

Module 2.3 - Top 10 tips for Instagram Stories transcripts

Yusuf Omar: Hey guys take me to be talking about the stories format. Are you ready? I'm ready. Let's go.

Yusuf Omar: So by the middle of 2019 Facebook tell us that the stories form vertical ephemeral videos will take over from the news feed as the primary way that people communicate on social media. To tell us more about it. My buddy Andy is the Shorty Award nominee for Snapchat of the year. He's a mad influencer and nobody knows more about Instagram Stories. Andy what's your top 10 tips for Instagram Stories.

Andy Burgess: OK. Here we go. Number one. Don't use the full 15 seconds that you have to record. Ideally people will listen for about six to seven seconds. That's the ideal spot that you want to be in.

Andy Burgess: Tip number two. If you're covering an event stranger in a linear sequence, so if you're covering an event you want to know how your story is going go. You kind of like a storyboard for it right in your head. You want each snap to be clear and get straight to the point.

Andy Burgess: Number three. Length is super important. You don't want your stories to be like three, four, five minutes long. Ideally you want anywhere to 30 seconds to a minute and a half. Like I said if you see 40, 50 tiles people are going to skip.

Andy Burgess: Tip number four. Make the most of the hashtag and location features on Instagram Stories. If you add a location, more people are going to see who are in that location or people who are interested or at Spitafields Market and I was like tag that on Instagram. People who are there, are gonna see it. Like in Instagram feed posts, add the hashtags. A good tip is you can add all the hashtags you want, make them really, really small and then they disappeared on the video, but you still show up in those hashtags.

Andy Burgess: I love to play around with the text and Instagram Stories. One it tells people what is going on if they're not listening with the sound, but also you can just make your stories look really professional. And really nice.

Andy Burgess: Number six. Make the most of the pose and the questions feature. Get your community involved. It gets them really engaged. I can put out a post saying hey do I want pizzas or burgers and I can let my community pick. And then they can control your life that way. Or you can use it to ask them questions, find out more and then that can jump into a Q and A that you can then do on Instagram lives. So make the most of these features to engage your audience.

Andy Burgess: Number seven. Like I said, you don't need to use the full 15 seconds so get the point straight away in each tile that you put up on your Instagram Stories.

Andy Burgess: OK. Number eight is staggering out the stories and bumping them up to the top of people's feeds. What I mean by this is if you post one whole story or one point in the day for the 24 hours you'll eventually be hit by all the other people posting on Instagram stories. If you can stagger your posts out, so you post at 1pm. and then you post again at 3pm. and 5p.m. you're going to jump in said the top again at people's feeds, which means people who weren't logged onto Instagram at 1p.m. are going to see a story again at 5pm. And that way you're going to have the most amount of people viewing your story.

Andy Burgess: Number nine. One handed zooms. A lot people don't know how to do this on Instagram. It's simple. You just hold on. You look. Van, OK? Zoom you're right in there. It's a different, it's just a different angle, it's a different way. But it's a really simple and a lot of people don't know about it. Zoom.

Andy Burgess: And my final tip. Adding music to your story. There is a music feature in Instagram now. People add songs, there favorite songs to it. But what you can do is use music to narrate a story. So snap one you have the intro of the song plan to set up the location. Number two might be a talking song. Number three you may be moving to the next location at the same song again but at 10 seconds later, so is progressing the video is progressing along with the music.

Yusuf Omar:Fantastic. You can follow Andy's Instagram story at, here.

Andy Burgess:Yeah. Yeah. @AndyBurgess on Instagram. Andy Burgess. Thanks Andy. High five.

Andy Burgess: Thank you.

Yusuf Omar: OK. So in this module we've looked at live video, we've looked at basic shooting and we've also looked at the stories format. Don't forget to take the quizzes, read the reading material and, of course, join the forums on the student lounge. And of course the Facebook group. Next up we're going to be looking at video editing. I'm excited for the next module. Let's do this.