



*INSTAGRAM  
FASHION WEEK  
2020 PLAYBOOK*

Hi everyone,

**I** realize it's now considered cliché to use words like “uncertain” and “uncharted” to describe the health crisis we're in the middle of, but when it comes to fashion week, there genuinely isn't a precedent we can follow. Finding ways to adapt fashion week to fit both the limitations (social distancing) and needs (continuing to run a business) of the current environment might seem daunting, but the features you've come to master on Instagram can help you meet some of these challenges.

We wanted to create this playbook to share guidance on how to bring your show to life on Instagram while maintaining essential elements of a physical event. From utilizing our countdown sticker to build anticipation, to recreating a backstage interview using Live, let your Instagram community be your built-in audience this season.

In no way do we see Instagram as a replacement for the traditional show, but we want to do what we can to provide a solution during these times, and we hope this is a good place to start. We are all ears on what more we can do to help. It's been incredible to watch how you've been able to pivot your strategy thus far—thank you for everything you are doing to move the industry forward.

Stay safe,

A handwritten signature in black ink, appearing to read 'Eva', with a long, horizontal, slightly wavy line extending to the right.

Eva Chen

*VP Fashion Partnerships, Instagram*

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# SECTION 1: THE SHOW

## INVITATION

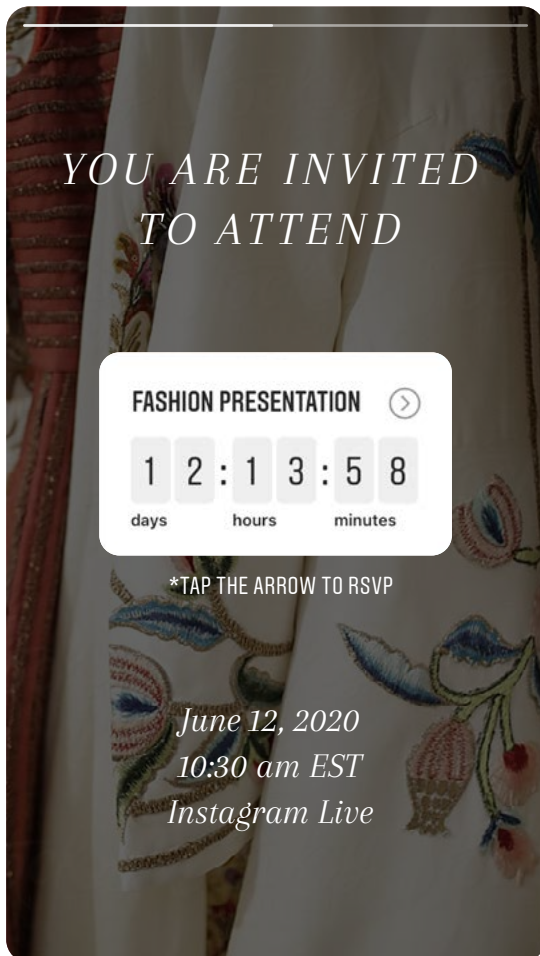
Features to use: Stories Countdown Sticker

### Stories Countdown Sticker

A physical invite shares details about your show, builds anticipation and gives a preview of what's to come. A Stories post featuring the countdown sticker can achieve a similar effect, and it allows your followers to set a reminder that triggers a push notification as the “show” is about to start. Supplement your Stories sticker with content that previews the inspiration behind the collection.

#### ✓ How it works:

- Name your countdown (eg. the name of your show), select the date and/or time.
  - When your followers see your sticker, they can follow the countdown to turn on reminders and you'll be notified when a follower subscribes.
  - Your countdown lives in your sticker tray and can be used as many times as you'd like before it expires. Keep posting with your countdown as the moment gets closer to build excitement.
  - Your countdown reflects the time zone you're in when you create it.
- ✓ Coming soon: new type fonts in Stories to further customize your Instagram invite.



# SHOW

Features to use: Live, IGTV, AR Effects

*Whether you are recreating your show experience on Instagram or planning a digital showroom instead, use Live or IGTV to bring the main moment to life and connect with your audience in a meaningful way.*

## Live

Instagram Live can provide a sense of proximity because it creates a shared experience in real-time.

### ✓ Before you go Live, remember:

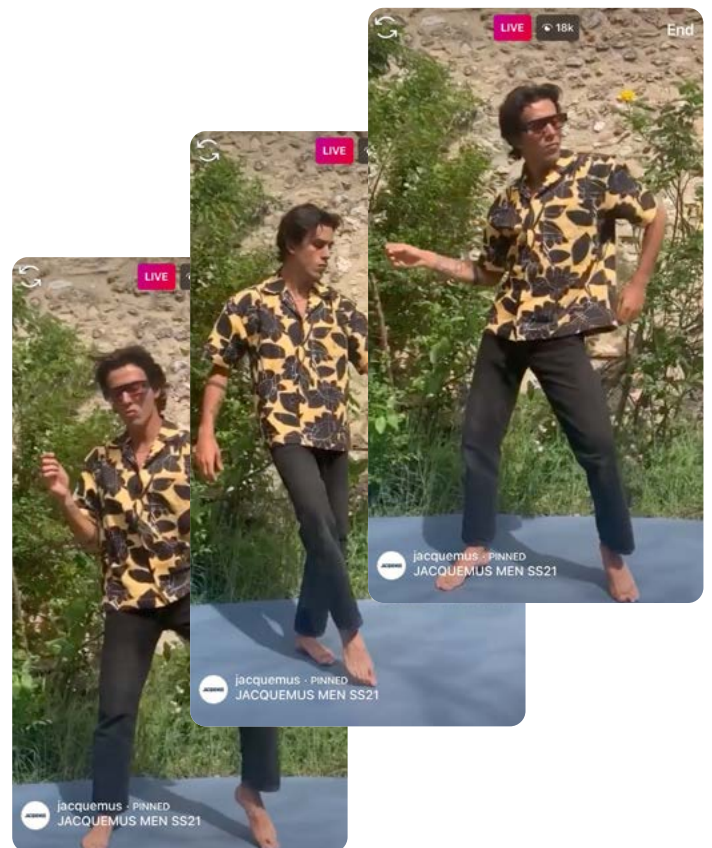
- Turn on comment moderation in your settings.
- Planning to pin a comment? One hack: write it out before you go live, then copy and paste it from your clipboard when you start.
- Don't forget: Use Stories & Feed to drive tune-in! Utilize these surfaces to amplify your upcoming live event.
- Make sure your battery is full and your Wi-Fi is strong for a high-quality stream.

### ✓ During your live stream:

- If you'd like to disable comments, start your live then tap the triple-dot in the comment field.
- It's OK to be casual. Don't hesitate to showcase your collection through your phone's camera—that is the experience your followers are used to and, in some cases, prefer!
- Make it conversational. The power of going live is that it's personal and interactive. Lean into ideas where you directly engage with your audience or answer questions.
- Give context. Followers tune in at different times, so it helps to periodically reintroduce yourself and what you're talking about.

### ✓ After your live stream:

- Share your live to IGTV, so fans who aren't able to watch in real-time can view it afterwards, and continue to revisit beyond your live broadcast.
- Tap 'Download Video' to save your live broadcast to your camera roll. Note: If you go live with another person, you'll need to screen record to save the video.





## IGTV

Longer-form video is another way to create a compelling experience on Instagram. Consider creating a series of IGTV videos to talk about your collection.

### ✓ Best practices:

- Capture attention within the first three seconds to keep the viewer engaged and watching.
- Publish original (not repurposed) content.
- Use Feed and Stories Previews to increase distribution. When you post your IGTV video, select the option to “Post a Preview” so that it shows up in your followers’ Feeds. Once it’s up, consider sharing the video to your Stories for increased distribution. Note: Views from Feed and Stories are included in your overall IGTV view count!
- Select a strong custom thumbnail image so it still looks great on your profile.
- The sweet spot for length is 3-5 minutes. Consider breaking up a longer video into episodes, linking them together with our series tool.
- To maximize impact, go vertical! Vertical videos are more immersive and optimal for mobile viewing.
- For videos longer than 15 minutes, remember to upload via your desktop version of IG.



## AR Effects

An AR effect can help engage your followers in a rich, immersive way.

### 🕒 Thought starters:

- Bring a product to life using AR.
- Create a “world” your followers can immerse themselves in at home.
- Gameify your AR effect (eg. quizzes) to encourage interaction even after your show ends.
- Create an AR version of a physical show invite that they can have “in hand” to drum up buzz ahead of your show.

### 🕒 Best practices:

- Approvals for filters can take up to 10 business days (potentially more if you need to re-submit). Please plan ahead for this as we are not able to expedite the review of your effect.
- Serve a creative need: Successful effects help users express themselves, capture what they’re thinking, have fun and be part of something bigger than themselves.
- AR as a gift: Effects should feel like a “gift” vs. a promotion and help people express affinity in an authentic way using branded elements that aren’t logos—such as colors, visual styles, products and mascots.
- Design for repeat use: The most engaging effects are ones that are flexible and can be used in different contexts. Effects that are relevant year-round will give your work a longer shelf life.
- Consider adding support for multiple faces to your effect, so people can use it with friends and family.
- Keep it simple: Make sure any interactions (eg. nodding or blinking to trigger an action) are intuitive, and focus on 1-2 main interactions, so people can master the full effect experience easily.

- Design for different device types: Test your effect on multiple types and generations of mobile devices to make sure the effect works well.
- Be careful with the use of logos and text on your filters. They must be integrated into the effect for the filter to be approved.
- Think about how to drive usage by utilizing friends and advocates of your brand to use the filter in their stories.

### 🕒 Key resources:

- [Spark AR Hub](#): From videos for beginners to more advanced effects, you can learn about using all kinds of features and techniques. This is also where you go to upload & manage AR Effects for Facebook & Instagram.
- [Spark AR for Instagram Policies](#): These are the policies that govern what kinds of AR Effects are allowed on Instagram. We highly recommend reviewing these policies in detail before you invest in creating a filter.



# STREET STYLE AND FRONT ROW

Features to use: Stories

## Stories

*Invite your community and friends of the brand to share what they're wearing to your digital fashion show in Stories, tagging your account so you can easily reshare. Whether you send them outfits to wear or you just want to see how they would dress up for your show, this can create organic buzz around your show and even foster a sense of community.*





# BACKSTAGE

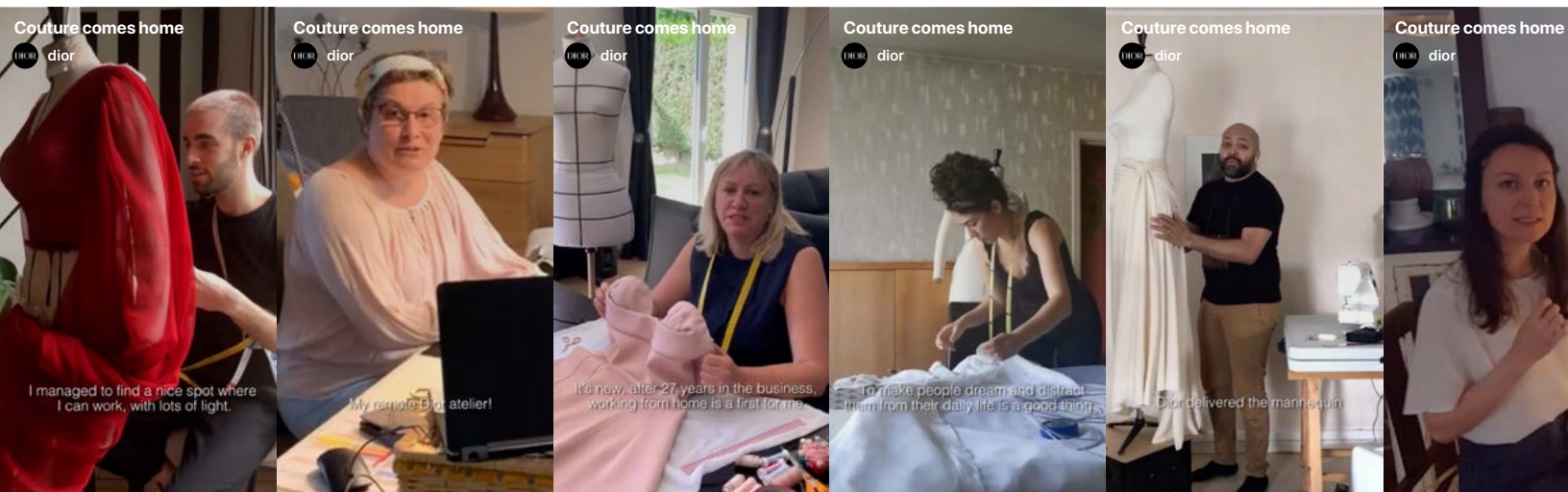
Features to use: IGTV, LiveWith, Stories Q&A Sticker

## IGTV

Go deeper with your audience by giving them a peek behind-the-scenes through longer-form video.

### ✓ Thought starters

- **Show notes:** Use IGTV to bring your show notes to life. Speak in-depth about the inspiration behind your collection while giving followers a look at the references and visuals you used during the process.
- **Hair and makeup:** If you consulted with a makeup artist or hair stylist on the models' beauty looks, consider re-creating a backstage interview using IGTV. Whether it's the artist speaking directly to the camera or utilizing voiceovers on a model's Hyperlapse tutorial video, adding this educational content to your "show" day schedule provides added context and entertainment.
- **Behind-the-scenes:** Now more than ever, users all over the world appreciate transparency and honesty. Give your followers a candid look at what went into putting together your digital fashion show.



## LiveWith

Recreate the backstage interview by going live with press, friends of the brand, or even followers.

### ✓ How it works:

- Step 1: While you're already live, tap on the double face icon.
- Step 2: Tap on a person's username to invite them to join your live. If you have a high # of viewers in your stream, you will be prompted to search for the username you want to add to your live.
- Step 3: Once your friend accepts your invitation, they will appear in a split screen view. To remove the person you've invited to join, tap X at the top right of their screen anytime.

### ✓ Remember:

- Your broadcast will be split in half, with you at the top of the screen and your guest at the bottom.
- You can only go live with one other account at a time.
- You can only invite someone to join who is already viewing your live.
- Today, we do not support the ability to save your LiveWith after your stream ends. You'll need to screen record your LiveWith while you're broadcasting to share it after. Don't forget to turn on Do Not Disturb ahead of your screen recording so that you don't see other notifications pop up from your phone.

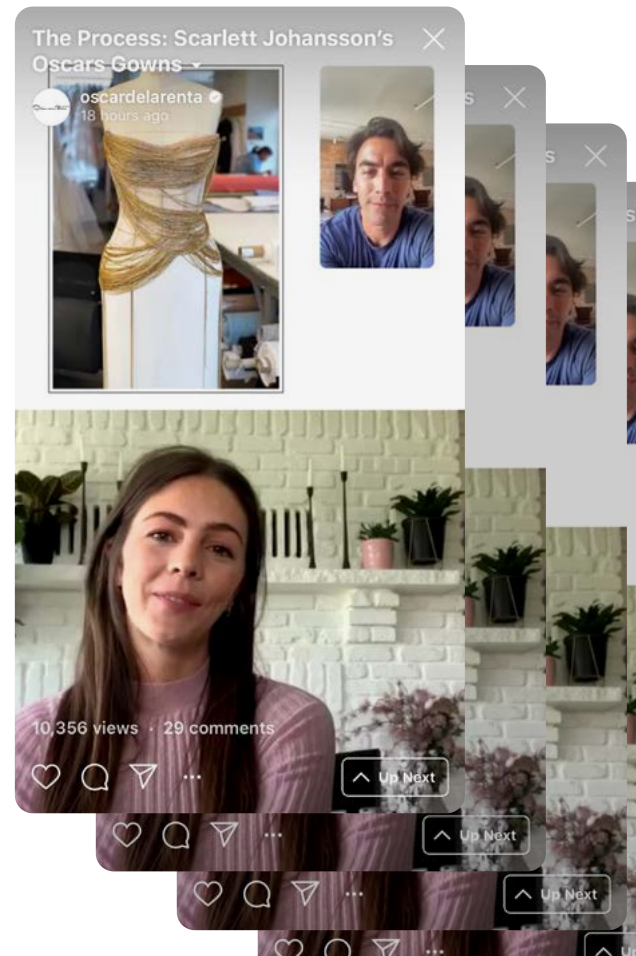
### ✓ Thought starters:

- Invite followers to ask questions about your collection using the Q&A feature: Collect questions in advance with the Questions sticker in your story, or ask for questions during your broadcast. When you're live, tap the questions icon to begin a Q&A. The latest questions will appear first, including those from an active Questions sticker. Only you as the host can see these. When you select a question, it appears on-screen along with the username.

- Share inspiration images with the media sharing tool: On iOS, share photos and videos during your broadcast. Once you're live, tap the gallery button to pull up your camera roll. Only the host can see these images. Select an image to share it full-screen. Tap the media to switch places with it and become full-screen again.

## Stories Q&A Sticker

- As an alternative to going live, you can use the Questions Sticker in Stories instead.
- Pick and choose your favorite questions and focus on the topics you're passionate about.
- Choose the approach that is right for you. Make an immediate connection by speaking directly into the camera. Or, you can simply use photos and type out your responses.



# GIFT BAG

Features to use: Stories Donation Sticker

## Donation Sticker

*In lieu of a gift bag, giving your “attendees” a way to support a charitable organization is a thoughtful way to close your show. Utilize the Stories donation stickers to raise funds and awareness for your favorite charity, and encourage followers to do the same as a charitable version of a gift bag.*

- Select your nonprofit: Choose a registered 501(c)(3) enrolled with Facebook Charitable Giving Tools. The nonprofit must have an Instagram business profile linked with their verified Facebook Page. Let us know if your selection does not appear as an option in the sticker and we can assist in setting this up.
- Logistics: There is no processing fee and 100% of the money raised goes directly to the nonprofit you’re supporting.
- Track results: Swipe up on your Story to view the total amount raised and donations made by each person. Share your progress along the way so your followers can feel more invested in the fundraiser’s success.





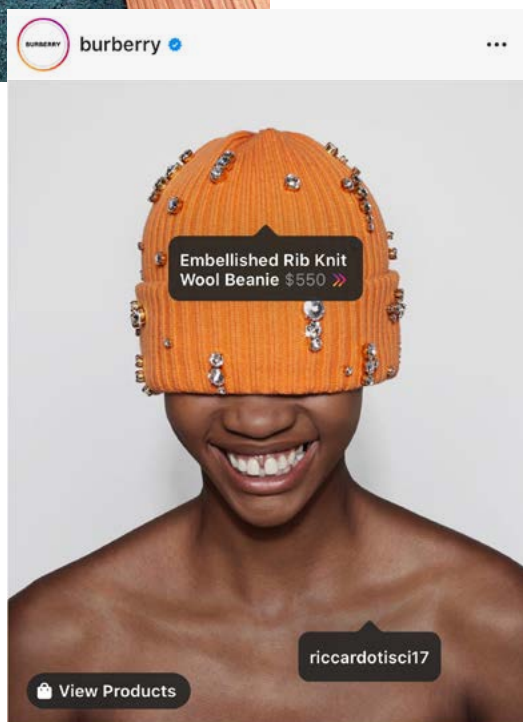
# SECTION 2: SHOPPING

## SHOPPING

Features to use: Feed, Stories,  
Shopping Tags, Challenges

Whether you're using a see-now-buy-now approach this fashion week or showcasing new product, you can use shopping tags to drive sales.

- See-now-buy-now: Ahead of your show, make sure your product catalog is up to date so you can use shopping tags on your Feed and Stories content. This allows your followers to shop in real time while they're engaged.
- If you're not see-now-buy-now, you can still take advantage of this high-traffic time by sharing posts with shoppable products before and after fashion week. Use shopping tags to make this experience as seamless as possible.
- Use video in Stories: Remember that shopping tags work in Stories, too! Seeing the way a product moves from multiple angles may help build confidence in the product for the consumer.
- Drive anticipation: Exclusive drops or limited-time offers focus the hype and make Instagram shoppers feel like they're getting something they wouldn't be able to find elsewhere.
- Create confidence: Address sizing and fit, and add styling advice leveraging user-generated content.
- It's OK to repeat: Build consideration by talking about a single product multiple times. Mix still shots and video footage. Show different angles. Help the consumer imagine the product in multiple lifestyle contexts.
- Swipe-up links: While you can add shopping tags in Stories, utilizing swipe-up links is another option. Drive them to product detail pages vs. category pages or the home page to make the purchase journey as easy as possible.



# SECTION 3: OUR COMMITMENT TO YOU

We are committed to doing what we can to help the fashion industry during this unprecedented time.

This playbook is just the beginning. We will be providing fast-follow resources in the coming weeks and sharing information about webinars you can take advantage of ahead of fashion week.

You can also join our Facebook group to stay connected with the Instagram Fashion and Beauty teams and learn updates in real time at [facebook.com/groups/igfashionbeauty](https://www.facebook.com/groups/igfashionbeauty).

Thank you.