{CREATE A STORY}

There are many features that come into play when creating an Instagram Story. From taking a photo/video to editing features such as adding text or filters, the opportunities are endless. Here, we will go over the basics of posting an Instagram Story.

To start your Instagram Story, tap the plus button on the top-left side of your home screen (on your profile picture).

From there, you have two main options:

1. Take a photo of what you are doing right now to post to your story.
2. Access your photo library and choose a photo that you already have saved on your phone to post to your story.

**14** posts **93** followers **33** following

Promotions   Edit Profile

Marketing Simplified
Product/Service
I teach business owners how to use digital marketing tools to grow their businesses.
www.marketingsimplified.com/

After clicking the plus button on your profile picture to add a photo to your story, you'll be directed to a screen like the picture shown to the right. To take a photo of what you are currently doing, click the white circle at the bottom middle of your screen (tap and **hold** the white circle to take a video). This will take a normal photo however, it's not the only option to choose from. Using the menu shown across the bottom of your screen, swipe left to check out other fun ways to take a photo on the spot.
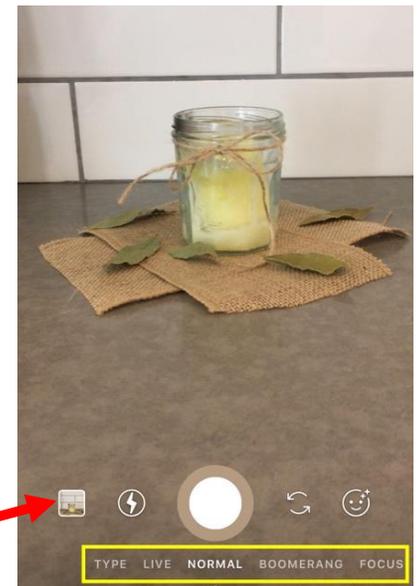
To post a photo/video to your story using one that is already stored on your phone, access your photo library by clicking the small square to the left of the flash symbol. From there, scroll through your albums to find what you'd like to post.

TYPE   LIVE   NORMAL   BOOMERANG   FOCUS

Before you post, spice it up a little by adding a filter, GIF, emoji or even overlay text on your photo/video. We will dive deeper into the editing features in the next section.

When you are finished, add the photo to your story. You can also press the 'save' icon if you want to save the photo to your phone's camera roll.
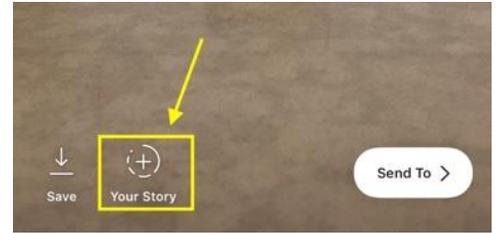
{MAKE IT STAND OUT}

Ok, now that you know how to post something to your story, let's dive in to all the editing you can do **before** you actually "post" the photo to your story. There are SO many editing features that enable you to personalize your post.

Take/upload a photo or video. Before posting to your story, check out the editing features using the 3 icons on the top right of your screen.
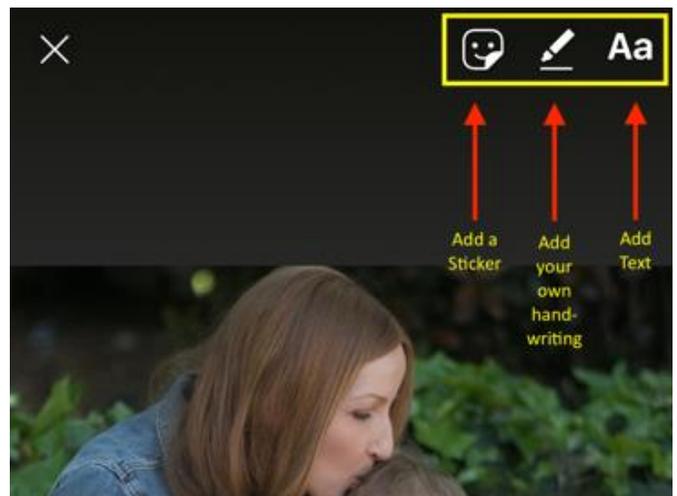
Add a Sticker   **Add your own handwriting**

Use different fonts and colors!

Note: Use a sticker to "mention" (i.e. tag) someone else in your story! It's a great way to feature someone's Instagram profile (i.e. a customer or another business) or give someone a shout out via a clickable link that will actually take your viewers to their profile if they click on their name. Whoever you "mention" will be notified that they were featured in your story.

When you are happy with your photo, post it to your story. Then do it again!

Text

Color

Sticker