

Socially
EM

HOW TO CREATE
Killer
INSTAGRAM STORIES



hey babes

So you're keen to know how to slay on your Instagram stories?

Did you know Stories are the number one feature on the gram right now with over **500 million** uploads daily?!

It's the feature that has us watching people's lives and businesses like a *crazy stalker* wanting more.

It doesn't matter whether you're a business or influencer, here's why stories an important tool for your page..

1. There's no need to keep up with that dreaded *#algorithm* because they sit up the top there like royalty. WINNING!
2. It's a chance for people to see who you are & what you have to offer without having to scroll through a million posts.
3. If you are a business, you can show how to use your products and validate their worth. It's prime real estate.. most people don't need to buy it, but you will make them WANT it.
4. There's no 'Best Time To Post' because they're visible for 24hrs!.

Now I know what you're thinking.. What are my tips for **SUCCESSFUL** stories utilisation! Well here we go.

Grab a coffee (or wine, there's no judgement here!) turn the page & ask yourself the following questions..



WHO ARE YOU? WHAT IS UNIQUE ABOUT YOU/YOUR BRAND? WHAT MAKES YOU MEMORABLE?

Based on these answers, you'll be able to determine what your **5 KEY STARS** are which you want to focus on and be known for. Once you determine what these key stars are, you'll know what your followers want to see more of and what they're going to engage with.

These are your **GOLD!**

One of mine is that my husband is FIFO – I get high engagement on this. People are interested by it or can relate.

These are the things people will recognise and mention about you so they can name drop you to their friends like *"did you see Em from SociallyEm, her hubby is FIFO & she just released a new event!"*

Now what's yours? Write them below so you can visualise them.

one

two

three

four

five

The golden rule has always been to *'BE PERSONAL'* but there are so many ways to do so..

- Some people don't like talking – Use subtitles (everyone watches without sound anyway.. I mean surely I'm not the only one watching them while hiding from the kids in the toilet lol)
- Whether you talk & show your face or not, talk and show what you are doing. Include subtitles regardless. Either way if you are always referring back to your 5 stars, its newsworthy!

BUT.. how do you keep them watching & stop them from losing interest & swiping? Are you seeing 350 at the beginning of your story but by the end you only have 180?

We want your followers staying connected the whole way through!
When creating a story sequences, you need to ensure they include these four steps:

YOUR OPENER

Suck them in..
Okay you have intrigued me.. I'll keep watching.

SPIT IT OUT MOMENT

Quickly get it out
or they'll swipe
away

DAMN THAT SOUNDS GOOD

Include a poll so
they keep going
and to interact
with them or ask
their advice

CLOSER

Insert a Swipe Up
link or end with
your favourite GIF
to capture the
moment.

HOT TIP #1: Add 10 hashtags to your story and hide them behind your image.

Upload your image,
pinch it to make it small, write your hashtags then un-pinch your image to place it on top of the hashtags. Umm hello.. secret squirrel!

HOT TIP #2: Add your location so you appear in the stories there. This is vital for service based businesses and influencers looking to attract local brands to work with,

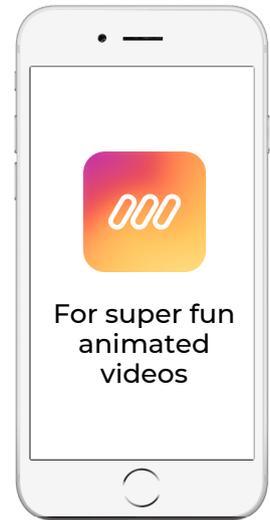
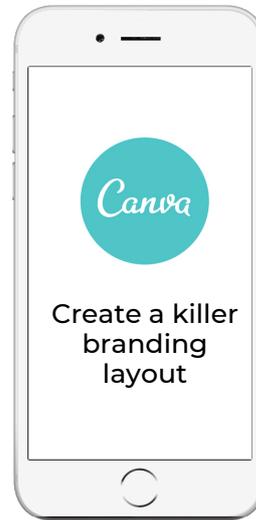
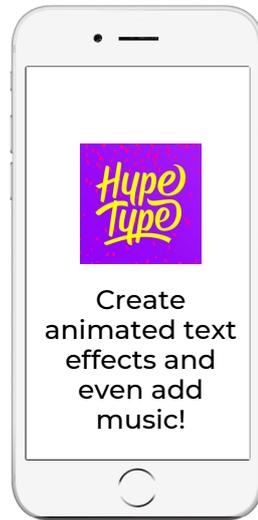
HOT TIP #3: Use GIFs to show how exciting or funny the moment is. It makes it more personal and interesting. Plus who doesn't LOVE a GIF?!

AND BOOM! That is the method to successful conversational stories.



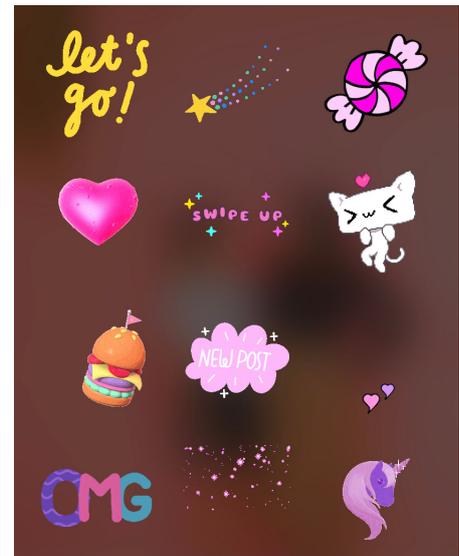
apps

Have you seen some of the cool kids using some slick looking content on stories & want to know their secrets? Here are my top suggestions to help you create amazing stories!



gifs

Are you using GIFs yet? These little things are amazing for emphasizing your story & getting peoples attention & can convey your message before the viewer even reads what you're talking about! Plus how FUNNY are some of them?



Some examples of topics for stories;

- How you make your product, how you package orders & what each order means to you.
- Talk about interesting facts they wouldn't know about you. Open for Q&A.
- Sneak peek at new products.
- Home or office organisation (people go nuts for this!)
- Shout out your customers/clients.
- Share what products you love, use in your daily life & recommend.
- Your outfit of the day, people love getting styling tips!

PLAN YOUR STORIES

MONDAY

What is the star I'd like to focus on today?

Now follow the 4 steps to figure out how you'll get the message across.

- 1.
- 2.
- 3.
- 4.

TUESDAY

Today's goal is Q & A. Start off with telling a little about you.

- 1.
- 2.
- 3.
- 4.

WEDNESDAY

Today's goal is to show your home/office.

Now follow the 4 steps to figure out how you'll get the message across.

- 1.
- 2.
- 3.
- 4.

THURSDAY

What is the star I'd like to focus on today?

Now follow the 4 steps to figure out how you'll get the message across.

- 1.
- 2.
- 3.
- 4.

FRIDAY

Show them your fave products you use. Now follow the 4 steps to figure out how you'll get the message across.

- 1.
- 2.
- 3.
- 4.

SATURDAY

Talk a little about your family. Now follow the 4 steps to figure out how you'll get the message across.

- 1.
- 2.
- 3.
- 4.

SUNDAY

What is the star I'd like to focus on today?

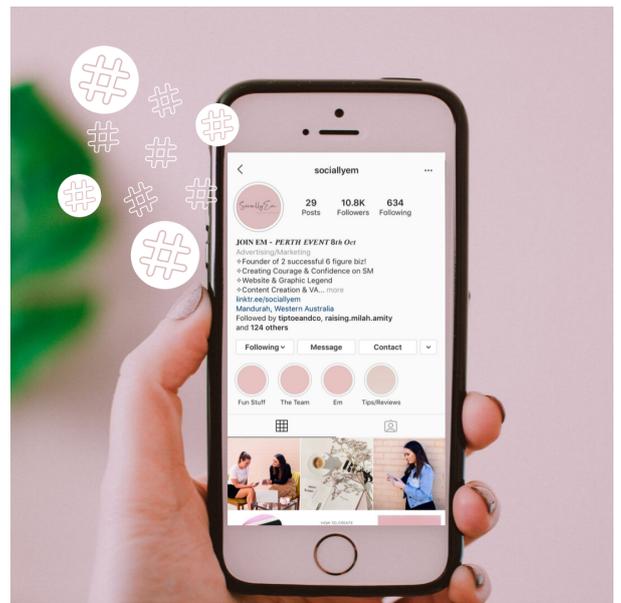
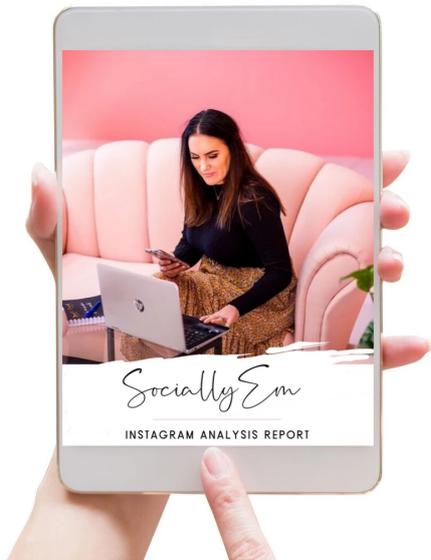
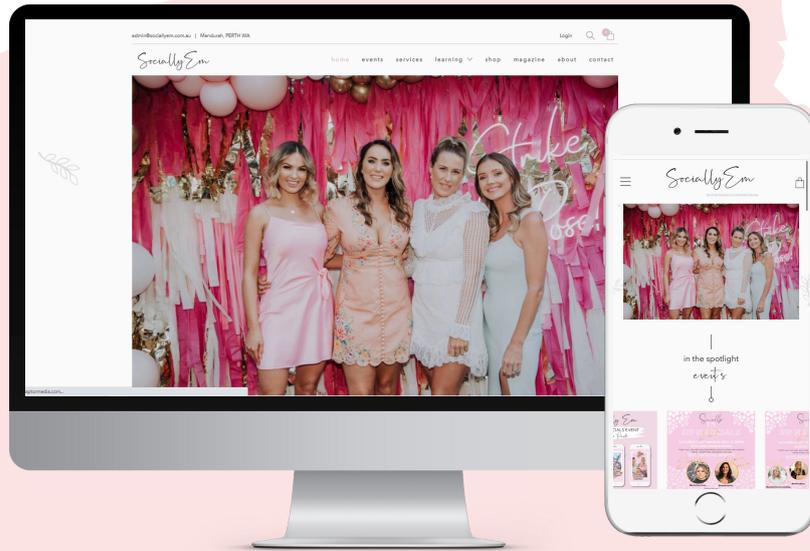
Now follow the 4 steps to figure out how you'll get the message across.

- 1.
- 2.
- 3.
- 4.

TOPICS FOR STORIES

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-
-
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-

READY TO TAKE THINGS UP A NOTCH?



Can't figure out what your 5 stars are? The team at SociallyEm can do this for you! We will review the last 12 months of your posts & stories to analyse them to find out what your FIVE STARS are & determine what your followers actually want to see from you. Armed with this report you'll be able to create content to keep them engaged!

GET \$5 OFF OUR INSTAGRAM ANALYSIS REPORT WITH CODE STORIES

Not sure if you're using the right hashtags? Need new ones to target the right people? We can take the hard work out of this process for you. We will conduct a full analysis of relevant hashtags while also researching what is doing well in the current market to find which hashtags are most engaging for your target audience.

GET \$5 OFF OUR HASHTAG PACKAGE WITH CODE STORIES

[CLICK HERE TO BOOK](#)



GOOD LUCK!

I can't wait to see your banging stories, please tag me so I can check you out and share them in my stories! Remember to be consistent, this is one of the most important things when it comes to Instagram!

Em xx