

What is an Instagram Story and Why Should You Use It?

Instagram Stories are short photo or video clips that disappear after 24 hours. They're located at the top of your followers' feeds and are one of the best ways to grab attention quickly and often. Stories offer a dynamic, real-time way to:

- Give followers a behind-the-scenes look at your events and day-to-day operations.
- Use polls, quizzes, and questions to interact with your followers.
- Share quick highlights.
- Re-share posts from partners, supporters, or event attendees.

Stories can help boost engagement, grow your following, and make your social platforms feel authentic.

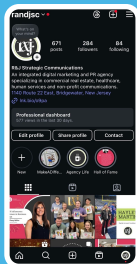
How to Create an Instagram Story

Step 1



Open the Instagram app on your phone.

Step 2



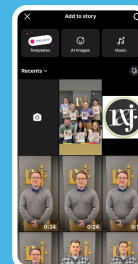
Tap your profile picture at the top left of the screen, or simply swipe right from your home feed.

Step 3



You are now in Story mode. You are ready to capture or upload content.

Step 4



Swipe up on the screen or tap the square thumbnail in the bottom left corner to open your Camera Roll.

Step 5



Select a photo or video from your event (setup, crowd, speakers, volunteers, etc.). Tap it to upload and begin editing.

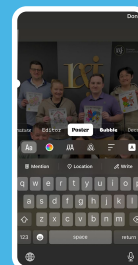
Step 6



Tap the "Aa" icon at the top right. Type your message. Ex:

- "Thank you to our amazing volunteers!"
- "We're LIVE at [today's event]."

Step 7



Customize with:

- Different fonts
- Colors using the palette at the bottom
- Adjust size and position by pinching and dragging

Then tap "Your Story" to publish.

Instagram Story Guide



Strategic
Communications

Adding Content From Other Sources

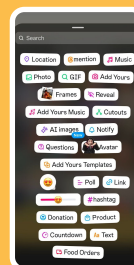
Step 1



You can also upload graphics made in other tools or platforms (Such as Canva).

Download the graphic or video to your phone's Camera Roll.

Step 2



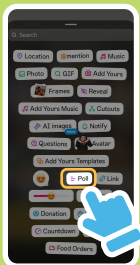
Back on Instagram:

- Swipe up from the Story screen
- Select your graphic
- Add text, stickers, GIFs, or other interactive tools before posting

How to Create a Poll on Your Story

Polls are a great way to get quick feedback and make your audience feel included.

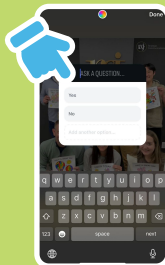
Step 1



Once your photo or video is uploaded:

- Tap the sticker icon (smiley face square at the top).
- Tap "Poll."
- Type your question
- Customize the answers

Step 2



Drag the poll around the screen to place it where it looks best.

Step 3



Tap "Your Story" to publish.

How to Create a Story Highlight

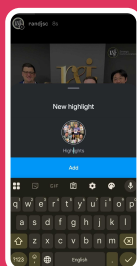
Highlight Your Story (So It Doesn't Disappear!) Stories disappear after 24 hours unless you save them to your profile.

Step 1



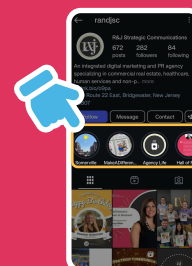
After your Story is posted, tap the "Highlight" button at the bottom.

Step 2



Create a new Highlight (e.g., "Events," "Volunteers," "Behind the Scenes") or add to an existing one.

Step 3



These now live permanently on your profile under your bio.