

# Show Notes

## EPISODE 7 – INSTAGRAM STORIES – THE GOOD, THE BAD AND THE SENSATIONAL!



Hey Hey and welcome to episode 7 of the Small Business Made Simple Podcast. Thank you for joining me again for this episode.

Today we are talking Instagram Stories.

I have to say, I am in love with them! I am enjoying making them, playing with them, answering DMs from them and just basically getting to know my fans and having them get to know me a little better!

But before we get to stories, first up, of course, we need to chat about this week's discovery! Are you loving them? So many of you are! It's a great segment of the show.

### THIS WEEK'S DISCOVERY!

Seeing we are talking Instagram stories today – I thought it would be fitting if this week's discovery was to do with Instagram stories too!

I have this fabulous little app on my phone called CutStory and as with nearly all my little discoveries – I am loving it!

You know how you can only have 15 seconds of video on a story (not live, but pre-recorded uploaded type video) and you know how it's hard to put your message across in 15 seconds?

Well this app will automatically cut the video you want to upload onto Instagram as your story into 15 second lots – side note it will do different lengths for different platforms, e.g., 20 seconds Facebook, 30 for WhatsApp etc etc.

Once the app has cut it into segments, you simply save to your phone and upload them one at a time to Instagram! So, gosh darn simple!



Pro tip though – make sure your previous one has uploaded to Instagram before putting the next part up – as sometimes it can jump out of order due to upload delays etc and then your video is out of order for watching which is no fun for anymore watching or listening!

The app is free and can be downloaded wherever you them and is for iOS and Android.

There is a free version and a paid version – the free has the “cutstory” logo on it – but you can cover that with words or gifs etc.

My hope is that having this tool in your Insta tool bag will help you get on video more often – after all video is king on social! I’m going to keep saying it until I’ve convinced you all (evil laugh!)

Oh, and just a little disclaimer – I don’t have any affiliation with any of my little discoveries – I just like them and use them myself! I promise to let you know if I’m ever recommending an affiliated product!

### **INSTAGRAM STORIES – THE GOOD, THE BAD AND THE SENSATIONAL!**

Instagram continues to grow as one of the most popular social media platforms across all ages, locations, and brands. It has a massive user base and it boasts higher per-post engagement rates than any other social platform.

Their feature stories have been around for about 2 ½ years now – and although I’ve never been on snapchat my teenagers assure me that that’s exactly where the idea came from – snapchat stories were first and then Insta got involved in them.

And I’m pretty sure they’re chuffed they did – because they are the HOTTEST social media thing (and have been for a while).

Hot because they are getting so much engagement that brands are willing to invest in them and they have literally changed the way we spend time on social media.

Truly.

80% of all daily active Instagram users are watching Stories just as often as they’re checking their feed, so you need to be posting to connect with them.

So, are you investing some time in stories?

If not, then it’s probably time you did ....

As my job on this podcast is to make business simpler – here’s some tips and tricks for getting you doing stories, but get them viewed and interacted with too ...

#### **1. *Did you know you could make a story a post and a post a story!***

Most people know you can make a story a post but not only know you can make a post a story.



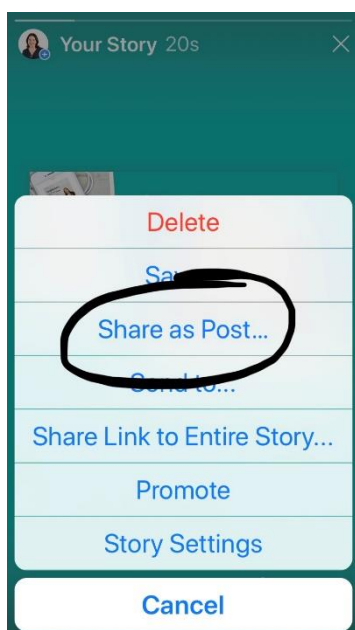
It's pretty simple – to make your infeed post a story – click the little button below your post that looks like a paper plane.

It comes up add to your story – click that – add any little gifs or polls or stickers you want to it and click send to. And hey presto it's a story!



If someone taps your story it comes up with a button “see post →” which sends them straight to the post.

To share a story as a post – go to your story, click the 3 little dots at the bottom and a menu pops up – click “share as post”. You'll need to adjust the picture a little – because it's long and thin and now needs to be square – but all that is done on the app and is easy peasy!



Why would you use this feature – well two main reasons

- (a) Stories are being seen before infeed – and therefore pointing them to an infeed post can help with engagement – especially if your post has a call-to-action in it
- (b) Infeed posts are all about your captions, your message, your story (as opposed to stories) – something you can't really get across in a post to stories – so again, it can help with directing traffic for more engagement.

Guys, it takes literally a few extra seconds to make a story and post and vice versa – so spend the extra time doing this – test and measure the process and result to see if it's something you should do more!

PS – you can share other people's infeed posts like this too!

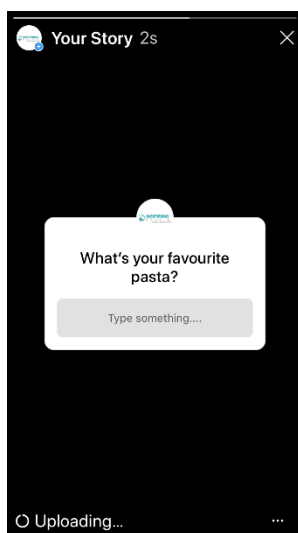
## 2. *Instagram is making it so easy for us to ask for engagement in stories!*

It's never been easier to get engagement from your audience.

With buttons like polls, gifs, questions, countdowns, sliders, mentions and, of course, hashtags, we can literally have people interact with us in seconds!

Now if you're driving, running, walking or in the bath (my fav for podcast listening!), and not sure what I'm talking about – never fear – just head over the show notes, [www.socialmediandmarketing.com.au/7](http://www.socialmediandmarketing.com.au/7) and I've got screen shots of all of this to help – especially those visual people out there – shout out to you all!

So, let's just say you've put up a story and you've used the question feature and asked your audience a question like "What's your favourite pasta?" Good question if you sell pasta!

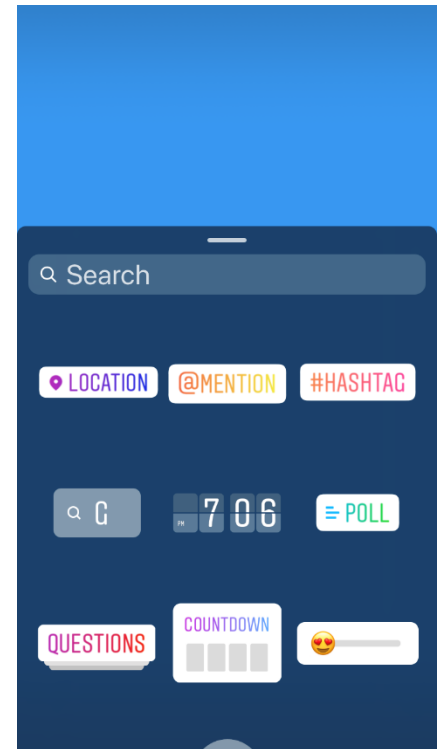


A fan types "all" into the answer box.

You can view that answer and all answers by going to the story and down the left-hand side there's a 'view responses' box – click that.

From there you can reply to any answers, create a conversation and start interacting with your fan!

So so simple!



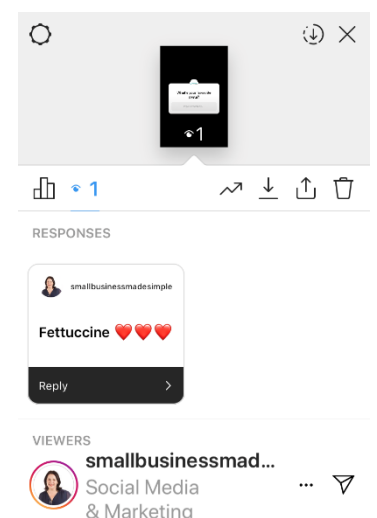
If the whole entire purpose of being on social is to spark engagement and start interacting with people who might do business with us one day – when stories make that just a wee bit easier!

Of course, what you use and how you use it needs to be strategic.

Using stories as click bait (getting people to click or interact) for the sole purpose of then selling them something will lead you to bad places – it takes time. It takes effort and energy – don't go from a story to a sell.

With stories and all social interactions remember the Rule of the 3 E's – Entertain, Engage with Value, or Educate – you should be doing one of these 3 EVERY time you are on social.

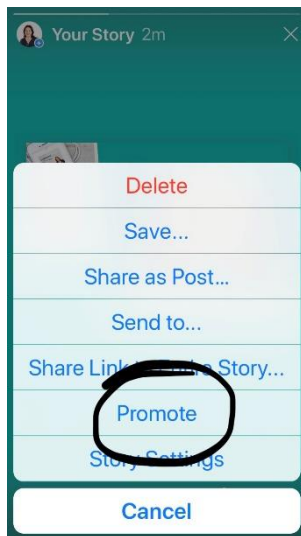
If it's not going one of these 3, then ask yourself "for what purpose are you doing then?".



So, start jazzing up your stories, getting strategic and using the tools that Instagram gives us! I know not all accounts may have these features – I have 1 that doesn't and I'm so sorry, but I have no magic to help you there. I simply cannot figure out why all my accounts have these newish features and one doesn't .... grrrr .... Anyone who has a solution – please DM me so I can share your magic with others because I know you're out there!

### 3. *You can promote a story – a bit like boosting a post in fb.*

I think this feature is pretty cool! It will only work, I would assume, if you have a business account – not a personal one.



If you go to your story and click the three circles in the right-hand corner and pick “Promote” from the list, you can promote that story.

You can choose to send it to your profile, your website or direct messages.

If you choose say send to website – you put in the URL and choose a button, for instance “Book Now”.

Head through to selecting your target audience where the choices are automatic or choose your own – what you pick would depend on the story you are promoting, both as pretty simple – just following the prompts Insta gives you.

When choose budget and time and as long as you have a Facebook Ads account you are good to go!

Just like boosting posts in Facebook, promoting a story has its time and purpose and you have to be strategic about these things.

A lot of money can get chewed through pretty quickly without much result at all if you aren't testing and measuring and reviewing what you're doing – especially with paid ads.

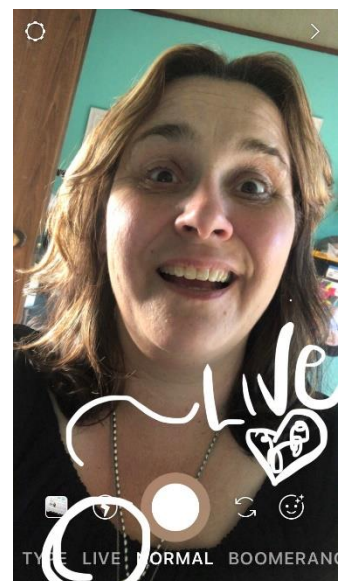
### 4. *GO LIVE!*

My 4<sup>th</sup> and final tip for this podcast – go LIVE.

Do what Nike says and “Just do it”. Go back to last episode with Jemimah Ashleigh, Positioning Expert, and here why live is so important to building your brand on social media. Building your brand as the expert in your space!

You can go live on Instagram stories for up to an hour (I'm pretty sure it's the same for FB too).

Being live on stories, means it's only up there for 24 hours.



I've seen people go live with "ask me anything". They just sit there and wait for people to ask them questions – starts off scary but it always ends up being awesome content.

I've seen people go live on Instagram and Facebook at the same time – now that's skill! I haven't attempted it myself but as far as I can work out, they have multiple devices and definitely someone helping them monitor it!

So, before I wrap up this podcast on stories – it's my first but I guarantee it won't be my last – I want to share with you these stats

1. 40 percent of Instagram Stories are videos.
2. 60 percent of Instagram Stories video posts are played with the sound on.
3. 1 in 5 Instagram Stories results in a direct message.
4. 1 out of 3 of the most viewed Instagram Stories are from businesses.
5. But only about half of business on Instagram create a Story in a typical month.
6. Instagram Stories are growing faster than the feed, the fastest growing product in Facebook.

My friends, I could talk about Instagram stories all day. I am having so much fun with them and I hope you will see the financial benefits of putting some time and energy into them too!

They are fabulous for behind the scenes posts – people love seeing behind the scenes and because they only last 24 hours many brands are more than happy to share this with their audience!

If you want to become a stories king or queen, then I seriously suggest you invest some time in watching some YouTube.

There are some Instagram story guns out there that have tips and tricks that will blow you away!

If you're not a story person and think it's too late – just remember the saying "The best time to plant a tree was 20 years ago – the next best time is today". So, start today.

There's great websites like [www.canva.com](http://www.canva.com) and [www.kapwing.com](http://www.kapwing.com) that have awesome templates for Instagram stories.

But if you want to make your own, then the dimensions are 1080px by 1920px. This means that your image or video should be 1080 pixels wide and 1920 pixels in height. This is also known as an aspect ratio of 9:16.

If I've inspired you to give them a go for the first time or get more strategic in using them from here on, then give me a tag in your story – I'd love to see them and cheer you on!

Before I wrap you this episode, remember to go to the show notes at [www.socialmedianadmarketing.com.au/7](http://www.socialmedianadmarketing.com.au/7) if you are a visual person and want to see all the screen shots of what I've been talking about.

If you haven't signed up for my 5-day social media challenge – then I'd love to help you get your social in order, on brand, showcasing your expertise.

To join the challenge, go to [www.socialmediaandmarketing.com.au/challenge](http://www.socialmediaandmarketing.com.au/challenge)

So that's it for episode 5 of the Small Business Made Simple podcast.

I'll be back next Thursday with some more marketing know-how and another discovery!

If you're liking the podcast – please head over to where you listen and leave a rating and even a review – those things are GOLD for podcasters like me! I'll be eternally grateful, and it helps others find this podcast and enjoy the free training, tips and tricks too. It could be the best gift you give them!

Otherwise, let's catch up between podcasts – and get social on social – all the links are in my show notes.

If you have any comments or questions, please feel free to leave me a DM on Instagram!

Catch you next week, I'd love to challenge you to my challenge!

*..... and remember small business peeps, there's no point in dreaming small!*

