

How to Get COMFORTABLE MAKING INSTAGRAM STORIES



A guide to getting on stories naturally and comfortably.

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SHE BLOOMS MARKETING
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Why Instagram Stories?

Instagram stories are a powerful way to engage and reach your audience on a much more frequent basis. The purpose of stories is to share moments of your day in a quick and easy manner. Stories can help you to improve brand visibility while allowing you to directly engage with your audience.



important tip

Plan your stories out a week in advance to have an idea of what you want to talk about and how you want to engage your audience

The best part is that when it comes to stories, there are NO ALGORITHMS to compete with! This is because unseen stories stay at the top of the home feed. And the best part? Stories don't have to be some polished, specially curated content in order to be effective.

I totally get it though. It can feel so unnatural and uncomfortable talking to your phone. In fact, that's probably why you are here because it feels strange to get on stories and just "talk". Try to remember that this is part of the job and that your followers want to hear from you and want see that beautiful face behind your brand.



Tips for using Stories

1. First get comfortable being in front of the camera. Do what makes you feel good. If you prefer to use a filter, use a filter. Make sure your space has good lighting and face towards the light (not away). If your space doesn't have good lighting, consider purchasing a light ring.
2. Practice makes perfect! Okay, it doesn't have to be perfect but practicing what you are going to say will help you feel confident when you press that record button. So give yourself a couple practice rounds to make sure you sound confident in the message you are trying to get across.



It is recommended to post one to seven stories per day to foster growth. The key is to create with intention. Sometimes that intention is less, sometimes it's more. Play around and see what works with your audience.

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Don't think of stories as talking to yourself. Remember, you are addressing your followers so speak as though you are having an in person conversation with them. And remember, it doesn't have to be perfect. If you stumble over your words, that okay! Imperfect = relatable!

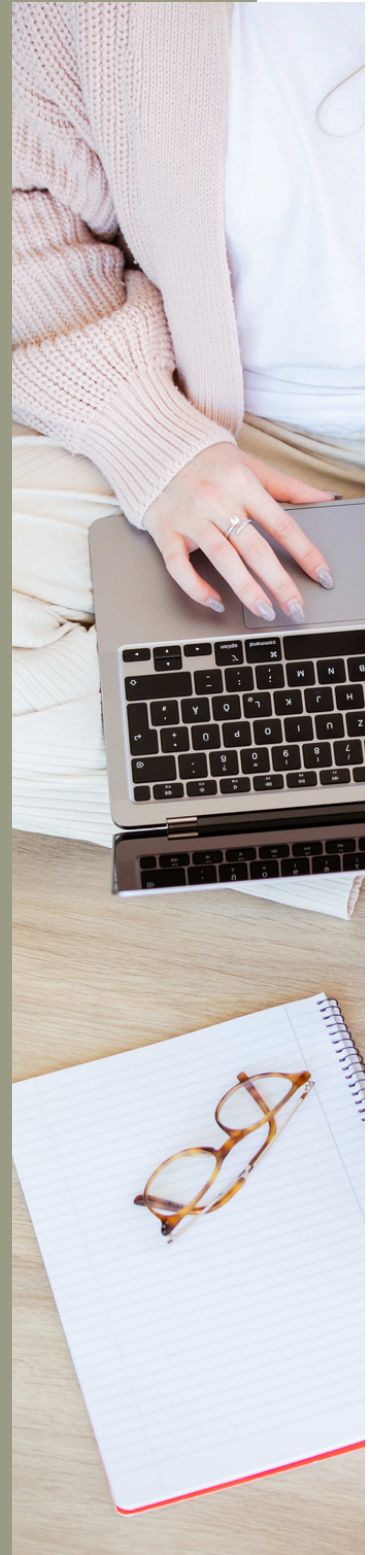
The more you post, the more natural it will feel.

This is my job and even I felt totally awkward getting in front of stories when I first started my Instagram page. But just like anything, the more you do it the easier it becomes. My biggest piece of advice is to just go for it. Don't over think it. Chances are your biggest critic is going to be you. I promise you, that once you get into a habit of posting on stories, the more easy and natural it will feel.



Tips for Boosting Engagement and Reach

1. Connect with your audience - use stickers, polls, question boxes, and sliders to invite your audience to engage
2. People watching stories are often watching with their sound off. Either use captions or a quick summary of what you are saying in text. If you're not using text or captions, followers might tap on by if they don't know what your story is about because their sound is off.
3. Key Words - An increasingly important component of Instagram is Key Words. Use key words in your story text to reach a larger audience.





important tip

Don't forget about Story Highlights! Save your favourite stories that have true meaning and purpose to your highlights.

Highlight topic ideas:

- FAQs
- About
- Best Sellers

1 Week of Story Ideas:

- Behind the scenes - give your audience a taste of what it's like to be you for the day with an exclusive behind the scenes look
 - Unboxing - did you get a new package? Show us what you got, why you bought it, and your initial thoughts
 - Ask a question - let your audience ask you a question (any question, nothing is off limits), answer your top favourite questions or most popular questions
 - Feature other accounts - show us other accounts you like to follow and why you follow them
 - Do a poll - find out more about what your audience wants from you. Do a favourite product or service poll, inquire about preferred pricing, etc.
 - Get to know you - Using polls, do a fun game like Two Truth's and a Lie to let your audience get to know you better.
 - What products you're loving right now - show us any new products or services you're currently loving and why (it doesn't have to be related to your business!)
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Conclusion and Next Steps

Stories are so much fun and it truly is a great way to develop connections with your followers. Trust me, I get the hesitation, but I encourage you to take a chance on yourself. Plus, I am here to be your hype girl and tell you how awesome you are doing.

Challenge: I challenge you today to plan out a weeks worth of story content and just go for it. And if you need any help along the way, let's chat!



She Blooms is creating a space for female brands to thrive and bloom into their full potential. If you want to work with me, I would love to chat!



Thank You

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