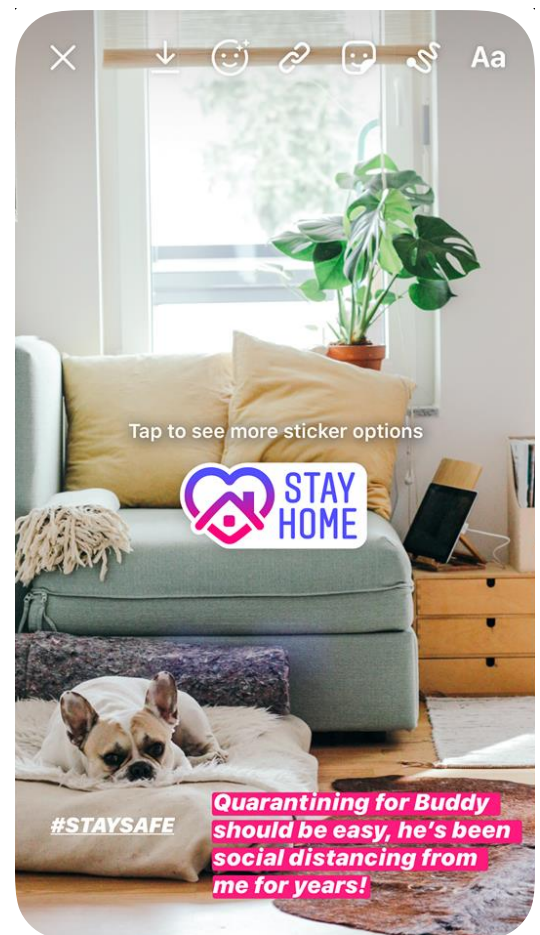


# NEW TO INSTAGRAM STORIES: STAY HOME STICKER

This new sticker helps share the message of staying in to help prevent the spread of COVID-19.

## How does it work?

- Swipe to the Instagram Camera and take a photo
- Tap the sticker icon to open the sticker tray
- Add the sticker and share to Stories, Close Friends, or Direct



TOGETHER, WE BELIEVE  
WE CAN MAKE A POSITIVE IMPACT

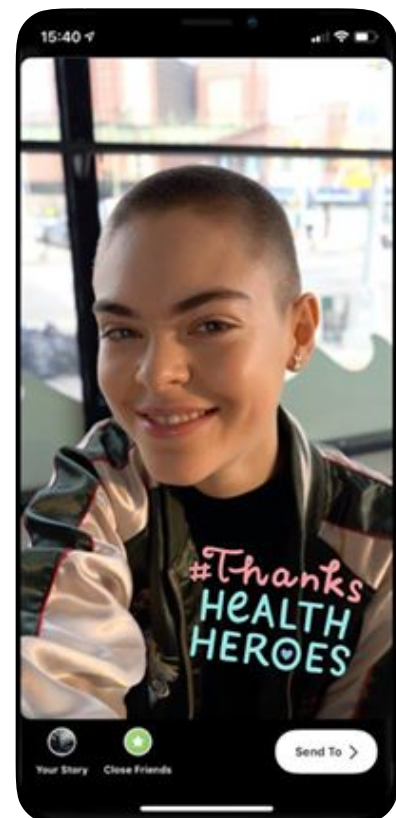
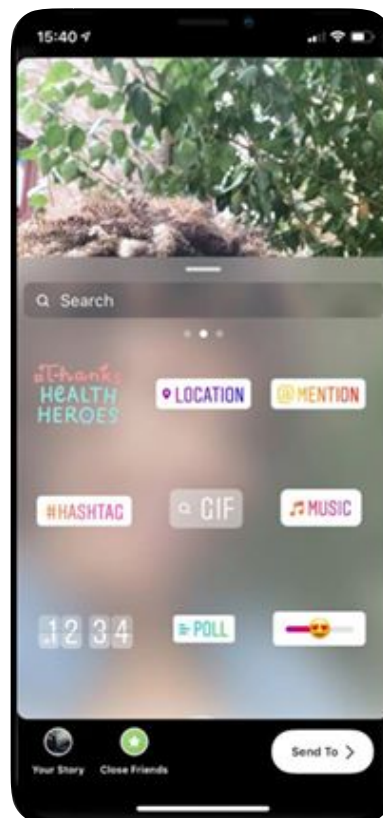
# NEW TO INSTAGRAM STORIES: THANKS HEALTH HEROES STICKER



As part of our ongoing efforts related to COVID-19, this new illustrated hashtag sticker gives you a way to express gratitude to health workers, using *#thankshealthheroes*

## How does it work?

- Swipe to the Instagram Camera and take a photo
- Navigate to the Stories sticker tray, where you'll see the *#thankshealthheroes* sticker
- Share via Stories, Close Friends, or Direct



TOGETHER, WE BELIEVE  
WE CAN MAKE A POSITIVE IMPACT

# IGTV



**IGTV is still a great way to go deeper with your audience by sharing longer, more personal videos.** Consider using this time to explore creating IGTV content around topics you're passionate about. Also, discover others' IGTV content to help you feel closer to the outside world.

## First, a few general tips and tricks:

- ✓ Engage the viewer in the first 3secs
- ✓ Publish original (not repurposed) content
- ✓ Use sound, editing, and graphics techniques to make your IGTV stand out
- ✓ Use the Series tool to share episodic themed IGTV content
- ✓ Use Feed Preview so your existing audience sees your IGTV content

*The new IGTV cropping tool allows you to select a thumbnail image so it still looks great on your grid*



## IGTV FAQs

**Q: What's the best way to increase IGTV views?**

**A:** Always use Feed Previews

**Q: What's the best day to post to IGTV?**

**A:** Weekends (plus Fridays)

**Q: How long should my IGTV video be?**

**A:** The sweet spot is 3-5mins (consider breaking up a longer video into 3-5min segments)

# IGTV

Consider using this time to explore creating IGTV content around topics you're passionate about.

Start here when you plan your IGTV video content:

*Does it stand out?*

*Is it shareable?*

*Is it something I care about?*

## CHALLENGES: ideas to get you started

- ★ Reaction video to the latest episode of your favorite show
- ★ Updates on how you're feeling/preparing during this time
- ★ Home/hotel/closet/garage tour
- ★ Unboxing videos
- ★ Daily reflections
- ★ Longform Q&A video
- ★ A series about your passion / hobby





# FEED



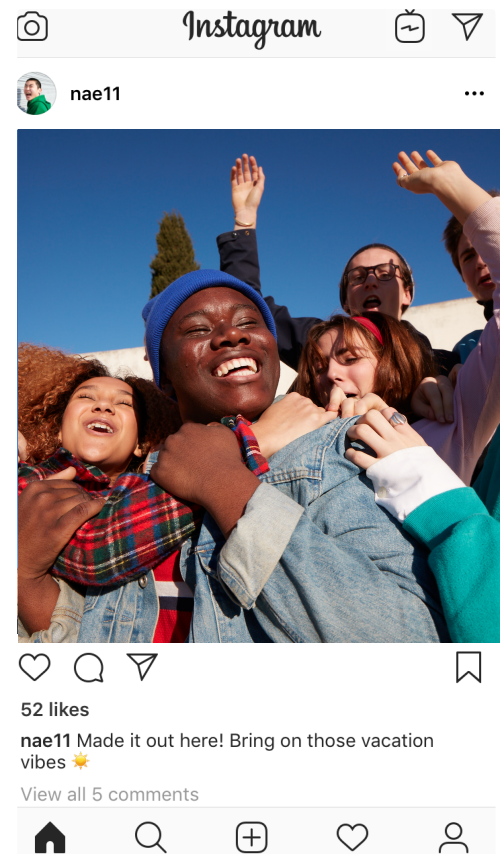
Feed is still a great way to share your highlights and favorite moments. In a time when opportunities to create content may have changed, we are sharing a few tips and ideas to connect with your audience via Feed, and keep positive conversation going on your Profile.

## First, some general tips

- ✓ Post a mix of videos and photos
- ✓ Go vertical (4:5)
- ✓ Always use hashtags and geotags
- ✓ Use carousels for more engagement in one post

## CHALLENGES: ideas to get you started!

- ★ **#fromthearchives challenge:** make past content work for you now by sharing:
  - Your first Instagram photo
  - Greatest hits from major moments pre-containment
- ★ **#lovenotesto\_\_\_\_\_ solidarity challenge:** post an encouraging image or video updating the location tag to show solidarity with your hometown, or a city having a rough time (eg Milan, Italy)
- ★ **Viral memes:** if you haven't already, join in the fun of viral memes!



# LIVE



We know it may be tough to stay engaged with your audience while at home. Live allows you to easily connect with your community in real time. Use Live to maintain this direct line to your audience and feel closer to the world - and people - around you.

## BEFORE



### Give followers advanced notice using the countdown sticker in Stories

*Try going Live at specific times during the day/week so your audience knows when to tune in!*



### Make sure you have a strong connection for a high quality stream

## DURING



### Go Live with a friend or fan

*Another way to grow: Live With prompts a notification to your collaborator's followers as well*

*If you want to save your Live With to share after your broadcast, turn on Do not Disturb and screen record*



### Try a Live Q&A

*Either ask for questions during the stream or use Stories Questions sticker to source questions before*

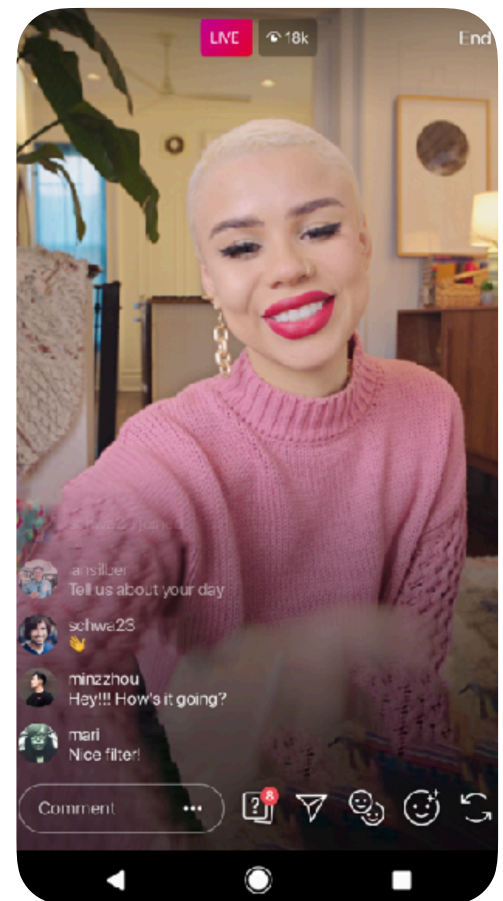


### Turn on comment moderation to facilitate a positive community experience



### If on iOS, try the Media Sharing button to share any video or image on screen real-time

*Access the button to the bottom right of your recording screen*



## AFTER



### Save your Live and upload to Stories

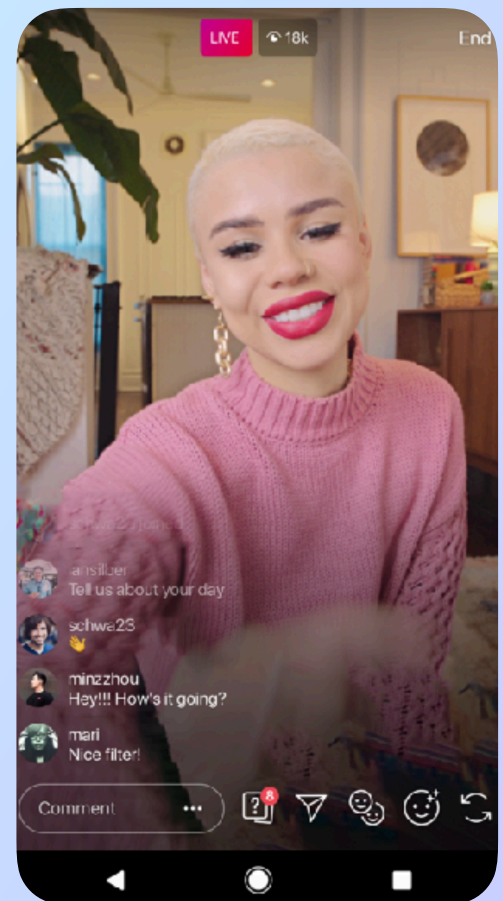
# LIVE



Use Live to maintain a direct line to your audience and feel closer to the world - and people - around you.

## CHALLENGES: ideas to get you started!

- ★ Host a Q&A every week
- ★ Share how you're feeling and coping
  - Have any tips to share with your audience?
- ★ Talk about (or give a sneak peek of) an upcoming project
- ★ Post process- style content, like:
  - How it gets made (what goes into your craft, or hobby)
  - Get ready with me in the morning
  - Cooking
  - Working out
  - Outfit try-ons / Closet clean-outs
- ★ Tour your home/hotel
- ★ Use Live With to check in with your friends or team abroad



# STORIES



You can still use **Stories** to share your changed everyday life as we all face **COVID-19** together. Use Stories to interact and maintain a close connection with your family, friends, and community.



**Interactivity is key:** these tools help you engage with your followers

## ??? Questions sticker

*Answer community questions, or ask questions of your own*



## Poll and quiz stickers

*Playfully involve your audience*



## Music sticker

*Share your mood via music*



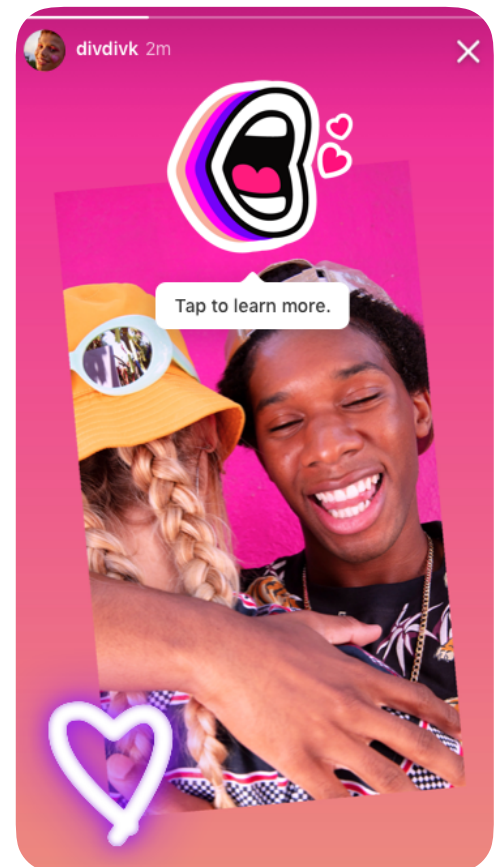
## Countdown sticker

*Build anticipation for any moment your followers want to know about (eg your upcoming Q&A in Live)*



## Stories about you

*Access your Stories @-mentions in the Activity Tab to view, reply-to and share Stories about you*



**Post multiple Stories per experience**



**Regularly update highlights with themed Stories that best represent your brand**



**Use Close Friends and Group Stories** to share different content with your different tribes, or as a way to remotely share creative ideas



# STORIES

Use Stories to interact and maintain a close connection with your family, friends, and community as we all face COVID-19 together.

## CHALLENGES: ideas to get you started!

- ★ Try new stickers available in the sticker tray  
*Stay tuned for more*
- ★ Start every morning with a Stories update on your mood ft a song via the music sticker
- ★ Create a Highlight of your COVID-19 updates
- ★ Test out concepts for upcoming projects or content via the poll sticker
- ★ Need a pick me up? Use the questions sticker to source books, articles, tv shows, movies, etc, from your audience that you can consume in your down time
- ★ Create your own Spark AR effect

