



# HOW TO CREATE INSTAGRAM STORIES

DSID Social Media Consulting

[DAYLESHEEHANINTERIORDSIGN.COM](http://DAYLESHEEHANINTERIORDSIGN.COM)

# HOW TO CREATE INSTAGRAM STORIES

Videos on Instagram are a very powerful tool!

I know that many people don't like the idea of being 'on-camera' but if you aren't using your stories to reach your audience you are missing out on a valuable tool. Instagram stories allows users a FREE opportunity to get in front of your audience. No expensive videographer, no curated content, just a chance to be yourself, share your life and story and lift the curtain of your world to show your potential customers what you offer.

Many businesses use stories to show the behind-the-scenes of their day. Sharing everything from your home, your meals, your workout, your pets, your routine, your family and the things and places you love.

The reason stories matter is they allow you to connect to your audience. Connection is key because people connecting with you signals to the Instagram algorithm that you are getting engagement. When someone watches your stories, sends a GIF, sends a DM, or shares your story, Instagram flags your content as interesting and should be featured in your followers feeds. Do you notice that you always see the same people? That's because you and others are connecting with those accounts.

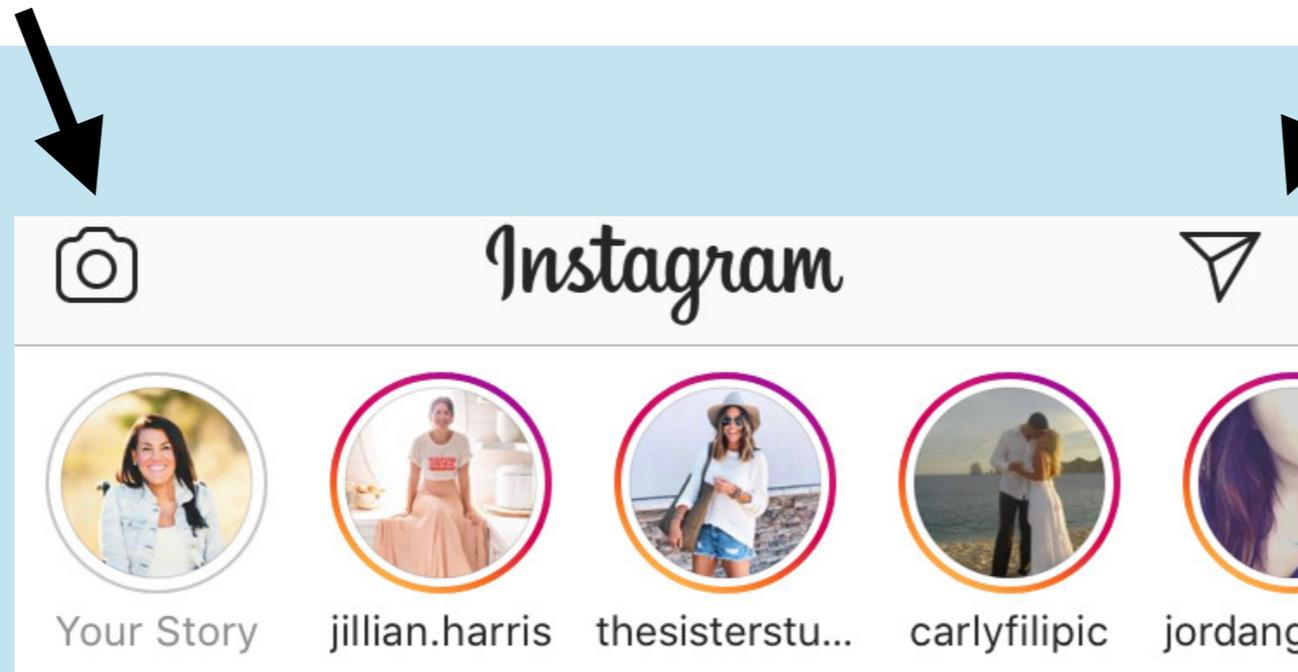
The GREAT News... is the more engagement you have with your audience, the more likely you will be the first featured on the rest of your followers feeds, including the ones who haven't been engaging on a regular basis. Connection and engagement has a snowball effect. Your number one goal on your instagram is engagement.

Now let's jump into 'How' to create an Instagram Story!

# HOW TO CREATE INSTAGRAM STORIES

**Step #1** - Tap Here

Where you'll find your DM's



Where you'll find your stories  
after you post them.

Other people's stories

# HOW TO CREATE INSTAGRAM STORIES



Swipe to Choose  
Your 'Mode'

For Example ~ Hands-  
Free allows the  
camera to roll for 4 X  
15 Second Slides  
without you holding  
the button



Swipe to Choose Your 'Filter'

**Step #2** - First choose your 'Mode',  
then your 'Filter' and then Tap  
White Circle for Photo or Hold  
White Circle for Video

## HOW TO CREATE INSTAGRAM STORIES

**Step #3** - Additional Filter options are available by swiping the screen once you are done taking your photo or recording your video. Press Play to see how easy it is to change the look of your content!



## Control Center



## HOW TO CREATE INSTAGRAM STORIES

**Step #4** - Now that you have your photo edited the way you want, let's add GIF's, Your Messaging, Stickers etc.

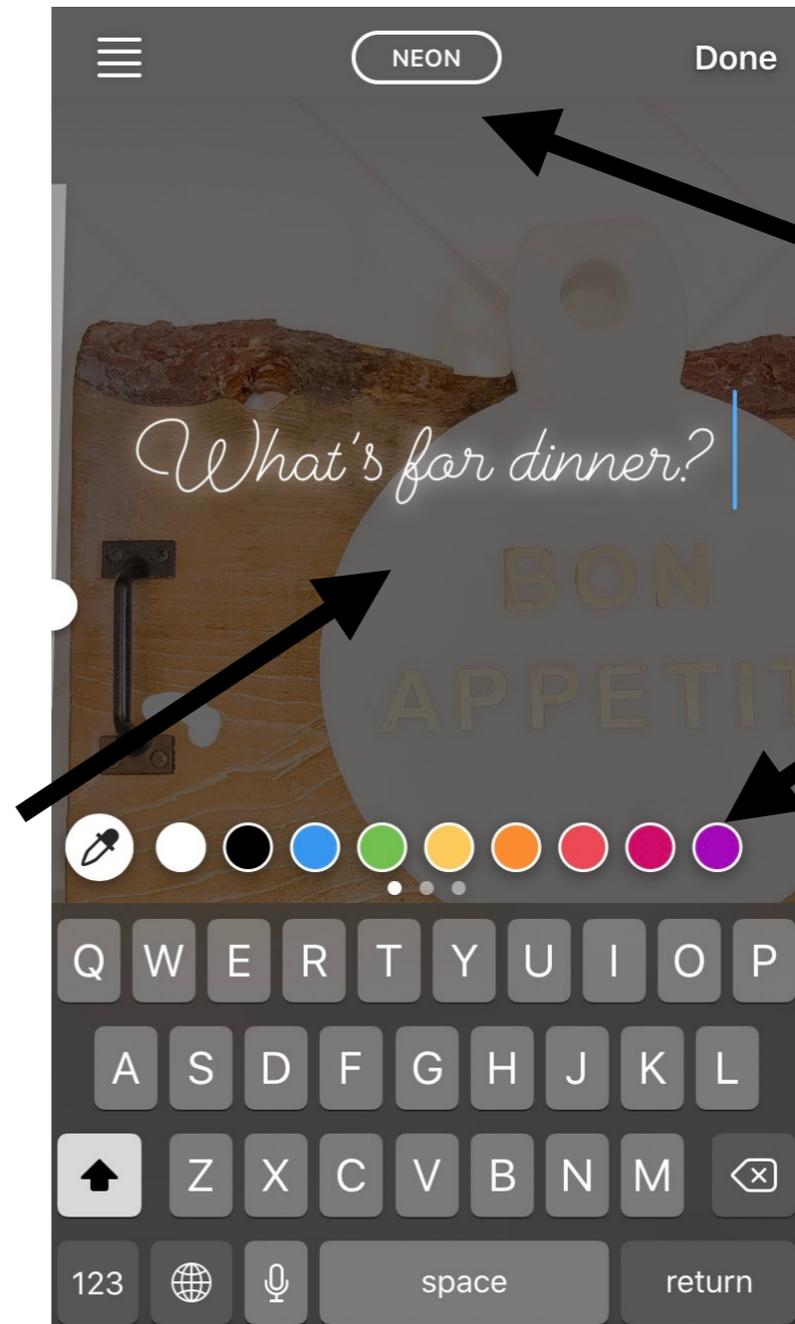
## ADDING TEXT



Tap Here

Your message will be here but once you are done typing you can move it where you want it by dragging it.

## HOW TO CREATE INSTAGRAM STORIES



You can change the font here.

You can change the colour here.

## ADDING DRAWINGS



Tap Here

## HOW TO CREATE INSTAGRAM STORIES



Choose  
your  
marker

Be an artist!

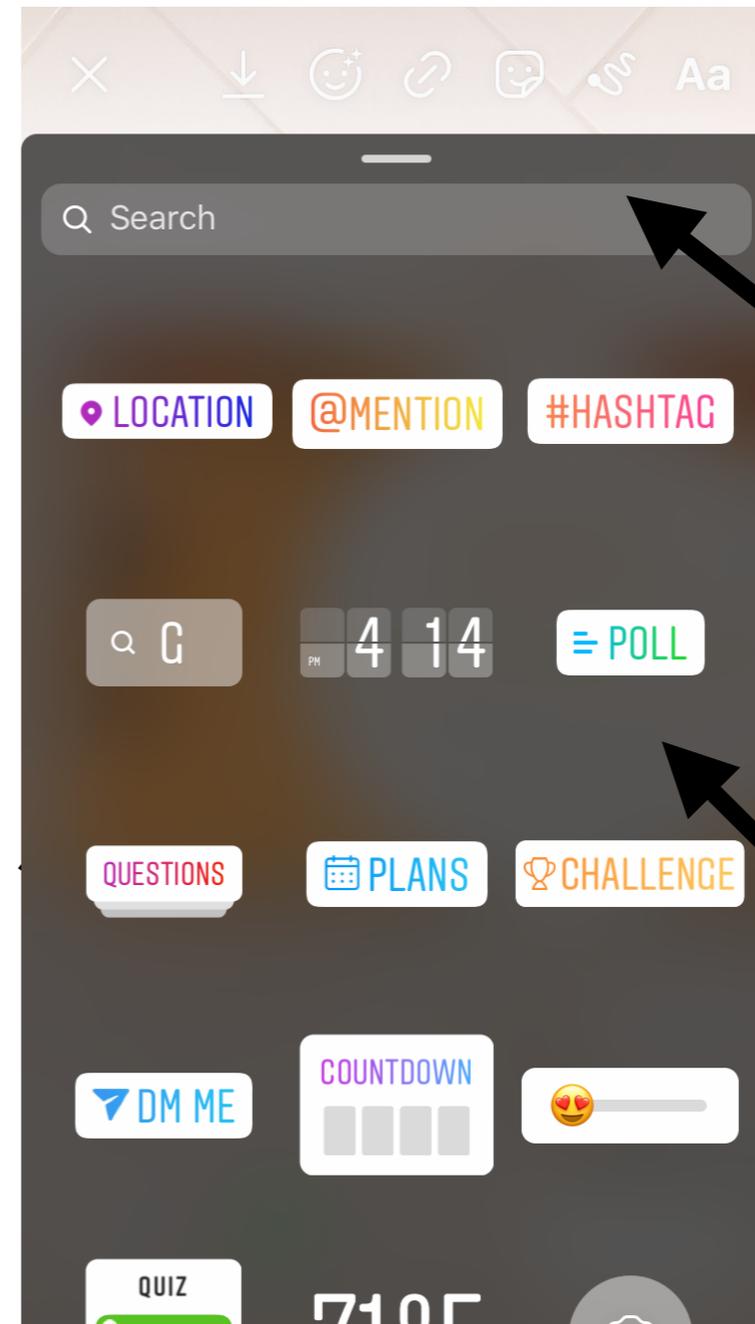
You can change  
the colour  
here.

## ADDING GIFS



Tap Here

## HOW TO CREATE INSTAGRAM STORIES



Search for something specific.

Scroll up to see what's trending.

## ADDING FILTERS



Tap Photo  
To Play

## HOW TO CREATE INSTAGRAM STORIES

Tap Here



Choose Filter

Scroll to see all  
filter choices.

SAVING TO POST  
AT A LATER TIME  
+ DELETING

Tap Here  
to Delete

Tap Here  
to Save



POSTING TO YOUR  
STORIES  
IMMEDIATELY +  
SHARING WITH YOUR  
AUDIENCE

Tap Here to  
Post Story to  
Instagram

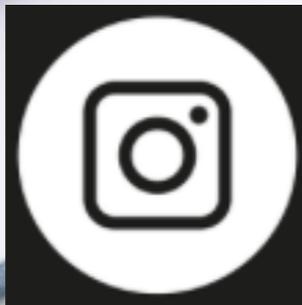
Tap Here to  
Send to  
Specific People



**FOR MORE TIPS AND TRICKS  
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