Getting started: Know your features!

• Interactive Stickers
• Text Tools
• Drawing Tools
• Face Filters

Your audience is on Stories:

• 500 million daily active users
• Share what’s happening in the moment
• Explain a policy or event interactively & step-by-step
• Stories stay on your profile for 24 hours, then disappear.
• You can also feature them permanently as Highlights on your profile.
STORIES STICKERS

Stickers are the interactive tools that bring your stories to life. Here’s how to use them:

- **Take or choose a video or photo, then tap the sticker icon**
- **Interactive & live updating features anchor your story**
- **Add moods and props**
- **Animate your story with a GIF!**

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PINCH, GRAB, RESIZE AND MOVE STICKERS TO TELL A STORY
BUILDING A GREAT STORY

Tell us something we don't know

When posting to Stories, always try to create a step-by-step journey that engages your audience and keeps them curious.

For example, instead of posting a shot of someone giving a speech at a podium, use Stories to convey that speech’s information in a more visually appealing way, using Instagram’s stickers and tools to build interest and drive engagement. This gets your audience directly involved in the message you’re trying to communicate.

Take your audience on a quick journey they'll want to tap through - beginning, middle and end.

Step 1:
Create curiosity with a compelling image and a question for your followers.

Step 2:
Add context and information. Using interactive stickers is a great way to keep people engaged.

Step 3:
Make your point and call your audience to action - in this case asking them to "swipe up" to your website.
GO LIVE!

Engage your audience in real time!

- Promote your broadcast in advance
- Make sure you have a strong wifi connection
- Use live with a friend! This is an exciting way to invite constituents to ask questions, and also a great chance to invite other highly followed accounts to join your live video, and reach their followers too.
- You can also save and post your live session so your followers can view it later.

- Bonus: your followers may receive a notification when you go live, so they’ll be able to tune in right away.

Q&As

Stories Q&A is a perfect way to speak directly to your constituents on your terms - take questions formally on any topic you want - or ask your audience one! It’s a great idea to announce a Q&A session in advance, then share your answers back to your story!

Tap the sticker
Prompt for questions
See responses come in
Post them to your story

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• Using the poll sticker is a fun and easy way to interact with your followers and pick their brains on any issue.
• Ask any question & give your audience any 2 options to answer.
• See the votes as they come in - and see who voted for which option.
• Share the results back to your Story!

How well do your constituents know you, the issues you care about or the bills you’re working on? Find out by using the Stories multiple choice quiz sticker.
HOST A PRIVATE GROUP CHAT

Invite your followers to a more in-depth, personal chat session with Stories live chat! Post your sticker and approve up to 32 people to join a group chat.

TEXT AND DRAWING TOOLS

If you need to make a point quickly and effectively, the versatile Stories text tool is here to help. Make a statement, point to a website or highlight the causes you care about, with all the same Stories features available to liven up the screen.
SHARE YOUR FOLLOWERS' POSTS

People love to post about meeting politicians and public figures. If they’ve tagged you, you can share their Story posts to yours to give them a shoutout & show your appreciation.

EXPLORE YOUR INSIGHTS

How is your audience interacting with your Stories? Are they tapping through them, sharing with their friends, exiting early, or checking out your profile after viewing? Go in-depth and find out more in the Stories insights tool.
KEEP YOUR ACCOUNT SAFE AND SECURE

- Instagram’s account management best practices will help ensure your account is protected and secure.
- Make sure 2-factor authentication is in place. This is a simple yet powerful tool to keep hackers or malicious actors from accessing your account.
- You can also set 2-factor authentication for teams managing one account, with no login hassles.
- Custom profanity and keyword filters help keep inappropriate language out of the comments.
- Turn on comment filters to keep your comments safe and positive. You can turn on the standard filter or customize it with specific words, phrases or emojis.
- Report specific comments or commenters, and mute or block users who engage in harassment or spamming behavior online.*

*There may be restrictions on the ability of government or political officials to take these actions. Please consult with your ethics or legal counsel if you have questions.