

How to Post a Story

1. Open up the Instagram app on your phone and tap your profile picture near the upper left-hand corner. Alternatively, swipe right to open up the camera.
2. Choose a filter by swiping right and left at the bottom. You'll be able to preview each filter live.
3. Capture a photo or video using the camera.
4. Alternatively, skip the two previous steps and swipe up on your screen to browse your gallery. Choose an existing photo or video.
5. Add stickers, time stamps, or GIFs to the Story.
6. Once you've finished editing your photo or video, tap **Your Story** to share it with all of your followers.

But first, let's review the basics of how to share an Instagram Story.

1. Open up the Instagram app and tap your profile picture near the upper left-hand corner.

To start posting a Story, open up the Instagram app and click on your profile image in the top left corner. You can also swipe right or click the plus sign near the top right.



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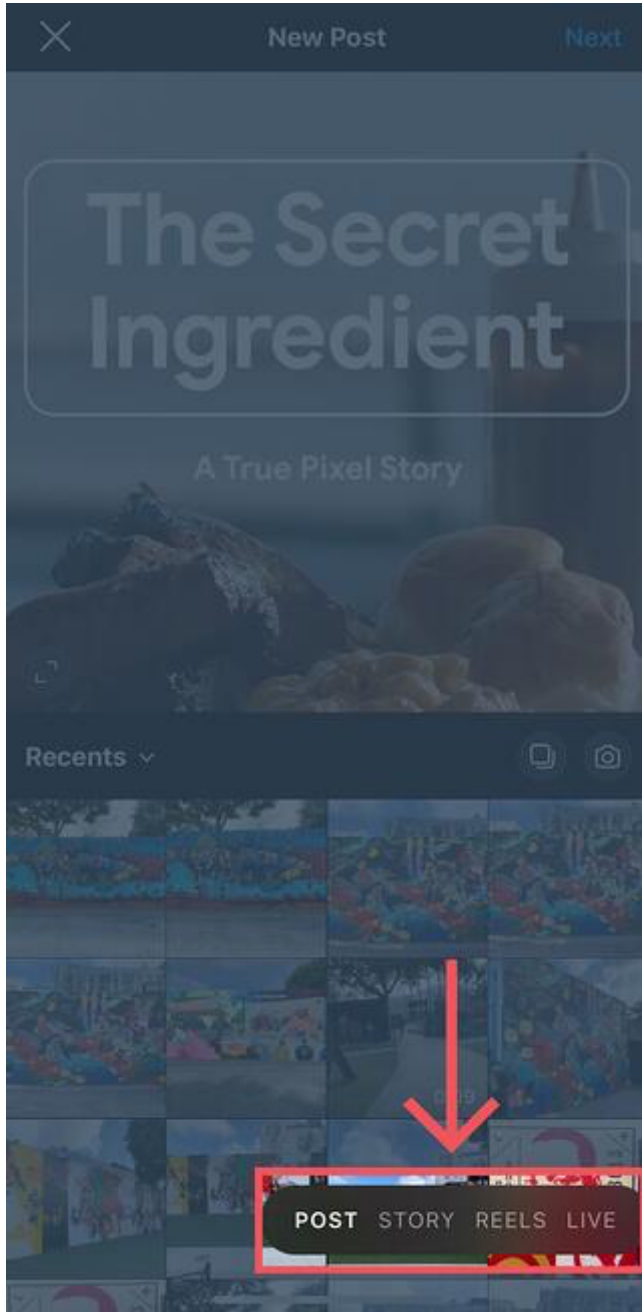


If you click the plus sign, you'll automatically be prompted to create a post instead of a Story. To get to the Story creator, choose Story at the bottom right.



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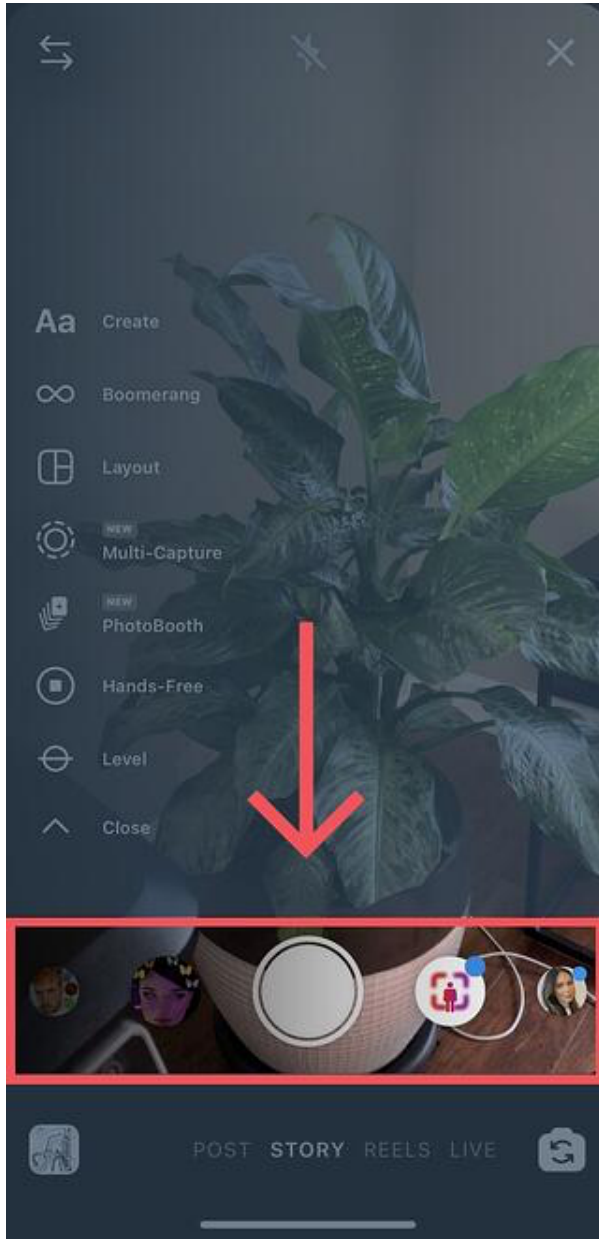
2. Choose a filter and image capture mode.

Once you start creating your Story, you can choose a filter by swiping right and left on the filter carousel at the bottom of the screen.



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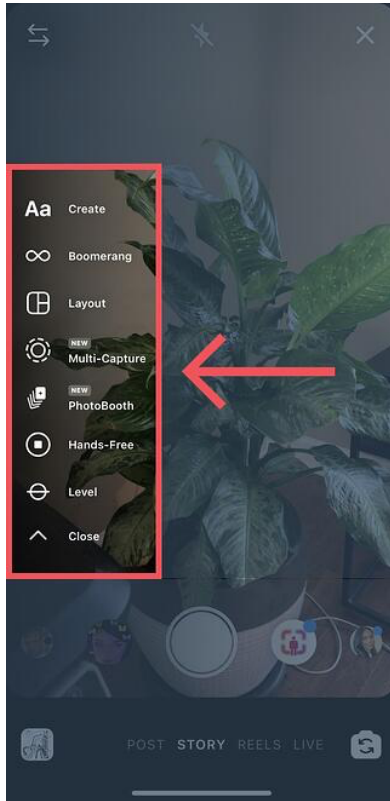
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Aside from a filter, you can choose a capture mode when taking a photo or filming straight from the app. The options appear on the left-hand side of the screen.



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You have a few options to choose from:

Instagram Stories can be 15 seconds in length, so if you want to share a video that's longer, film in 15-second stints, or use a tool to split your longer clip into 15-second installments.

3. Capture a photo or video using the camera.

Now that you've chosen your filter and image capture mode, it's time to actually start filming and creating content. Hold down on the button to film a video, and tap once to capture an image.

If you don't like the filter, you can change it. You can also add stickers, text, and drawings.

4. Once you've edited your photo or video, tap "Your Story."



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You can also save your edited photo or video to your gallery by tapping the "Download" icon up top.



Knowing how to post to your Instagram Story is one thing, but knowing *what* to post is a different ... well, story. For businesses looking to tell their story on Instagram, it's important to know who your ideal followers are and what they'd be interested in seeing on Instagram. Remember, Instagram is a visual platform, but that doesn't mean you can't teach or promote something in the process.



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