



THE ULTIMATE INSTAGRAM STORIES GUIDE

How to use them for your business.



Regular Story Intervals.

Have regular intervals of stories throughout the day. I suggest having at minimum three 15 second stories and up to five.



Mix your stories.

Your stories shouldn't be just about your business. A good mix of personal and business makes you more likable and real.



Interaction.

Make your stories interactive. Use polls, ask questions, add fun stickers/GIFs or add music.



Use Hashtags and Captions

Use relevant hashtags in your stories (up to 5). Caption them as well. Assume people are not listening to your story. This may seem odd, but a lot of people watch stories muted, so caption it with the Clipomatic app.