STORIES ABOUT YOU

Your Instagram Story @-mentions all in one place

Introducing more fun and easy ways for you to interact with your community through Stories @-mentions, collected into one reel on the Activity Tab to help you view them outside of your DMs.

Quickly and easily view, reply-to, and share eligible Stories About You.

How Does it Work?

**Step 1: Notification**
Notification alerts when you are @-mentioned in a Story, the same way you receive Comment, Like, Follow, and Tag notifications.

**Step 2: Activity Tab**
A new section for your Stories @-mentions from the past 24H for you to view as one Story About You.

**Step 3: Viewing**
Thumb through your reel, ordered by oldest to newest content, with the ability to repost eligible content to your own Story.
FAQS:
VIEWER EXPERIENCE
(i.e. the person tagged/mentioned in a Story)

Q: Who can use it?
A: When fully launched, Stories About You will be available in the ‘Activity Tab’ for Business & Creator Accounts on Instagram that have at least 1 @-mention from someone else in the last 24H. It cannot be toggled on/off at this time.

Q: Why don’t I have any Stories About You?
A: You may not see a Stories About You reel if you are not:
• Using an Instagram Professional Account, that is Business or Creator Account
• Using the latest version of the Instagram App
• @-Mentioned in at least 1 Story in the past 24H

Q: Does Stories About You require the @-mention Sticker? Or are text-based @-mentions included as well?
A: Stories About You will aggregate @-mentions via both the @-mention sticker and @-mentions as part of text overlays on Stories

Q: How do I navigate my Stories About You?
A: Stories About You Navigation is the same as traditional Stories navigation--tapping right advances, tapping left goes back, etc. In cases where you have 101+ stories in your Stories About You reel, swiping from right to left will skip 100 stories ahead.

Q: How do I do [insert function here] with a Story from Stories About You?
A: Stories About you observes the same sharing, response, etc. behaviors and privacy settings as Stories viewed from the top of the Home Tab on Instagram. To learn more about how to share, post, mention, etc. in Stories, please review our Help Center Articles.

Q: My Stories About You has spam/harassment/content that violates Instagram Policies, what do I do?
A: You can report Stories by following the steps outlined here.