**Story Ideas**

1. Post footage of an office event

Sometimes, the best thing a business can do on Instagram is be as human as possible. One way to do this is to post a brief video of a company function. Whether it's an office holiday party or an award banquet, posting footage of it to your Story is easy and in-the-moment entertainment for your followers. This content also shows people you're a relevant and friendly voice in your market.

2. Post breaking news about your industry

Just as you might on your company blog, you can use your Instagram Story to report on the latest happenings in your industry. With the right design work, you can turn small news breaks — that don't merit an entire article — into a Story on your Instagram account.

This keeps users coming back to you to stay abreast with market trends. You can even ask users what they think, as shown in the Instagram Story by HubSpot below. We'll explain how Instagram "stickers" can help you do this in just a minute.
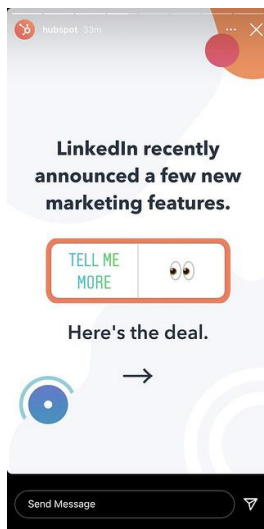
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3. Demonstrate your product

Your product might not be the simplest or sexiest product in the eyes of the layperson. Well, your Instagram Story is the perfect format for showing potential customers how that product is used. Post a long video, segmented into 15-second clips that show users what your product or service does and how it helps your customers.

If you sell software, for example, you might record a video of your computer screen, using a recording tool like **Loom**, that shows people how to log in, use the software's dashboard, and navigate to the various functions included in the product.

Just remember to modify your video's dimensions before uploading it to your Instagram Story. Remember, **Instagram Stories' image dimensions** are **1920px high and 1080px wide**, with an aspect ratio of **9:16**.

4. Promote a company event

Does your organization host a trade conference or attend a big one every year? Use your Instagram Story to promote the event and tell your followers to look for you there. Work with a graphic designer, or do some artwork yourself, to illustrate an event flyer with all the information one would need to find you.

Most of this you can do directly in Instagram. For example, use the native text options in your Story to add:

- The event's name.

- Where the event is located.

- Dates you'll be attending.

- The event's official hashtag.

5. Preview one of your company's blog posts or videos

Your blog posts and YouTube videos need all the exposure they can get. Even if social media isn't your blog's primary source of traffic, your Instagram Story can help readers discover that post or video for the first time and find it later.

In the screenshot below, Google Pixel used its Instagram Story to preview a video it published about a customer who used the device. When you tap all the way to the end of the Story, Google prompts you to swipe up with your finger, where it then links you to the full video on YouTube.

6. Mention other companies who follow or work with you

As your Instagram following grows, you'll eventually pick up other business accounts who want to follow you as well. Whether those accounts are your business partners or simply fans of yours, consider giving them shout-outs on your Instagram Story. This is a passive but effective way to nurture your relationships with the users that matter most to your business's growth. We'll explain how to link to other accounts in an Instagram Story in the tips below.

Instagram Story Tricks and Hacks

Now that you know the basics, let's run through tips and hacks for producing high-quality, clickable Instagram Stories.

- ***Use stickers***

Once you've captured a great photo or video, it's time to jazz it up with some fun stickers. You can access these by clicking "Create," then tapping the smiling sticker icon in the upper right-hand corner of your screen once you've captured a photo or video.

Here are some best practices after you choose a sticker.

- ***Change the size of your stickers***

You can pinch the sticker once you've added it to your Story to increase or decrease its size. You can also tap and drag it around the frame to change its position.
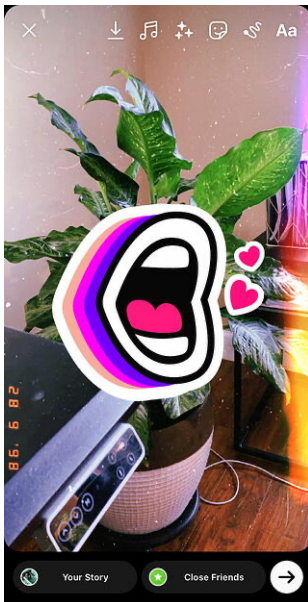
-   ***Check stickers every day for new and unique ones***

Instagram releases unique Story stickers often — whether it's for a weekday, a holiday, or a season. Check this section every day for new and timely stickers to add to your Story.
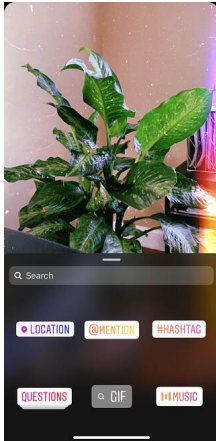
- ***Add location, hashtag, poll, and selfie stickers***

Boost engagement on your Instagram Story by opening it up to other people doing the same things you are. Open up the stickers section and tap any of these buttons to customize your Story.

- ***Location Stickers***

Start typing in your location, and you'll be able to pull in a geographically specific sticker to show where you are. When people view your Story, they'll be able to tap the location sticker and see other photos and Stories happening around the same place.
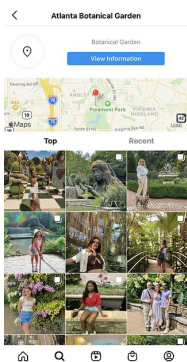
- *Hashtag Stickers*

Same concept here: If you add this sticker and type in a hashtag, your Story will appear in searches for that hashtag, and viewers will be able to click it and see who else is using it.
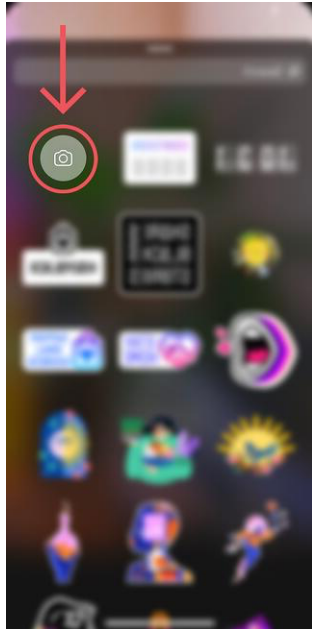

- *Poll Stickers*

You can add a two-option poll to your Instagram Story, and you can even customize the possible answers so they're more unique than "Yes" or "No." Use a poll sticker to gauge if people are really engaging with your content.
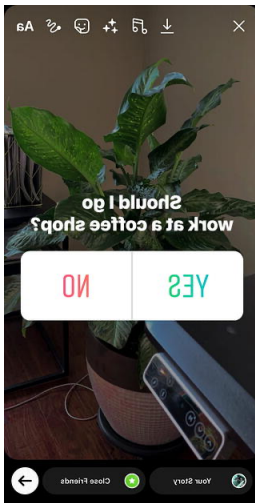
- ***Selfie Stickers***

Open up the Stickers menu, and tap on the camera icon.

Then, take a selfie — or take a picture of anyone else's face (that will work too). Then, you can use that face to decorate your Instagram Story. Somewhat creepy, but very memorable and funny, too.

Record a hands-free Instagram video

If you're a frequent video-recorder on Instagram, you know you need to hold your thumb against the record button for as long as you're recording. This can make it tedious when attempting dynamic and interesting videos that require more hand mobility.

But did you know you can record these videos "**hands-free**"?
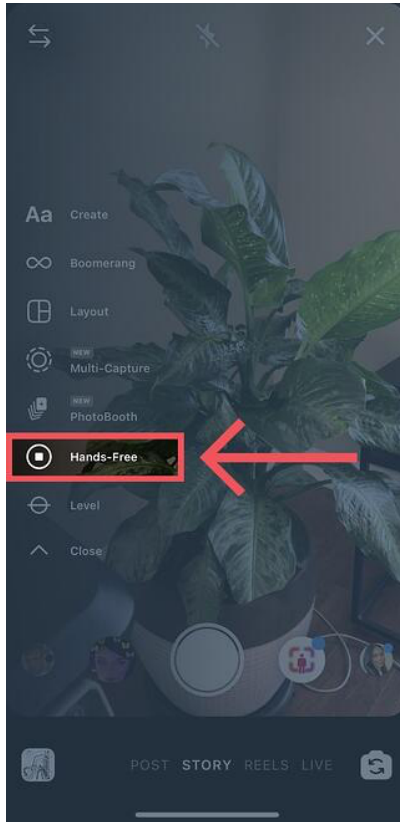
The hands-free video feature can be found in the list of image capture options, as shown above. Simply tap the record button once to start the video, and again to stop it after you've gotten the footage you want.

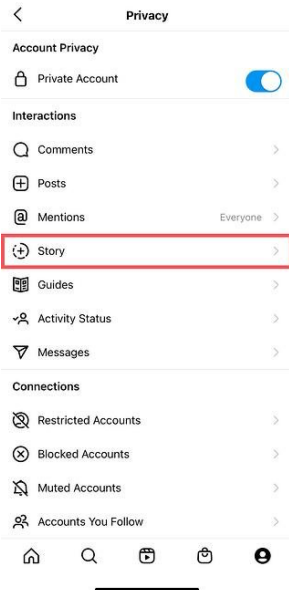- ***Let viewers share your Stories***

Increase engagement and views of your Instagram Story by letting viewers share them with their friends — as direct messages (DMs).

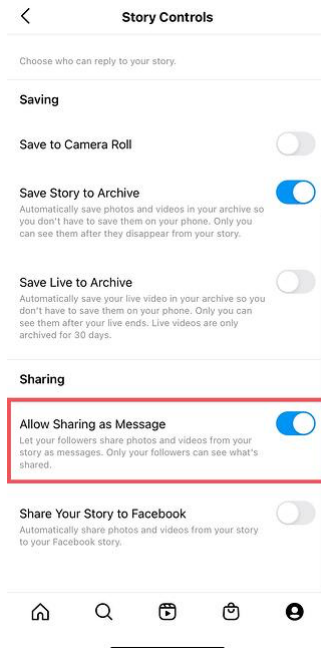To do so, navigate to your app's settings, then to **Privacy**, then tap **Story**.

Toggle on "Allow Sharing as Message" so viewers can DM your Story to friends to increase your audience reach. Voila!

- **_Use the pen_**

Use the pen to add embellishment, symbols, or more text to your Story. If you tap the pen icon in the upper right-hand corner of your screen once you've captured a photo or video, you'll open up your options.

From there, you can adjust the thickness of your pen stroke or change the color you're writing with.

I like using the highlighter pen to add emphasis to words — or even to highlight my photo or video.
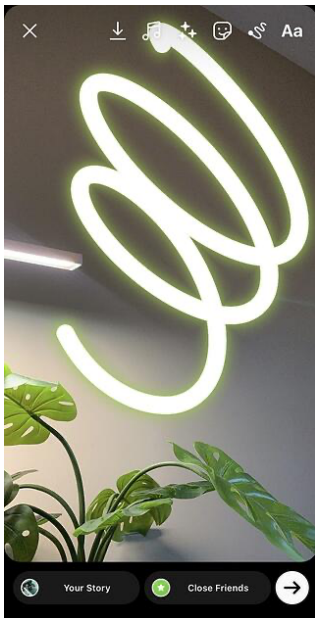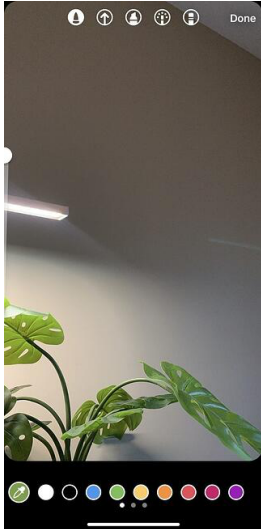

- **_Add a background color_**

If you want to share a Story with a background color — like the images I've shared above — you can actually select it from the color palette.
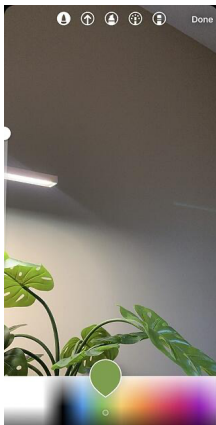
Take a picture (it doesn't have to be a picture of anything in particular), and then tap the pen icon to open up the color palette.

You can choose one of the colors from the three available menus, or if you want a specific shade of one of those colors, you can open up the full color spectrum by pressing and holding one of the colors.
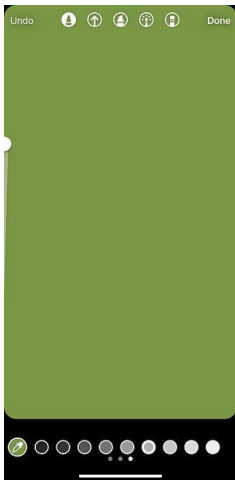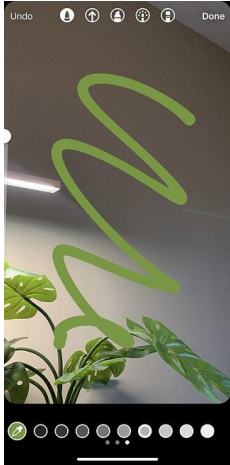

Then, scribble anywhere on the screen, and hold your finger down until you get the background color you want to appear.

If you want to get *really* crazy, you could use the eraser tool (the fourth option) to create new words or shapes from the background, too.

- **Mention another Instagram account in your Story**

Sometimes, it's just not enough to send an Instagram Story to a particular person — you need to give them a shoutout in the photo or video itself. In these cases, Instagram allows you to tag up to 10 specific handles directly in your Story's photo or video.

To mention an Instagram account in your Story, shoot a photo or video and then tap the **square "A" icon** in the upper righthand corner of the screen. Enter the account you'd like to tag, starting with the **"@"** symbol and the account's first letter. Scroll through the suggested accounts that appear below your cursor until you find the account you have in mind, and tap it. See what these options look like below.

Once you post this Story, the person or account you've tagged in the photo or video will receive a notification of your shoutout, regardless of whether or not you send the Story to them.

- *Make your text funkier*

The text on Instagram Stories is pretty basic — jazz it up with these tricks.

- *Customize your colors*

If you're unsatisfied with the color palette Instagram offers, create your own from one of the colors in the photo or video you've captured.

Open up the text icon, and tap the eyedropper icon in the lower left-hand corner of your screen.

Use the dropper to sample a color from somewhere in the image you've captured, and use it when typing out text or using the pen tool.
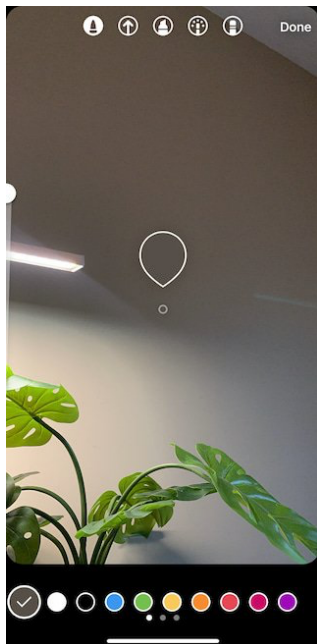
- ***Add a drop shadow to your Story's text***

If you want to add some extra drama to your text, add highlighting or shadowing by retyping or rewriting your text in a different color. I recommend choosing black or white to add emphasis to a bright color you've picked. Then, move the text above or underneath the brighter text to add some drama to your words.

- ***Turn your text into a rainbow***

This one's tricky, but you can actually turn your text into a gradient rainbow.

Tap the text icon, and type out your message to add to your Story. Then, highlight your text.

This is where it gets tricky: Turn your phone to the side so you can hold one finger down on the right side of your text, and with another finger, tap on a color and hold until the color wheel pops up.

Then, slowly drag both fingers across both the text and the color wheel from right to left to create rainbow text. Go slowly, letter by letter until you've created a rainbow. (This one took me several tries before I nailed it, and I succeeded using both thumbs to highlight the text and the color wheel.)