
Instagram Stories: Advanced Strategies

FUNCTIONAL MEDIA

When to use these

I highly suggest that you master the basics of using stories on a frequent basis before implementing these other strategies.

My goal is for you to not be overwhelmed, but to know where to go after the basics.

INTERACTION

Show people that you're active on IG and willing to engage - people will be way more willing to reciprocate



How to...

- Interact with the people who are watching your stories
 - ◆ Bots
- If someone reacts, try to ask a question if possible
- Interact with other people's stories to build engagement / bring people back to your account. Even a simple reaction emoji does great!

TAGGING

Spread the love! This is a great way to help others build their account AND have others help you build your account & following.



How to...

- ALWAYS reshare others who tag you in their stories
- Encourage other people to tag you in their stories
 - ◆ from a challenge (meditation, walking, water, recipe, etc)
- ALWAYS tag others in your stories if you share their content
- Tell people that if they tag you in a post/story, you will reshare (great for others who are also growing their account)

PARTNERSHIPS

By teaming up with someone in a similar niche, you both gain exposure to each other's following which will help both accounts grow.



How to...

- This can be in the form of a “takeover,” doing a joint live with someone, etc
- Find similar (but not the same) niche (hormone - self-love)
- Build a relationship first
 - ◆ follow
 - ◆ Interact
 - ◆ DM w/ win-win proposal

AWARENESS WEEKS

This is where several accounts team up to dive deep into a certain topic for a week.



How to...

- Often informal; join one or start one yourself!
- If hosting...
 - ◆ Pick a topic
 - ◆ Set a week
 - ◆ Find other similar accounts & invite them to take part
 - ◆ Reshare content from week
- If joining...
 - ◆ Build relationship
 - ◆ Reach out to the person who's hosting
 - ◆ Reshare content from week

TOP APPS

Take your stories to the next level by using these apps.



Apps...

- **InShot** - photo collage, simple video editing
- **Mojo** - create story templates on your phone
- **Canva** - create designs
- **Schedule** - with later
- **Clipomatic**** -automatic subtitles

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To recap

- Interact
- Tag
- Takeovers
- Awareness Weeks
- Apps