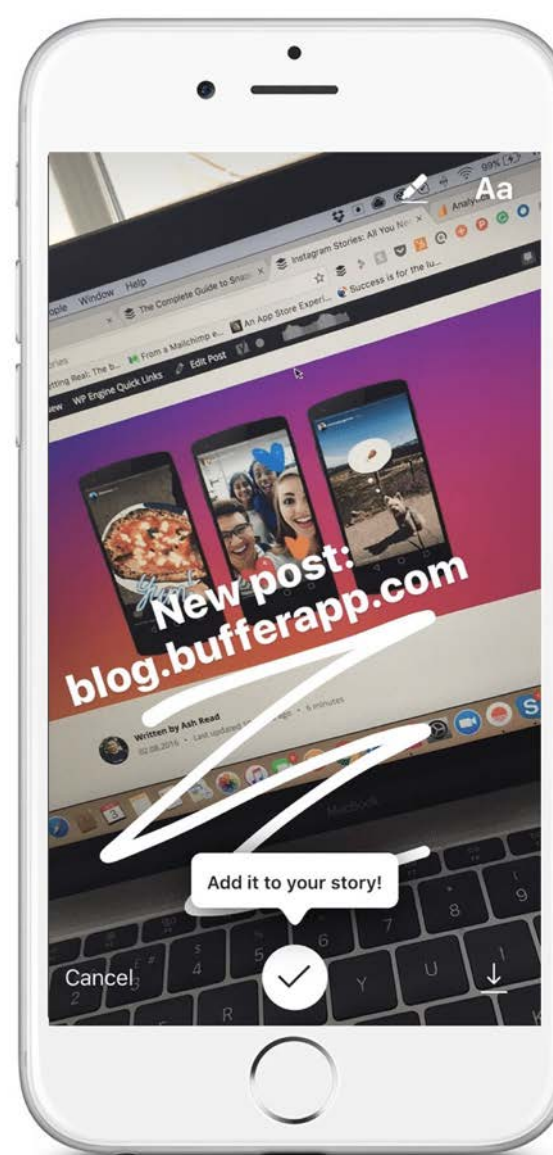
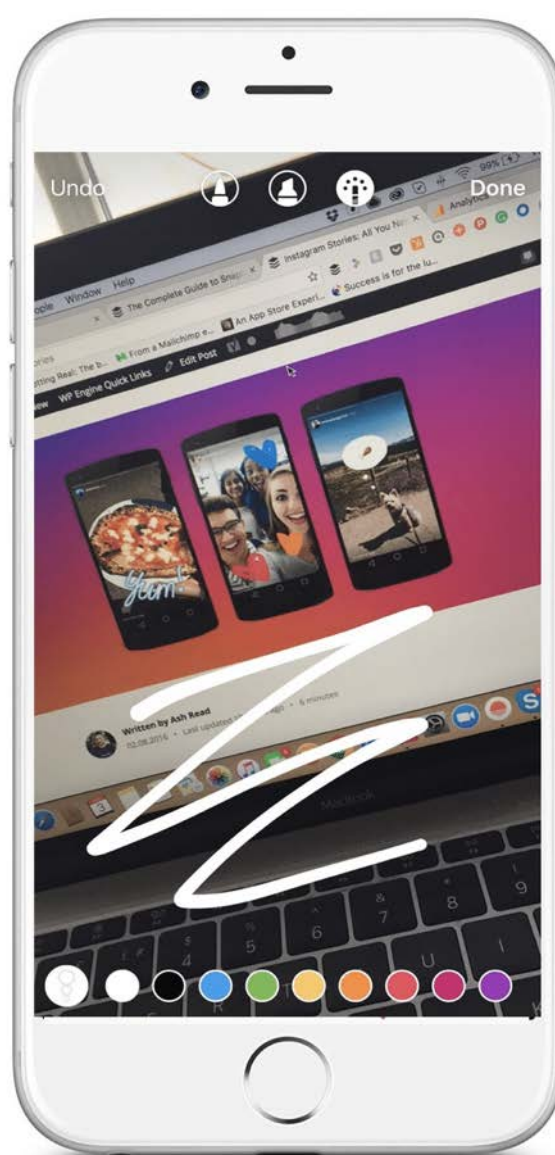


Nuff said.

GRILL
AND
CARRY

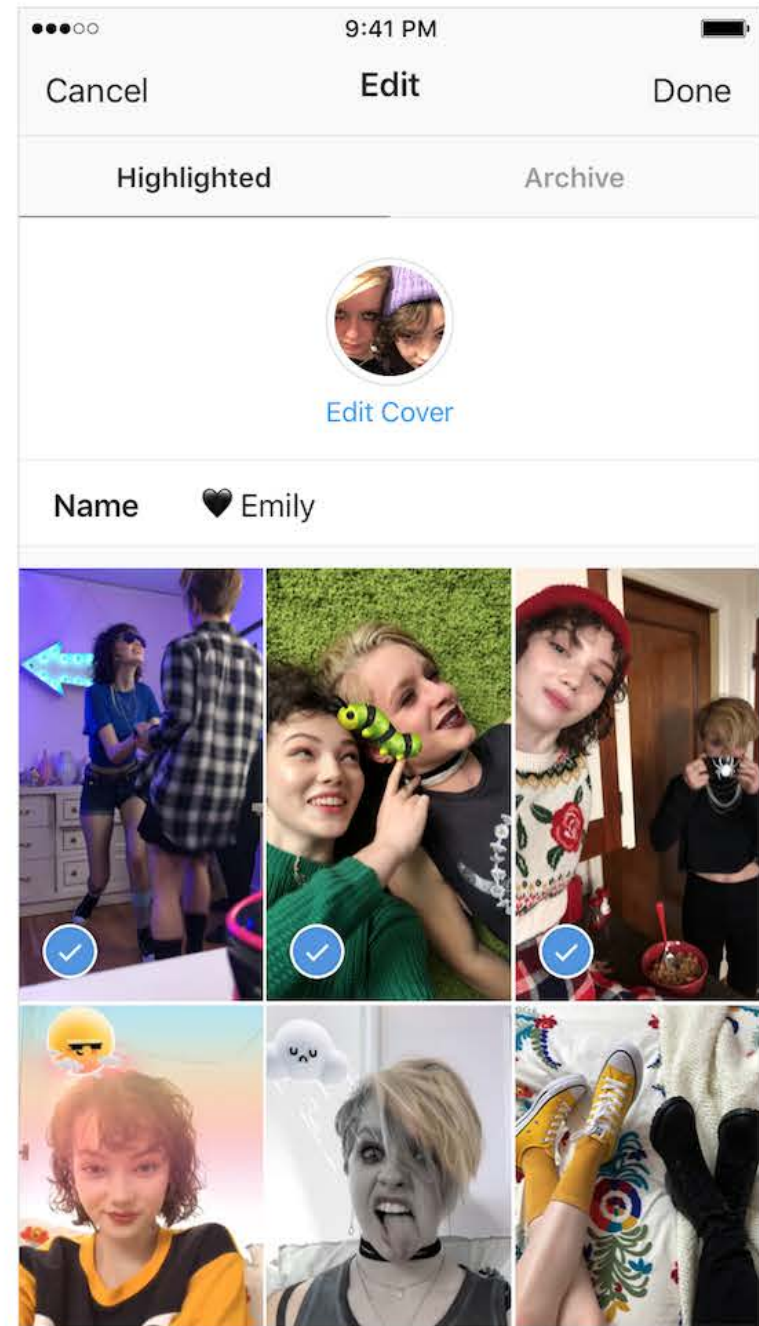
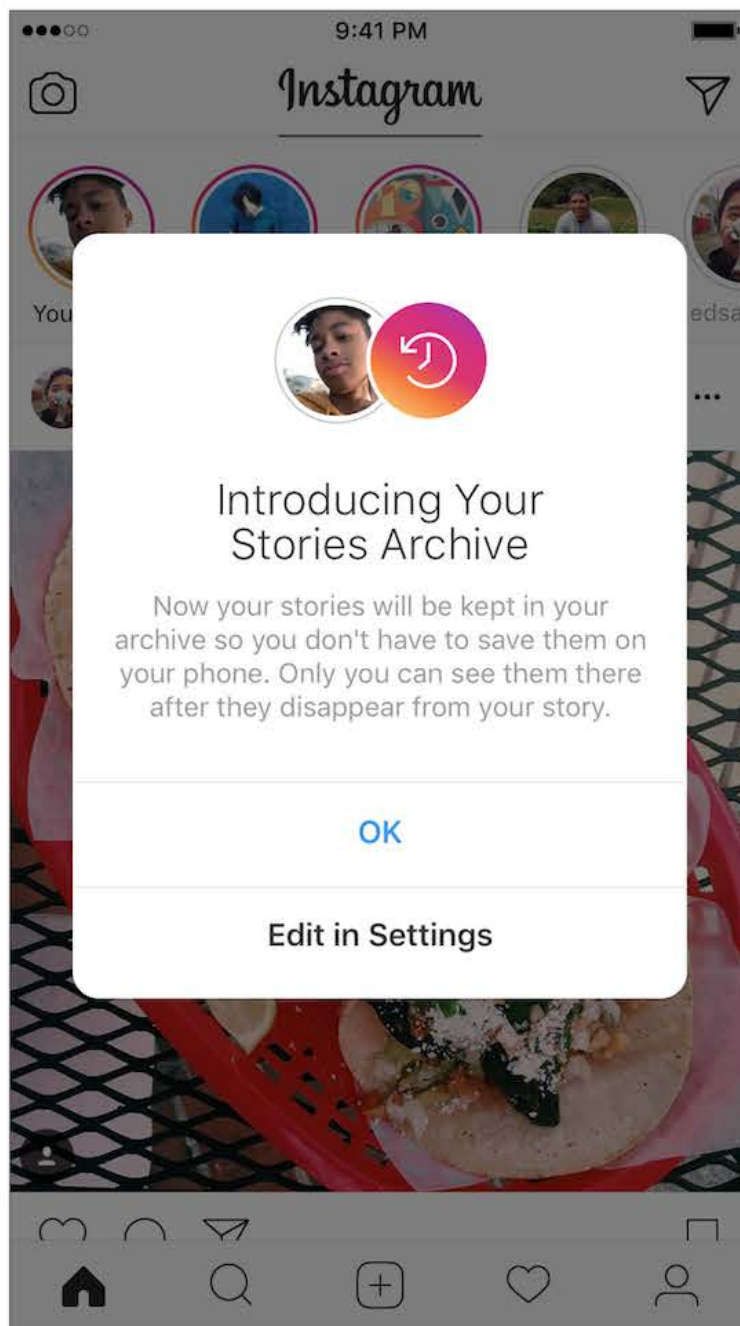
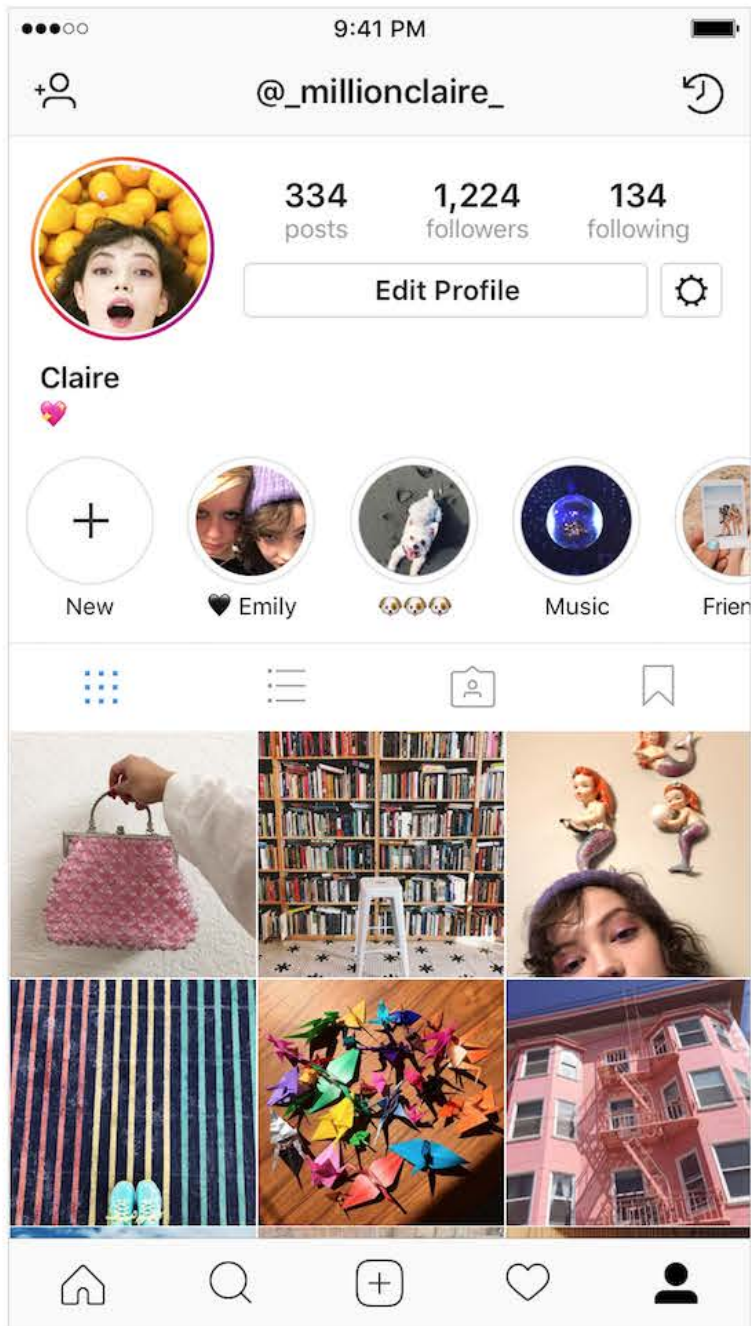
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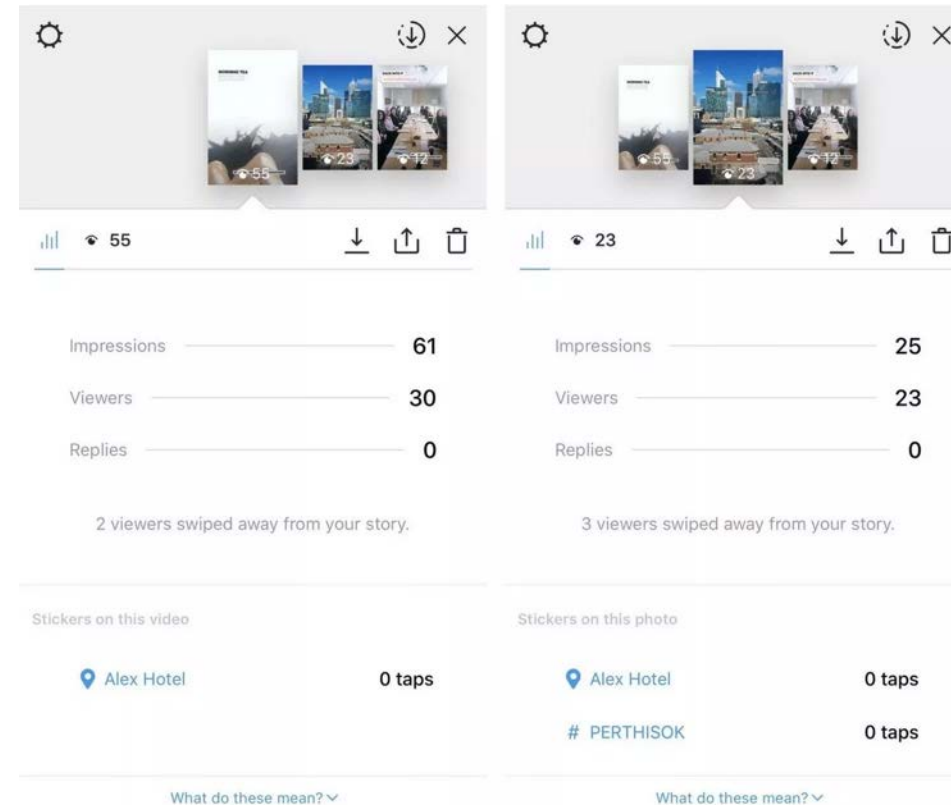







Analyze Results: What You Should Measure

- Engagement
 - Swipe up
 - Replies
- Completion rate
- Reach + Impressions
- Interactions



Stories Insights

Results from Feb 23, 2019 - Mar 23, 2019

Published	Story Items	Status	Unique Story Opens <i>i</i>	Forward Taps	Backward Taps	Forward Swipes	Exits
3/22/19, 2:38		Active	0	0	0	0	0

Insights are only available for story items added within the last 28 days

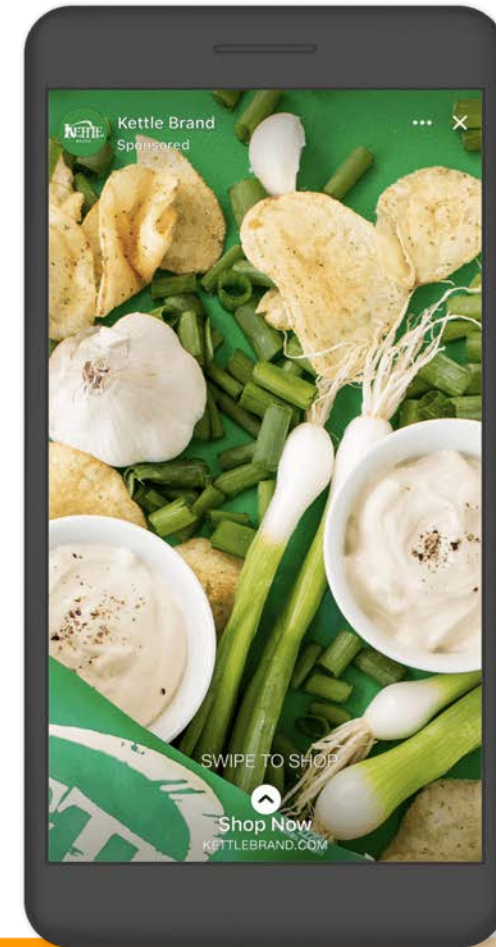
How To Get More Stories Views

- Increase frequency
- Tag other accounts
- Use location tag
- Use multiple hashtags
- Use features (video, boomerang, gif etc.) as they will perform better than just a photo



Stories Ads

- Appear between organic Stories
- Flows consistently with existing format



Integrating Stories With Your Overall Strategy

- Extension of existing content
- Differentiate Story from Post
- Spend less time creating
- Cross-post between platforms

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Let's Connect Online