

# L'BRI PURE n' NATURAL

## INSTAGRAM STORIES

*for beginners*



“ Stories are now the new norm, offering a more casual and less permanent platform for people to share photos and videos on the fly, and aligning perfectly with an increased demand for authentic, unfiltered content on social media. ”

# *Stories by the numbers*

62% are more interested in a product they saw in a Story

25% of Millennials and Gen Z use Stories to find products

86.6% of Instagram users post Stories

1/3 of the most viewed Stories are from businesses

70% of Instagram users watch Stories daily

Source: Hubspot.com Sproutsocial.com

“ One in five Instagram Stories shared by a brand receives a Direct reply -- giving brands a direct line to connect with their audience and learn more about them. ”

Source: TechCrunch.com

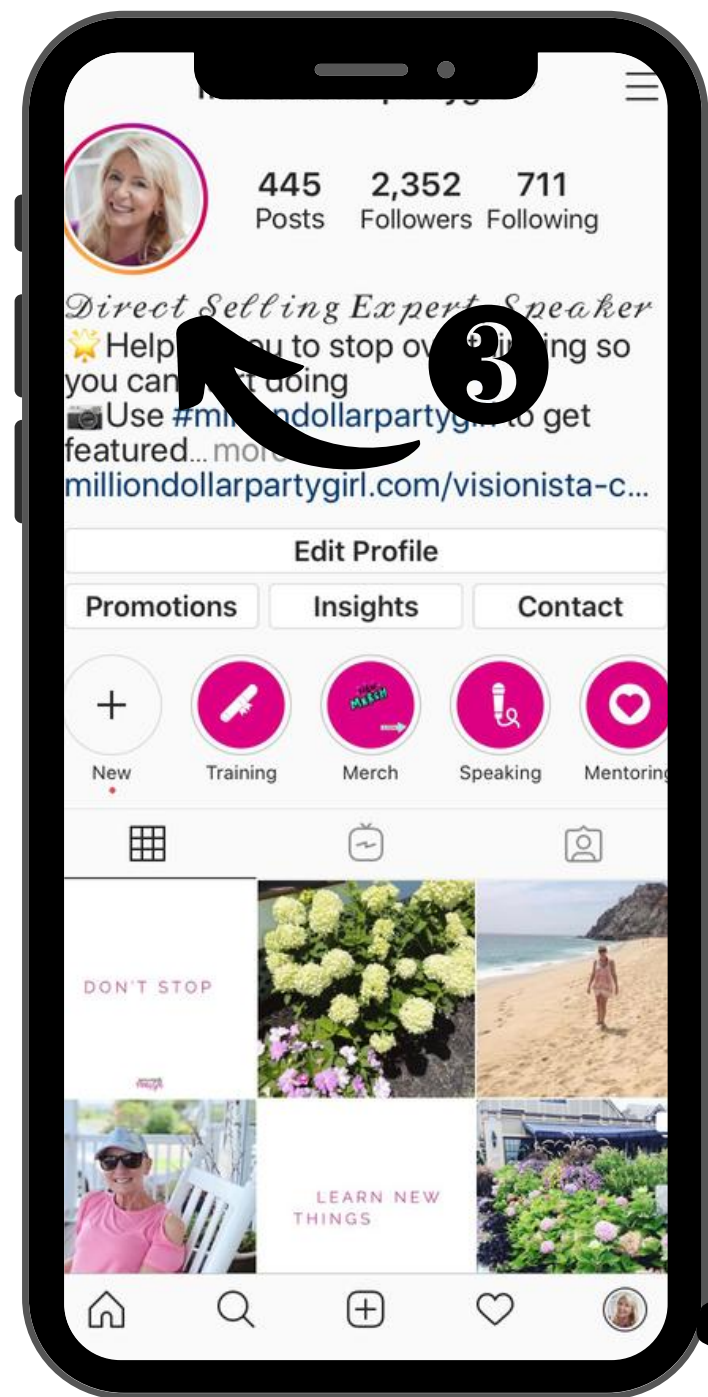
# *What is an Instagram Story?*

Stories are...

moments of your daily life that disappear after 24 hours,  
a more authentic and laid-back form of content,  
a slide-show of photos and 15-second videos,  
sequential... with a beginning, middle, and end.



# How do I create a Story?

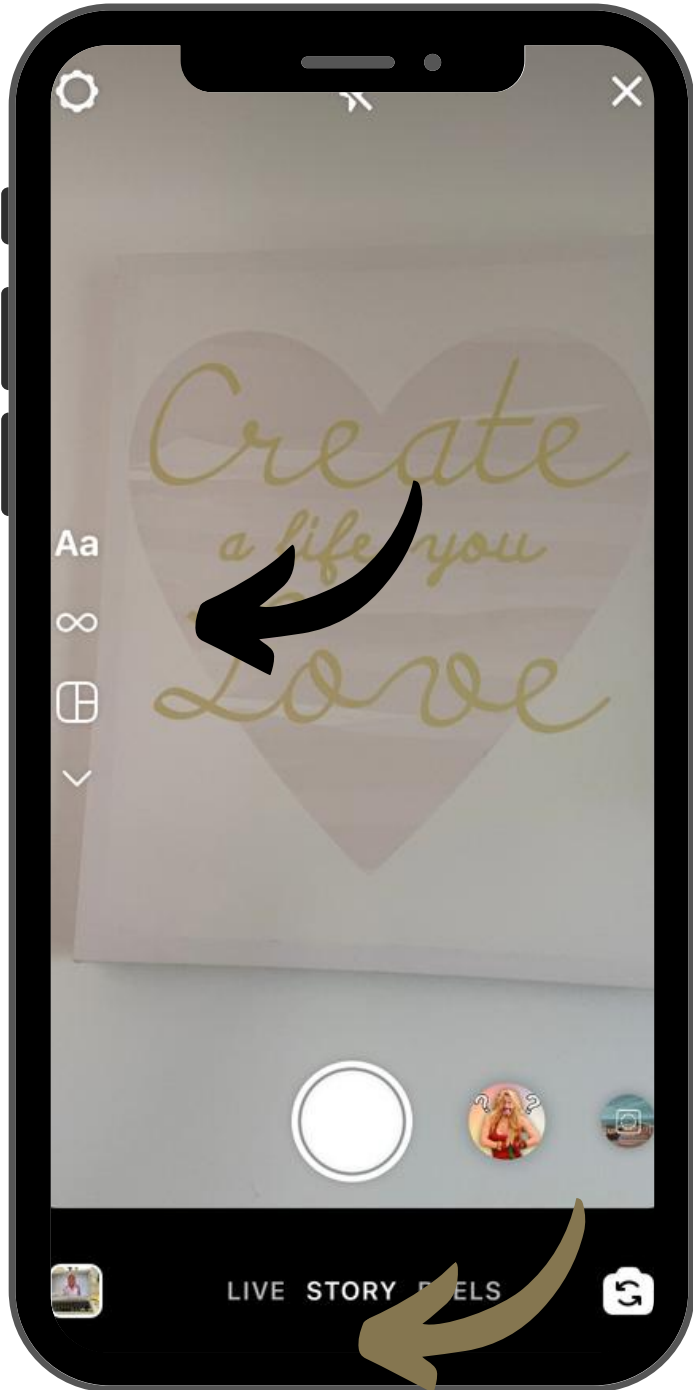


- 1: Open the Instagram app
- 2: Navigate to your account
- 3: Tap on your profile photo

# What are the Story options?



**LIVE**



**STORY:**

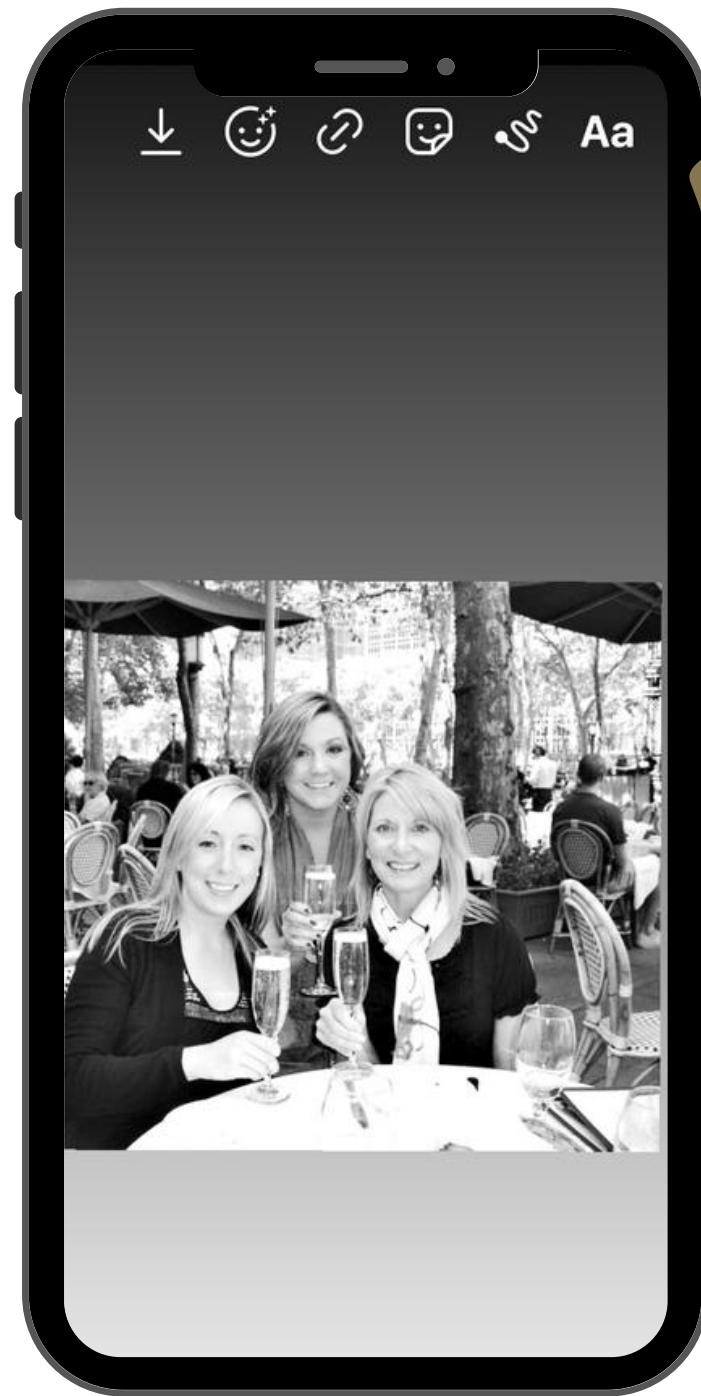
- Create
- Boomerang
- Layout
- Superzoom
- Hands free



**REELS:**

- Audio
- Speed
- Filters
- Timer

# What do the icons mean?



Text

Doodle

Stickers

Link (with 10K followers)

Filters

Save



# What are stickers?

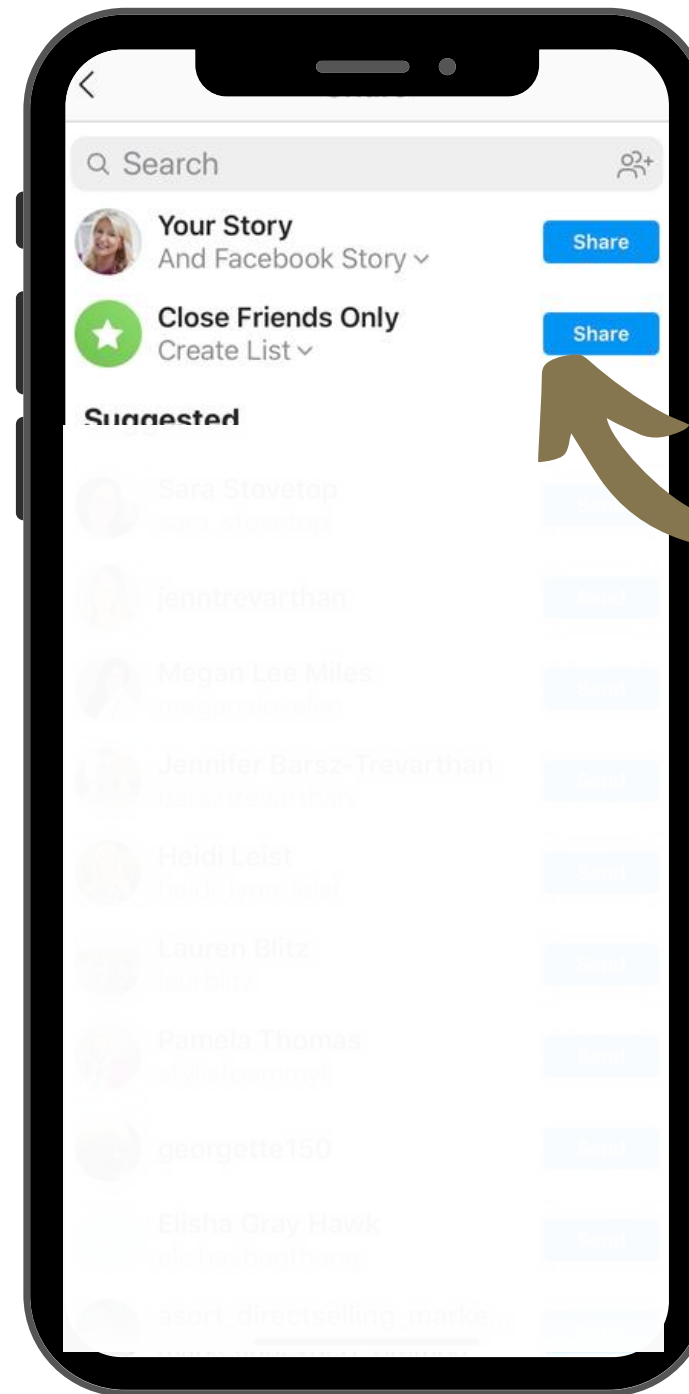


Stickers help you show off your personality, tell your story, and start conversations. Options include hashtag, location, music, GIFs, emojis, countdown, quiz, and poll.

# How do I share my Story?



Tap Send To >



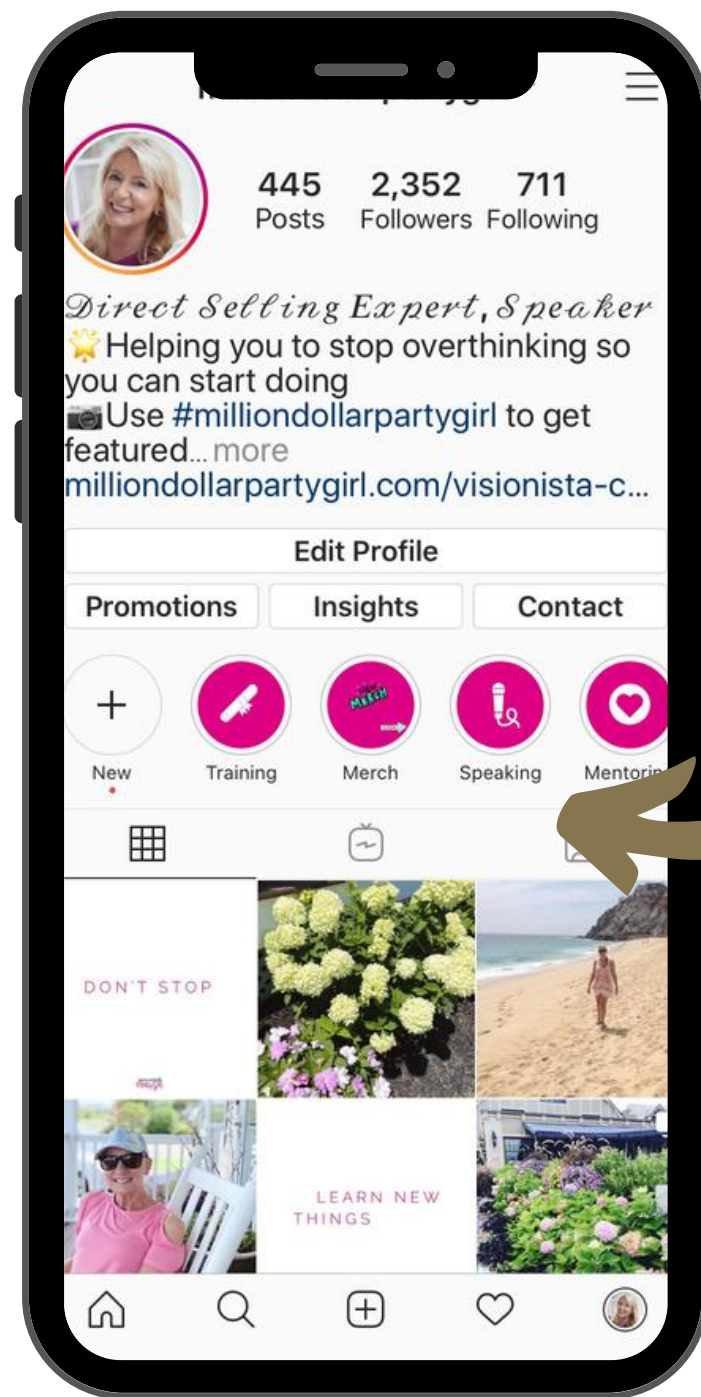
Tap Share

# Who saw my Story?



Tap Seen by (number)

# Can I save my Story?



Yes! Create a Highlight

Tap NEW +

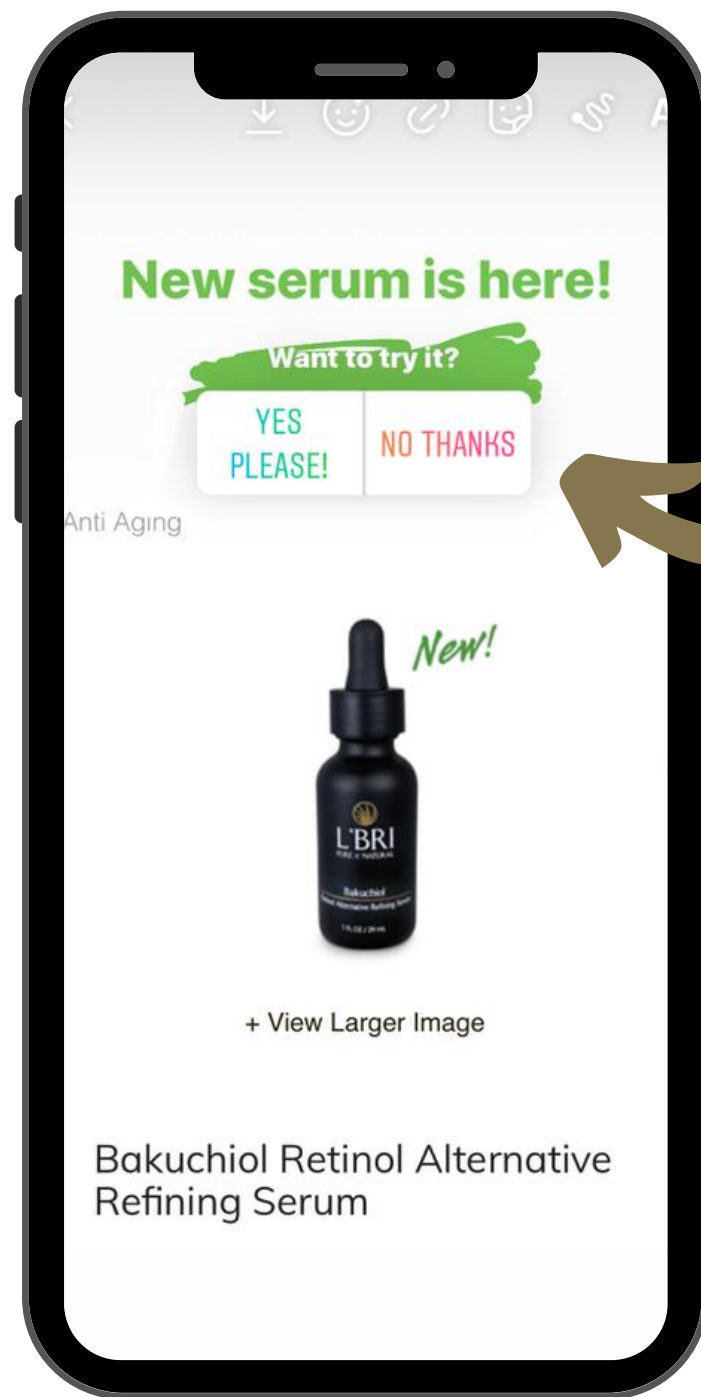
Select a Story to save

Name the Highlight

Edit the cover



# How can I use Stories?



Announce a new product

Take a poll or ask a question

Makeup & skin care tips

Tell your story

Team and customer testimonials

*Beat the algorithm and create more  
Stories to connect with your customers,  
and find new ones!*