

How To Create **INSTAGRAM STORIES**





ideo is a powerful tool that you should be using for your business every single day.

There, I said it!

But you don't necessarily have to start a YouTube channel or hire a videographer to show your face, tell your story, and start conversations using video!

Many business owners in [Social Curator](#) use Instagram Stories to show the behind-the-scenes of their day, relate to their audience by showing their meals, pets, children, workout routines, and more.

These 15-second photo or video clips are one of the BEST ways to connect with your followers.

Creating connections is important because Stories impact the Instagram algorithm in a variety of ways. I could get really technical (*and bore you to death*), but the briefest synopsis is when a viewer takes an action (*watches all of your stories, sends you a direct message, sends a gif, shares your story with his friend, etc.*) those behaviors indicate to the algorithm their **ENGAGEMENT**.

When viewers engage with your Stories, there's a higher likelihood of them seeing your Instagram account posts (*the photos/videos that actually show up on your grid*) in their feed as they scroll.

This is AMAZING because the more people engage with your account, the more you'll be rewarded by your future content being shown to engaged viewers first. This is exactly what we want (*and the results that me and thousands of [Social Curator](#) users are seeing!*)!

Follow the steps on the following page to create yours, and don't forget to check out my corresponding video visually demonstrating every step.

Shine On,

CHECKLIST

Make sure you have the latest version of the app downloaded, then open the Instagram app on your phone.

Tap on the + icon at the top of your Instagram feed.

Select "story" from the drop down (Pro Tip: you can also swipe your IG feed page to the right to get directly to the camera!).

Select the photo/video you'd like to upload, or choose "camera" to take a new photo or video.

If you choose to take a new photo or video, tap the white circle. Release immediately for a photo, or hold it down to take a video.

To flip the camera around and show your face, tap on the two white arrows at the bottom right of the screen.

After taking a new photo or video (or uploading one from your camera roll), you can add text to your photo by tapping the "Aa" button at the top of your screen.

Add stickers, gifs, polls, links, and more by tapping on the square smiley face in the top right corner.

To add a filter to your photo or video, tap the three stars icon at the top of your screen and then swipe through the filter options at the bottom of your screen.

If you'd like to draw on your story, tap on the three dots at the top of your screen and then tap "draw."

To save your photo or video to your Camera Roll, tap the three dots at the top of your screen and then tap "save."

When finished with your story, tap "Your Story" on the bottom left hand corner of your screen.

Your story will take a moment to load, but then you will see it at the top of your Instagram feed. You can add as many as you'd like the exact same way!

WANT 5 FREE INSTAGRAM STORIES?

When you [start your Social Curator free trial](#), you'll gain INSTANT access to a Caption Library containing **30 caption templates**, a Photo Gallery with **5,000+ lifestyle images**, **5 Instagram Story Templates**, and MORE.

Plus, you can even plan and create your social media content within the Social Curator platform to cut your planning time in half!

Social Curator makes it EASY to post on social media every single day with a plan, and I know you'll love the feeling of knowing you have a proven strategy to market your business online.

[Start your FREE trial today](#) and let us help you take action, be consistent, and have a PLAN to bring in a steady stream of clients and sales for your business!



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