You can still use Stories to share your changed everyday life as we all face COVID-19 together. Use Stories to interact and maintain a close connection with your family, friends, and community.

Interactivity is key: these tools help you engage with your followers

- **Questions sticker**  
  Answer community questions, or ask questions of your own

- **Poll and quiz stickers**  
  Playfully involve your audience

- **Music sticker**  
  Share your mood via music

- **Countdown sticker**  
  Build anticipation for any moment your followers want to know about (e.g., your upcoming Q&A in Live)

- **Stories about you**  
  Access your Stories @-mentions in the Activity Tab to view, reply-to and share Stories about you

Post multiple Stories per experience

Regularly update highlights with themed Stories that best represent your brand

Use Close Friends and Group Stories to share different content with your different tribes, or as a way to remotely share creative ideas
STORIES

Use Stories to interact and maintain a close connection with your family, friends, and community as we all face COVID-19 together.

CHALLENGES: ideas to get you started!

🌟 Try new stickers available in the sticker tray
   *Stay tuned for more*

🌟 Start every morning with a Stories update on your mood ft a song via the music sticker

🌟 Create a Highlight of your COVID-19 updates

🌟 Test out concepts for upcoming projects or content via the poll sticker

Need a pick me up? Use the questions sticker to source books, articles, tv shows, movies, etc, from your audience that you can consume in your down time

🌟 Create your own Spark AR effect

Stay tuned for more
Feed is still a great way to share your highlights and favorite moments. In a time when opportunities to create content may have changed, we are sharing a few tips and ideas to connect with your audience via Feed, and keep positive conversation going on your Profile.

First, some general tips

- Post a mix of videos and photos
- Go vertical (4:5)
- Always use hashtags and geotags
- Use carousels for more engagement in one post

CHALLENGES: ideas to get you started!

#fromthearchives challenge: make past content work for you now by sharing:
  - Your first Instagram photo
  - Greatest hits from major moments pre-containment

#lovenotesto_____ solidarity challenge: post an encouraging image or video updating the location tag to show solidarity with your hometown, or a city having a rough time (eg Milan, Italy)

Viral memes: if you haven’t already, join in the fun of viral memes!
LIVE

We know it may be tough to stay engaged with your audience while at home. Live allows you to easily connect with your community in real time. Use Live to maintain this direct line to your audience and feel closer to the world - and people - around you.

BEFORE

✓ Give followers advanced notice using the countdown sticker in Stories
  Try going Live at specific times during the day/week so your audience knows when to tune in!

✓ Make sure you have a strong connection for a high quality stream

DURING

✓ Go Live with a friend or fan
  Another way to grow: Live With prompts a notification to your collaborator’s followers as well

✓ Try a Live Q&A
  Either ask for questions during the stream or use Stories Questions sticker to source questions before

✓ Turn on comment moderation to facilitate a positive community experience

✓ If on iOS, try the Media Sharing button to share any video or image on screen real-time
  Access the button to the bottom right of your recording screen

AFTER

✓ Save your Live and upload to Stories
  Try adding a Highlight to your Profile to update with Live content, so your community can access and watch any time
LIVE

Use Live to maintain a direct line to your audience and feel closer to the world - and people - around you.

CHALLENGES: ideas to get you started!

Host a Q&A every week

Share how you’re feeling and coping
   Have any tips to share with your audience?

Talk about (or give a sneak peek of) an upcoming project

Post process-style content, like:
   How it gets made (what goes into your craft, or hobby)
   Get ready with me in the morning
   Cooking
   Working out
   Outfit try-ons / Closet clean-outs

Tour your home/hotel

Use Live With to check in with your friends or team abroad
We acknowledge how you create content has changed during this time. So, we’re sharing tools you can access to adapt to this new way of working.

- **Creator Account Insights**: Better understand what works for your audience.
- **Build your own studio**: Make a content production space wherever you are.
- **Creator Studio**: Manage your Instagram presence with your team from afar.
CREATOR ACCOUNT INSIGHTS

Better understand what works for your audience. Try taking this time to use insights to plan what upcoming content could be. Switching to a creator account gives you access to insights that help you determine what your audience wants to see more of, so your account can continue to grow.

Types of insights available in creator account:

**Activity insights**

This section lets you view important insights on your Profile, incl:
- Interactions (eg profile visits and website clicks)
- Discovery (how many people see your content and where they find it)

**Content insights**

This section lets you view insights on your posts, Stories, and promotions

**Audience insights**

This section tells you more about your followers and audience, including what prompts net new follows and unfollows

*Pro tip: look at days you posted to see what kind of content gained you new followers*
BUILD YOUR OWN STUDIO

Make a content production space wherever you are. While outside content capture opportunities may be decreased, we’re sharing tips on how to produce wherever you are during this time.

Materials checklist

- Background: a simple solid wall works
- Ring light
- Selfie stick (or pop socket)
- Tripod
- Visual aids/props

Space considerations

- Lighting: natural light works great
- Sound for video:
  - Aim to shoot during quiet times in your space
  - Limit distractions and other audio sources for crisp sound
  - Do a test shot to make sure it works for you before shooting

Editing considerations: we recommend these apps to help you edit your content

- Spark
- Videoleap
- 90s
- Inshot
- Carve
- Videograde
FACEBOOK CREATOR STUDIO
FOR INSTAGRAM

Manage your Instagram presence with your team from afar.

With Creator Studio, you and your team have access to:

Content library
View and search for all your Instagram posts across multiple accounts

Insights
Refine your content strategy through activity and audience insights

Publishing
Publish and schedule Feed and IGTV posts directly from your desktop

facebook.com/creatorstudio
IGTV

IGTV is still a great way to go deeper with your audience by sharing longer, more personal videos. Consider using this time to explore creating IGTV content around topics you’re passionate about. Also, discover others’ IGTV content to help you feel closer to the outside world.

First, a few general tips and tricks:

- Engage the viewer in the first 3 secs
- Publish original (not repurposed) content
- Use sound, editing, and graphics techniques to make your IGTV stand out
- Use the Series tool to share episodic themed IGTV content
- Use Feed Preview so your existing audience sees your IGTV content

The new IGTV cropping tool allows you to select a thumbnail image so it still looks great on your grid

IGTV FAQs

Q: What’s the best way to increase IGTV views?
A: Always use Feed Previews

Q: What’s the best day to post to IGTV?
A: Weekends (plus Fridays)

Q: How long should my IGTV video be?
A: The sweet spot is 3-5 mins (consider breaking up a longer video into 3-5 min segments)
Consider using this time to explore creating IGTV content around topics you’re passionate about.

Start here when you plan your IGTV video content:

- Does it stand out?
- Is it shareable?
- Is it something I care about?

CHALLENGES: ideas to get you started

- Reaction video to the latest episode of your favorite show
- Updates on how you’re feeling/preparing during this time
- Home/hotel/closet/garage tour
- Unboxing videos
- Daily reflections
- Longform Q&A video
- A series about your passion / hobby