

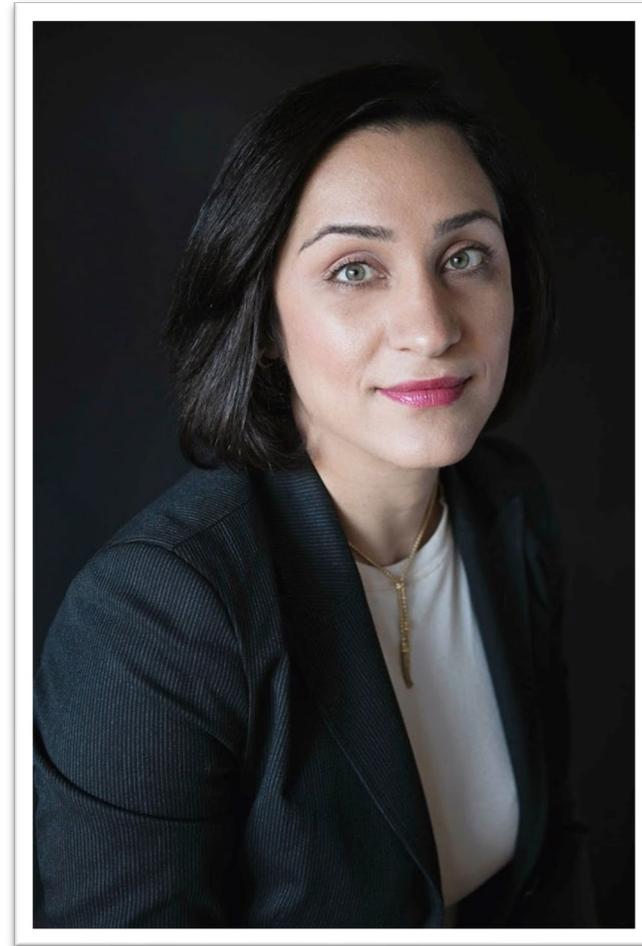


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Social Media Stories help
your marketing

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Maryam Golabgir is a digital marketer, programmer, and a website guru. She's been a speaker at Grind Up, Aurora and Newmarket Chamber of Commerce and 2017, 2018 and 2019 Women's Summit on SEO. Digital Marketing Experts was nominated as one of the top advertising agencies in York Region last year.



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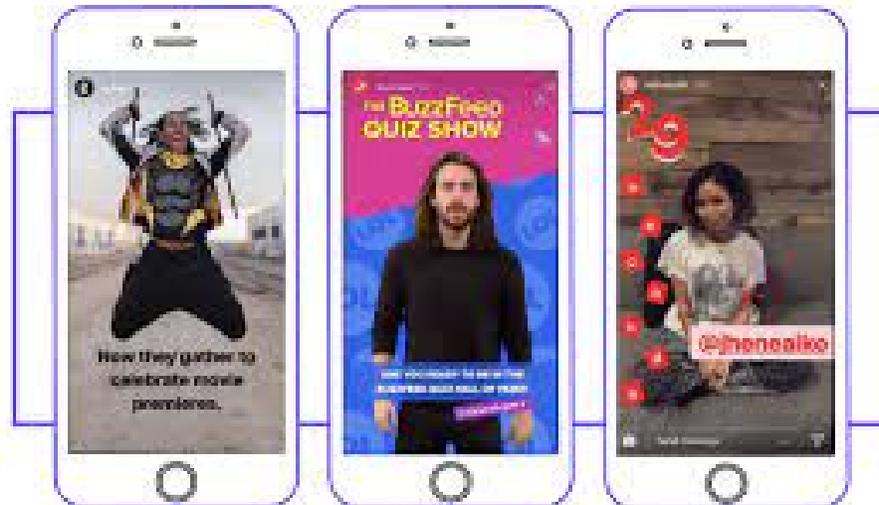
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story-based sharing is growing 15x faster than news feed sharing. There are nearly a billion users across Facebook, Instagram, Snapchat, and WhatsApp that mostly use their social media Stories feature.



Stories last for 24 hours, which makes them more experimental and fun. They are created and consumed on the fly, and all you need is a creative eye and a smartphone. They don't require high production value, because that's what gives them a more realistic and intimate feel.

Who Started Stories?

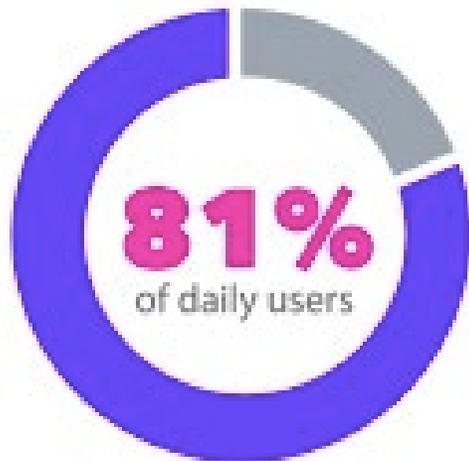
The first to launch the stories feature was Snapchat, back in October 2013. Snapchat is an app popular among younger people who contribute to the rise of vertical video narratives.

It became the platform's core feature as Snapchat placed their camera at the centre of their focus. More than 80% of their daily users were posting stories.





How to Start Using Social Media Stories



Snapchat



Instagram

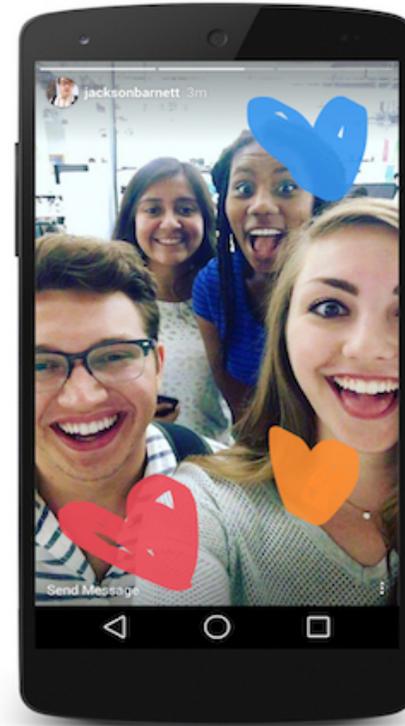


WhatsApp

1. Tailor Content to Fit Your Stories

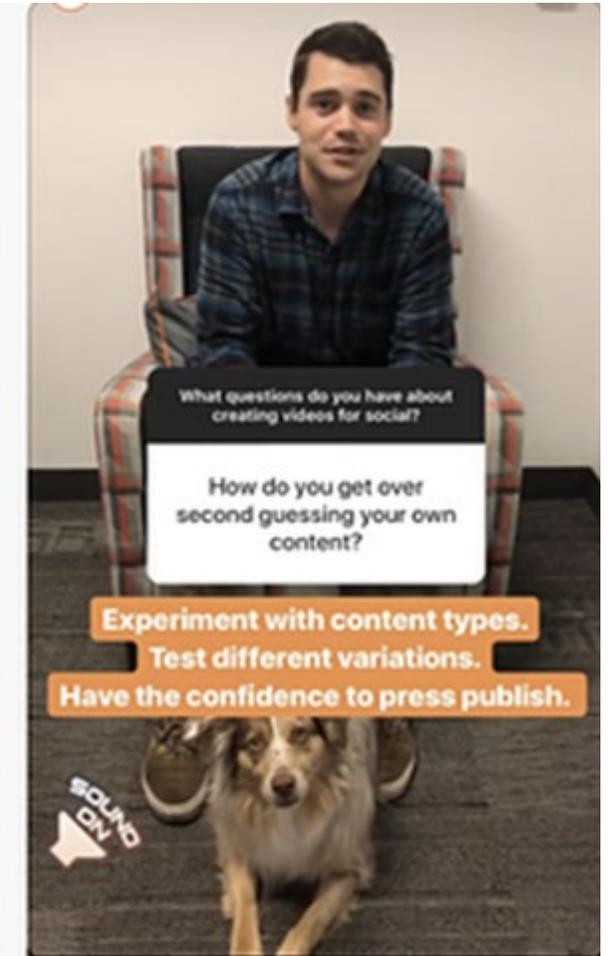
The story-friendly content is live, raw, and unedited. It's the material aesthetic people are used to seeing on stories, so aim to reflect its unique feel and look.

Live action videos perform a lot better than heavy edited videos with an obvious call to action.



2. Experiment and Test Everything

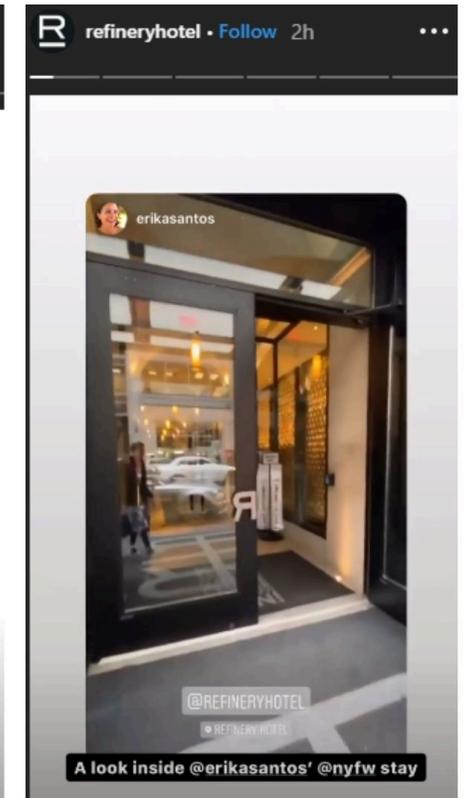
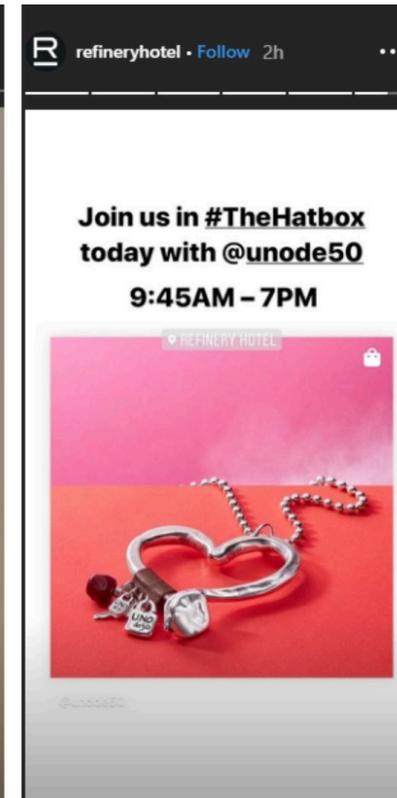
If your brand isn't creating stories, then it's about time to start, **because four out of five major brands** are already engaged. As they are supposed to be raw and unedited, there's no specific set of skills needed. Remember that people watch stories vertically, so you should shoot your videos accordingly.



3. Integrate All Your Creative Resources

Gather your entire creative team of photographers and graphic designers to join forces.

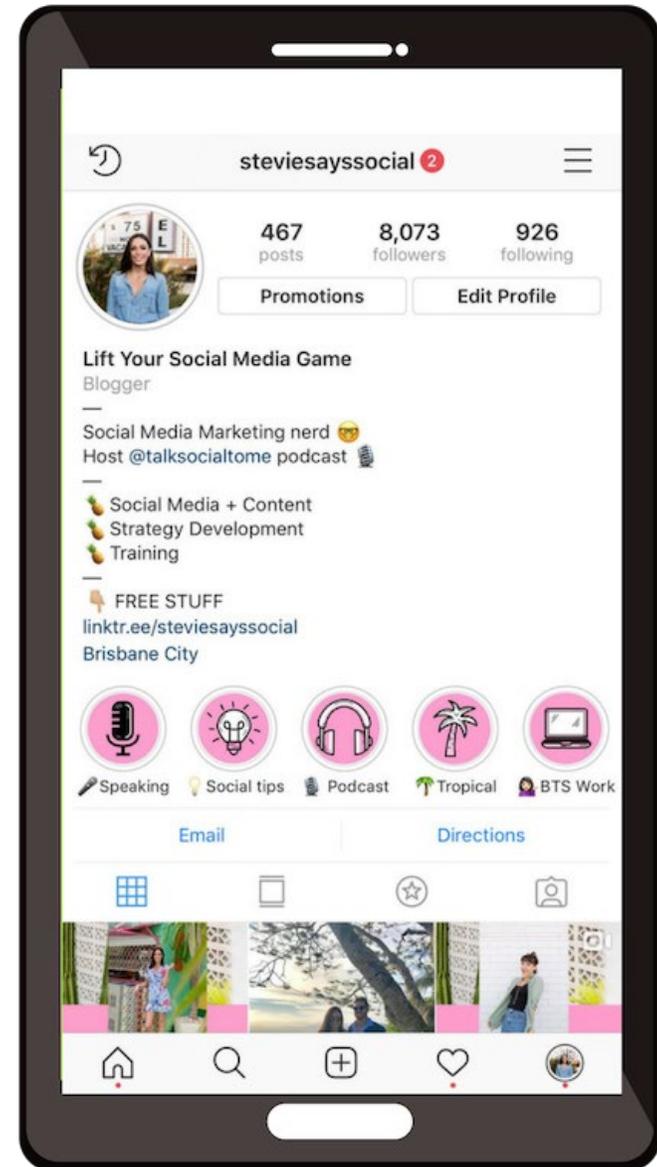
Social media stories work best when they incorporate images, video, text, storytelling, and more.



4. Use the Highlight Feature

With the highlight feature, you will make sure that your stories remain on your page even after their 24-hour lifespan.

The highlight feature allows you to display stories as long as you want on your social media profile together with a specific cover image. It's great for displaying high-production videos as well as for unique campaigns and promotions.



5. Track Your Success With UTMs

By adding **UTM codes** to the URLs you put in stories, you can track where your followers are going and see what content they prefer. It's beneficial for business accounts with over 10k followers that can add a *Swipe Up* feature and redirect their followers to a landing page or another website.

https://buffer.com/email-courses/actionable-social-media-strategies/?utm_source=buffer&utm_medium=post-original&utm_content=image&utm_campaign=25-social-media-strategies

Glorious UTM parameters!

6. Explore Different Structures

The fact that stories allow you to produce material quickly makes things easier. For example, you can run a **Q&A session**, host a takeover, allow your followers to take a peek behind the scenes, or create tutorials to show people how to use your product.

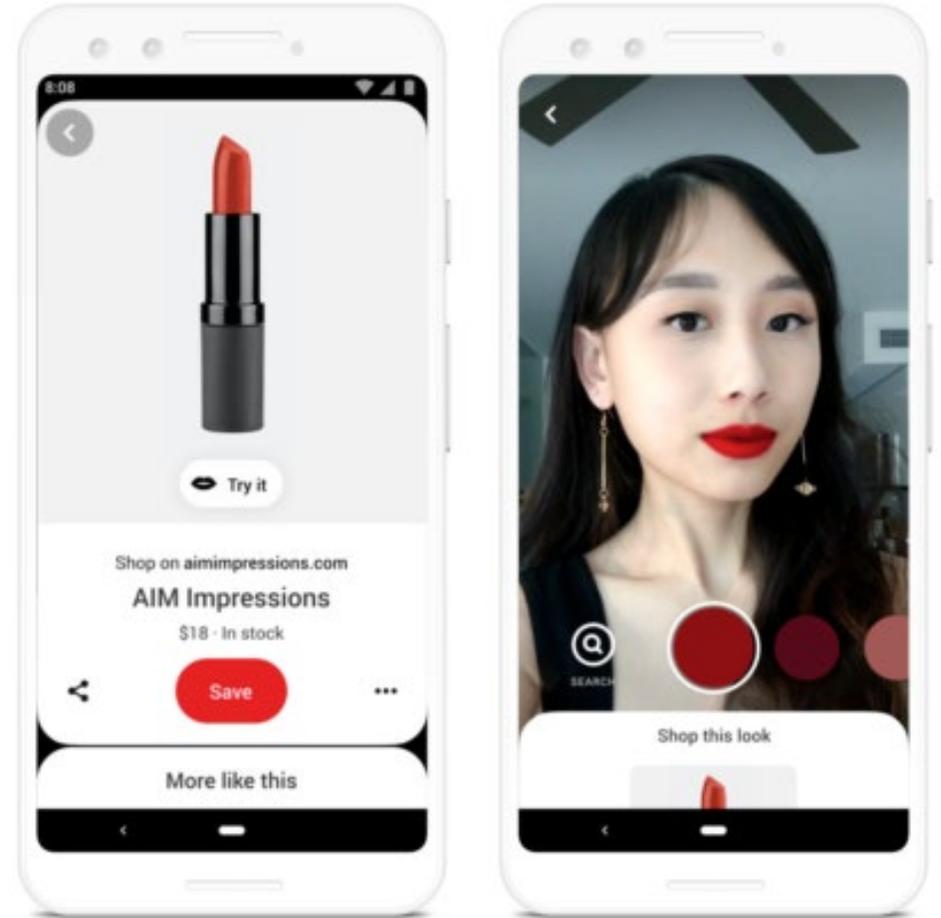
Test different social media stories structures to find the top performing ones that suit your brand.



7. Try Custom GIFs and AR

Experiment with GIFs and augmented reality features in your storytelling. The AR experiences are available as features of the social media stories cameras on Instagram, Facebook, and Snapchat.

As for GIFs, you can use them to grab your viewers' attention and direct it to a *Swipe Up* or a CTA. Add a GIF or two to enhance your images and videos.



Social media stories can be used to authentically reveal glimpses into your company culture, to highlight relevant things in your day, and diversify promotion by using a different brand voice than the one used in usual branding.



The Anatomy of a STORY

STÔRĒ *noun*

A Facebook story is a collection of quick and temporary sharable moments in a 9:16 format. Graphic personalization allows the user to express themselves to their Facebook friends. Once posted these stories are visible for 24 hours

Fig. 1

9:16

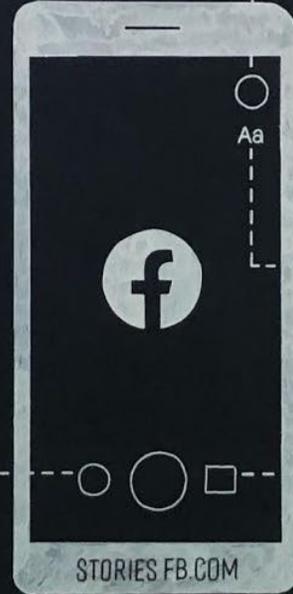


Fig. 4

STICKER

Add your visual commentary



Fig. 5

TYPE

Use your words the font that fits best



Fig. 2

CAPTURE CONTENT



Content can come in five variations:

1. Previously taken
2. Photograph
3. Video
4. Boomerang
5. Live Video

Fig. 3

FILTER OR FRAME

Filters or frames can be used to change the mood or personality of captured content

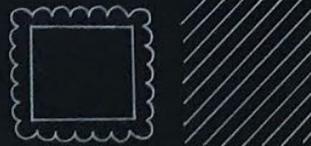


Fig. 6

SHARE

Share your story to Facebook friends



Questions?

We're happy to help!