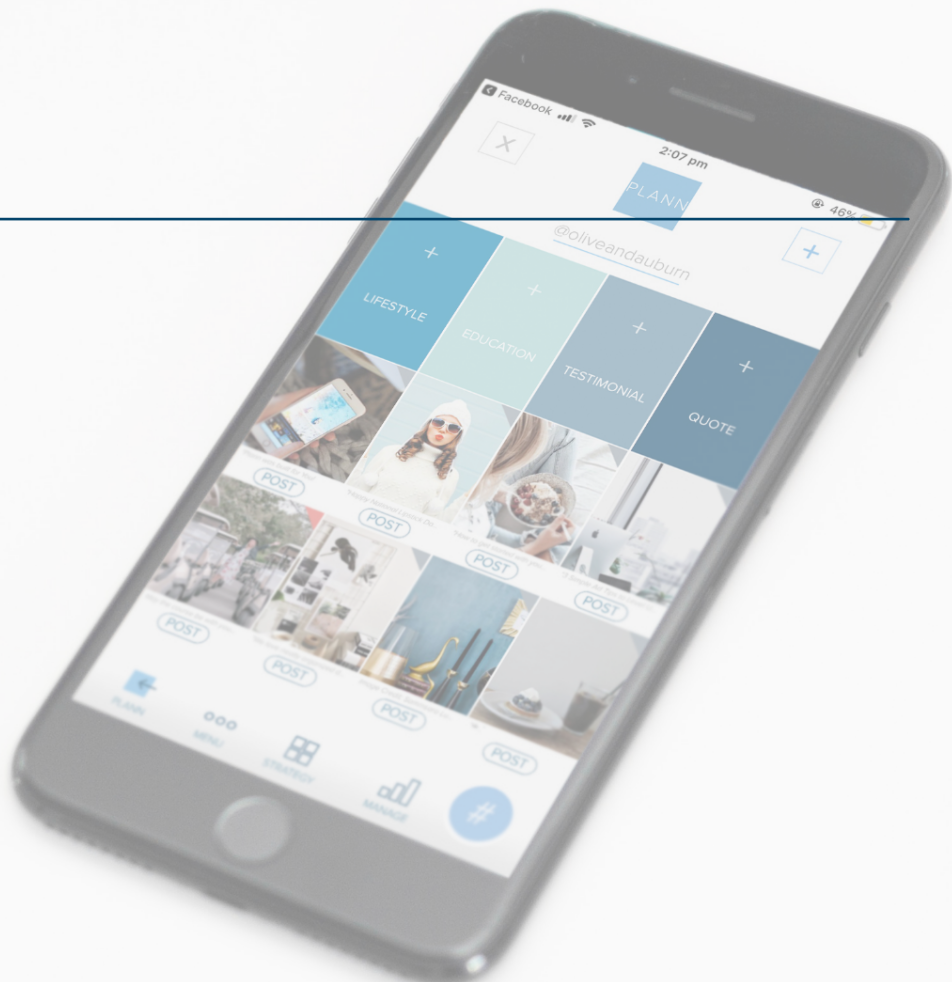PLANN

10 WAYS TO GET DISCOVERED WITH INSTAGRAM STORIES

WHY INSTAGRAM STORIES?

Are you consistently posting beautiful images and clever captions to your feed, but feel like all you're getting in return is chirping crickets and tumbleweeds?

Your Instagram strategy might be missing an important piece of the puzzle: Stories!

With more than 500 million daily users, Instagram stories are an awesome way to share your epic content with more people, boost your following and build a more authentic connection with your audience — all in less time that it takes to order a coffee!

HERE'S WHAT WE'LL COVER

- Use targeted hashtags
- Geotag your stotries
- Tag other accounts
-Incorporate video
- Go live
-Use IGTV
- Optimise your call-to-action
-Post reguarly
-Share your feed posts to your stories
-Use questions and polls
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LET'S GET STARTED!

The best thing about Instagram stories is how perfectly imperfect they allow you to be. No slaving over the perfect caption or Instagram filter here!

Messy hair? Bad day in the office? Delicious lunch al desko? Your story viewers want see and hear it all!

With these snaps dissapearing in 24 hours, stories allow you to quickly throw up content without overthinking it.

That said, by spending a few extra seconds adding these clever hacks to your stories, you can get more eyeballs on your content and attract more raving fans!

WANT TO GET DISCOVERED
ON INSTAGRAM STORIES?

Use these Instagram hacks to boost the visibility of your stories to a wider audience.

1. Use targeted hashtags

Yep, hashtags ain't just for Instagram story posts! When someone is searching through a hashtag, your Instagram stories with that hashtag appear at the top of the feed, making you even more discoverable! You can add these without even leaving Plann, by simply adding your hashtag into the caption before you schedule. Less is more here, so try to stick to three to five hashtags that your audience is likely to search for.

2. Geotag your stories

It's all about location, location, location! By adding location stickers to your Instagram stories, you can get your content discovered by people who are searching for that geotag. So, say you're at Bondi Beach, you could add that location to your stories to get it found by people dreaming of a beach day, Just head to the stickers menu, tap 'location' and search for your destination.

3. Tag other accounts

Do other people make a guest cameo in your Instagram story? Or, maybe you're raving about a brand you're obsessed with. Show them some love by tagging them in your Instagram story! You can do this by typing @ and their handle in your story text, or using the 'mention' feature in the stickers menu. This makes it super easy for them to reshare your story on their own at the click of the button, and share it with more users!

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4. Incorporate video

It's super easy to upload video directly from your phone onto your stories. It's no surprise that video content can be far more engaging than static photos — for the simple fact that you get to show off more of you and your brand's personality. You can even import video from 24 hours ago and delete the date stamp that's auto-added so your video content looks fresh as!

5. Go live

It's all about video in 2020 and lives are one of the best ways to get your content seen. In fact, every time you do one, a little notification pops up on the top of your followers' feeds notifying them that you're going live. Talk about great real estate!   To start live streaming, just tap the little camera icon, press live and bam, you've got lights, camera, action!

6. Use IGTV

For longer, feature-length videos of up to 60-minutes duration, you can utilise IGTV. IGTV is an awesome way to re-use your most popular video content from Facebook, YouTube or even your blog (think tips and listicles). If it's driving lots and traffic and views on other channels, chances are it will be a hit on IGTV too. As IGTV is still new-ish there's even rumours that Instagram will reward accounts using IGTV consistently with a bump in visibility. Did we mention that it's also super fun to play around with?!

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7. Optimise your call-to-action

It's one thing to get potential new fans watching your stories. But to really get them hooked on your content, you need a killer call-to-action. This is the next step for them to take after looking at your story — whether that's swiping up on a blog post, checking out your website link in your bio or even just checking our your account for more, similar content. The stickers feature is great for this — just search 'swipe up' or 'link in bio.' You can also add a link back to your profile even if you don't have the swipe up feature.

8. Post reguarly

It might sound a bit captain obvious, but the more often you post stories, the more likely people are going to see them! Research shows that top influencers post 5-6 times per day. Unlike posting on your feed, there's no such thing as too much when it comes to posting stories. So, continue to share updates throughout your day to increase your chances your stories getting seen.

9. Share your feed posts to your stories

There's nothing that gets your followers more curious than sharing your latest feed post to your stories but obscuring the content with a cheeky "new post" sticker. It's a sure-fire way to get some love on your main grid (where everyone is watching!) as well as on your stories.

10. Use questions and polls

Instagram isn't all about pretty pictures, you can use the questions and polls feature to really engage your audience and learn more about them. Not only do users love to share their opinions (especially via an interactive YES/NO or image poll) but you can use the valuable insights to improve your business amd serve up even better content and have your followers returning for even more! Don't forget to share the results of your polls and questions too for instant content!

EXCITED, OVERWHELMED AND INSPIRED?

Yes! Now that you're brimming ideas for creating Instagram stories, let's schedule them.

With Plann you can plan days, weeks or months in advance and leave that social media overwhelm outside in the snow.