

WHAT'S YOUR STORY?

TOOLS FOR CREATING EPIC INSTAGRAM STORIES

A graphic of a torn piece of paper is centered in the middle of the page. The left side of the paper is white and folded over, while the rest is a dark, textured black. The text 'WHAT'S YOUR STORY?' is printed in white on the black section.

WHAT'S YOUR STORY?

*Make Instagram
great again*

TASTY TIPS COMING RIGHT UP!

If you follow me on Instagram (I hope so!) you may have noticed that I'm partial to the odd Insta story. I absolutely LOVE them and I often ignore the feed in favour of watching stories. And I'm not alone; Did you know that Instagram stories are now viewed by 300 million people daily and this number is growing. 'Snackable' content is the new black and our preference for more authentic and real content has grown.

Instagram stories are now where the party's at and small business owners, if you're not using stories, you're missing out. Here's why; When people watch your stories, they are more likely to engage in conversation with you via DM. Conversations lead to conversions. Also, when users engage with your stories your posts are more likely to appear in their feed, thereby keeping you top of mind.

As well a means to beat the Algorithm, Instagram stories provide an amazing opportunity to show your brand personality, to connect with your audience on a personal level and, frankly, as a way to have some creative fun! And who doesn't want to have more fun?

ABOUT SHALL WE SOCIAL

Hi, I'm Kryshla *(sounds like
Hare Krishna)*

I provide social media strategy, content coaching and professional hand-holding for all things Facebook, Instagram and Pinterest.

I help small businesses to develop quick and easy processes to manage their own social accounts and say goodbye to that dreaded "what am I going to post?" feeling.

The following is a list of apps and tools that I use to create Instagram stories for myself and my clients. This is by no means an exhaustive list and probably, by the time I've finished typing this, there will be even more apps on the market to make your stories shine.

Try them for yourself and shoot me a DM on Instagram or tag me in your stories (@shallwesocial) so I can see your creations.



FIRST RULE OF INSTAGRAM STORIES...

there are no rules!



SHALL WE SOCIAL



**SHARE
YOUR
STORY**

GETTING STARTED

I get it, with so many options to choose from it can feel a little overwhelming. As with everything on social media, I suggest starting small.

Experiment with the features within the Instagram app itself and then build on that.

If you're a Canva user, the next step may be to create some beautiful templates that you can use to announce regular content, such as blog posts, podcasts or new products.

Once you feel confident with these tools, take your stories to the next level with editing apps, fun filters, frames, music and special effects.

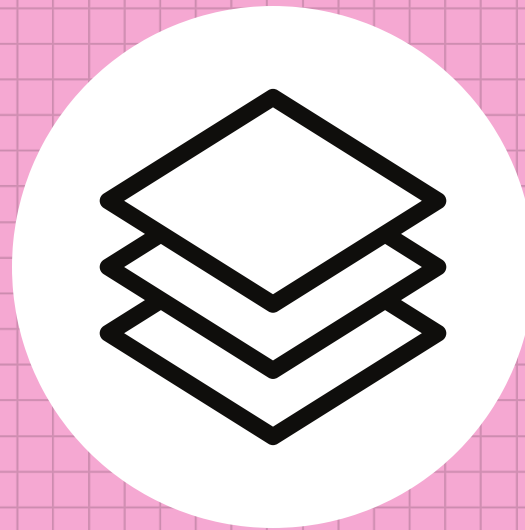
There is no right or wrong way. Have fun and let your creativity do the rest.

TWO PRINCIPLES FOR GREAT STORIES



VARIETY

AND



LAYERS

VARIETY

Variety is the spice of Stories.

When pulling together your content, use a mix of different features, angles and effects to create something visually interesting for your followers.

I don't know about you but when presented with 15x 'talking head' videos in a row, I tend to lose focus and often swipe on past.

Break (and shake) things up with a mix of still images, video (talking head and from your perspective) and animated text and/or graphics.





LAYERS

This, my friend, is the secret sauce!

Just like dressing for Melbourne winter, layers are what you need to create interesting stories.

I often use 3-4 apps together to create and layer backgrounds, fonts and effects to create something unique.

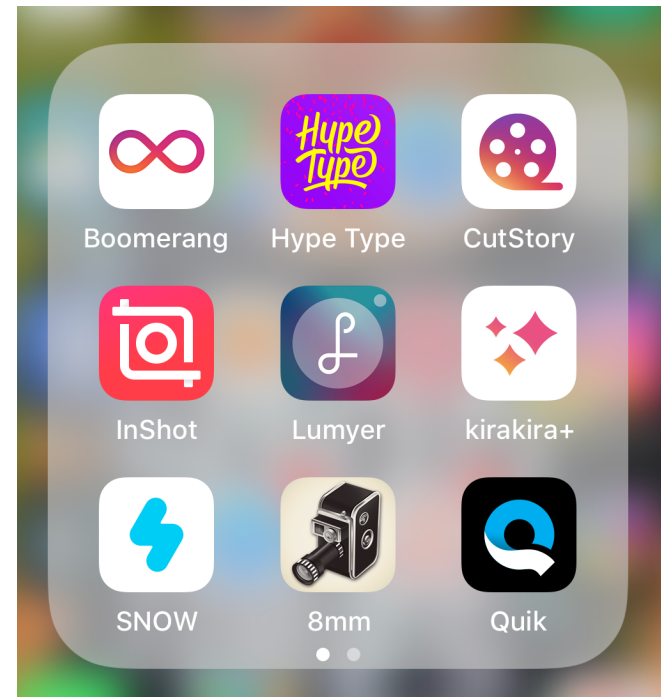
I might start with a coloured background from within the **Instagram** app, then drop it into **Hype Type** and add some animated text then take that video over to **InShot** to add a sparkle effect and music and voila!

*"There's layers to this sh*t player,
tiramisu, tiramisu"*

- Downtown, Macklemore & Ryan Lewis



THESE ARE A FEW OF MY FAVOURITE APPS



SHALL WE SOCIAL

INSTAGRAM

Within the Instagram app itself there are a number of fantastic options to enhance your stories.

If you do not have the time or inclination, you need not move any further than Instagram's inbuilt features when creating your stories.

To get started, open the app, go to your home feed and tap the camera icon in the top left.

When you're happy with your creation, tap the 'Your story' icon in the bottom left to share.

~ COLOURED BACKGROUNDS ~

Take a photo of anything, it doesn't matter, then tap the pen icon and select a colour. Hold your finger down on the screen to colour the background and hit 'done'.

Now you have a base to add whatever text, stickers or GIFs you want. Use consistent colours and fonts so that your stories are easily recognisable.

HACK: Tap the down arrow to save this blank screen to your camera roll. This can be used in other apps as a background colour to ensure consistency across your stories.

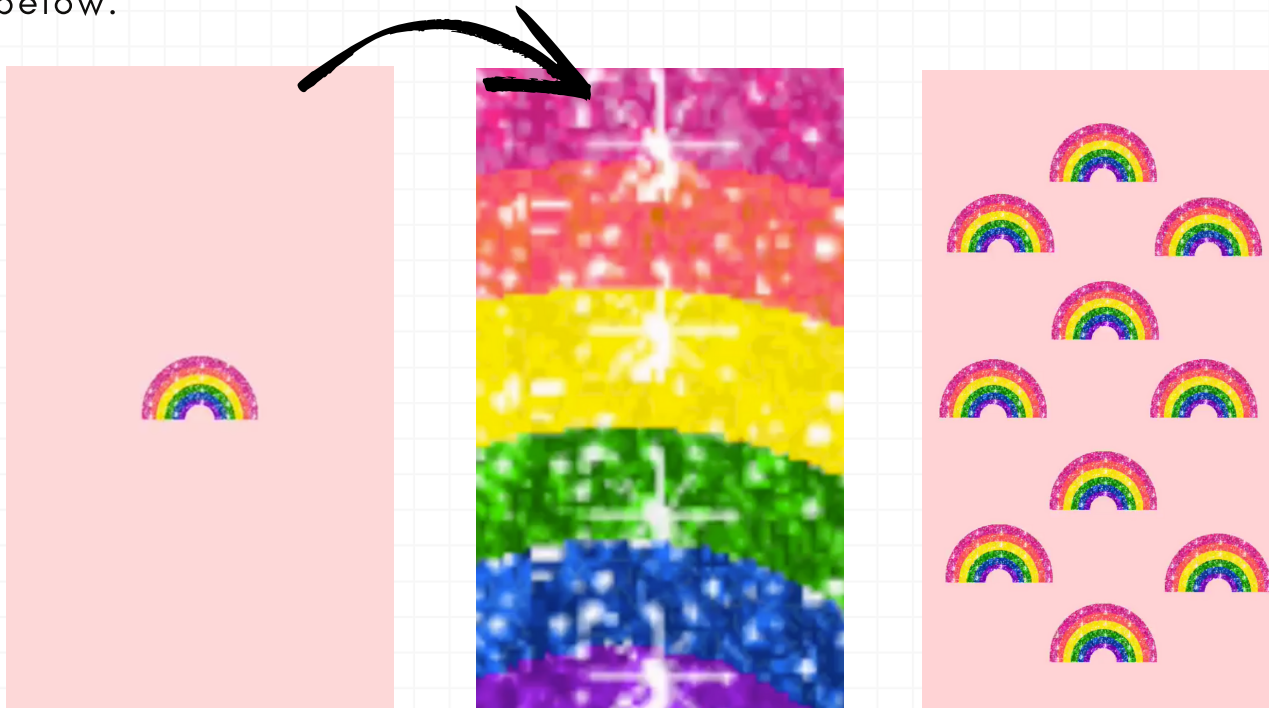
INSTAGRAM

~ GIFS ~

These fun little animated videos/icons can make the simplest of stories eye-catching and memorable. To add a GIF, hit the 'sticker' icon > GIF and make your selection.

GIFs also make great backgrounds to use within some of the apps I'll mention shortly. Take a photo of anything, as above, and add a GIF of your choice. Then stretch it out until it fills the whole screen. Hit the down arrow and save this to your camera roll.

You can also add multiple GIFs to one story to create a patterned 'wallpaper'. See examples below.



BOOMERANG

~ LOOPING VIDEOS ~

You'll find this option within Instagram stories itself and you can also download it as a stand-alone app.

The app captures a one-second burst of five photos and creates a fun looping video.

ROCK YOUR
INSTA ^ .

ROCK YOUR
INSTAGRAM
STORIES

HYPE TYPE

~ ANIMATED TYPOGRAPHY ~

This fun little app allows you to create animated text.

Swipe up to add an image or a coloured background (saved from Instagram) and double tap to add text.

In the menu at the bottom of the screen you'll find options for different fonts, animations and colour combinations.

HACK: Create a bunch of plain backgrounds in your brand colours (either in Canva or within the Instagram app) and save these to your camera roll to use as backgrounds for Hype Type.



CANVA

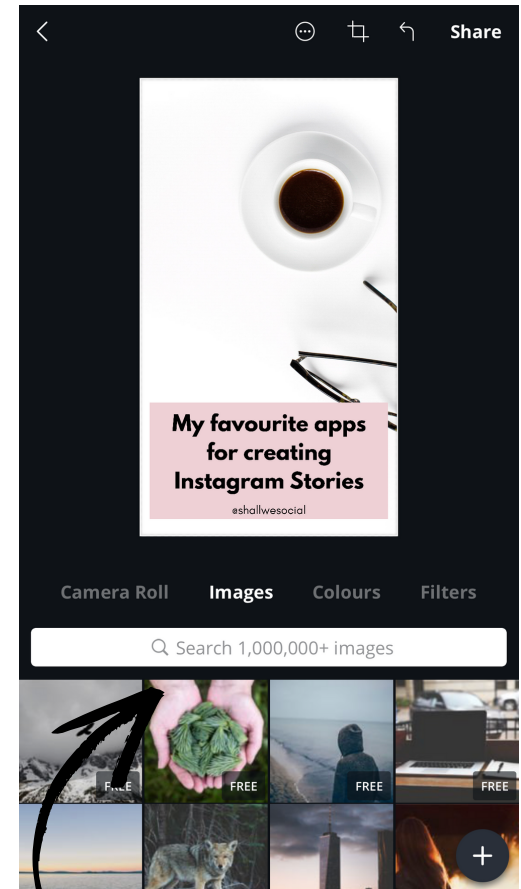
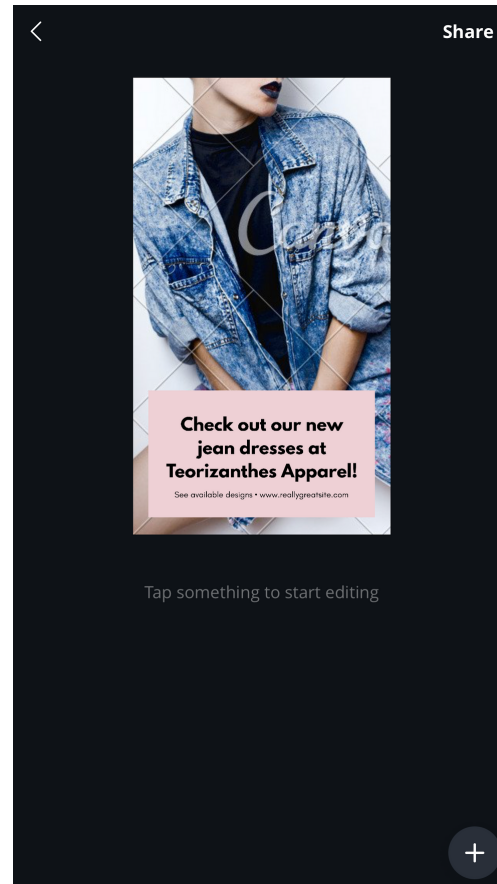
~ BRANDED TEMPLATES ~

Who doesn't love Canva? I use it daily to create memes, graphics, printables and even this e-book!

What you may not know is that the Canva mobile app has a library of Instagram stories templates that provide a quick and easy option for creating branded content on the go.

Within the Canva app select 'Your Story' to browse the pre-set layouts. Update with your own images or from the vast Canva library and change the font, colours and filters to suit your needs.

*Choose a template
and edit*



*Search Canva's library
for images or upload
your own*

LUMYER

~ SPECIAL EFFECTS ~

Great for adding special effects to your videos e.g. snow, fireworks, blooming flowers or sharks in your bathtub, you name it!

Lumyer allows you to add up to 3 effects per image (#layering!) and format in square or 16:9 format - making this a good option for your feed posts as well as stories.



QUIK

~ VIDEO BUILDER ~

This app, by GoPro, allows you to create high-quality videos with just a few clicks.

It has pre-set templates with different transitions, music and text options. Adjust the font, filters and titles to suit your needs.

KIRAKIRA+

~ SPARKLES ~

Kiriakira+ allows you to add a sparkly glitter effect to photos or videos.

From what I can tell that's about all it does but a good option if you're sharing photos of jewellery, for example.

8MM

~ OLD MOVIE EFFECT ~

This app creates a grainy old movie effect for your videos.

I only just discovered this the other day so I haven't used this much myself yet but I love that you can add a projector sound effect - for added #nostalgia



CUT STORY

~ EDIT FOR INSTAGRAM ~

Love to talk? This little baby will become your BFF. Cut Story allows you to slice your videos into 15 second clips for Instagram stories.

Upgrade to remove the watermark.

SNOW

~ FACE FILTERS ~

The hottest app in Asia right now! Snow is basically Snapchat on steroids.

There are so many filters, virtual stickers and augmented reality effects to edit your selfies with plus plenty of K-Pop music options ('Baby Shark' anyone?)

my favourite!

INSHOT

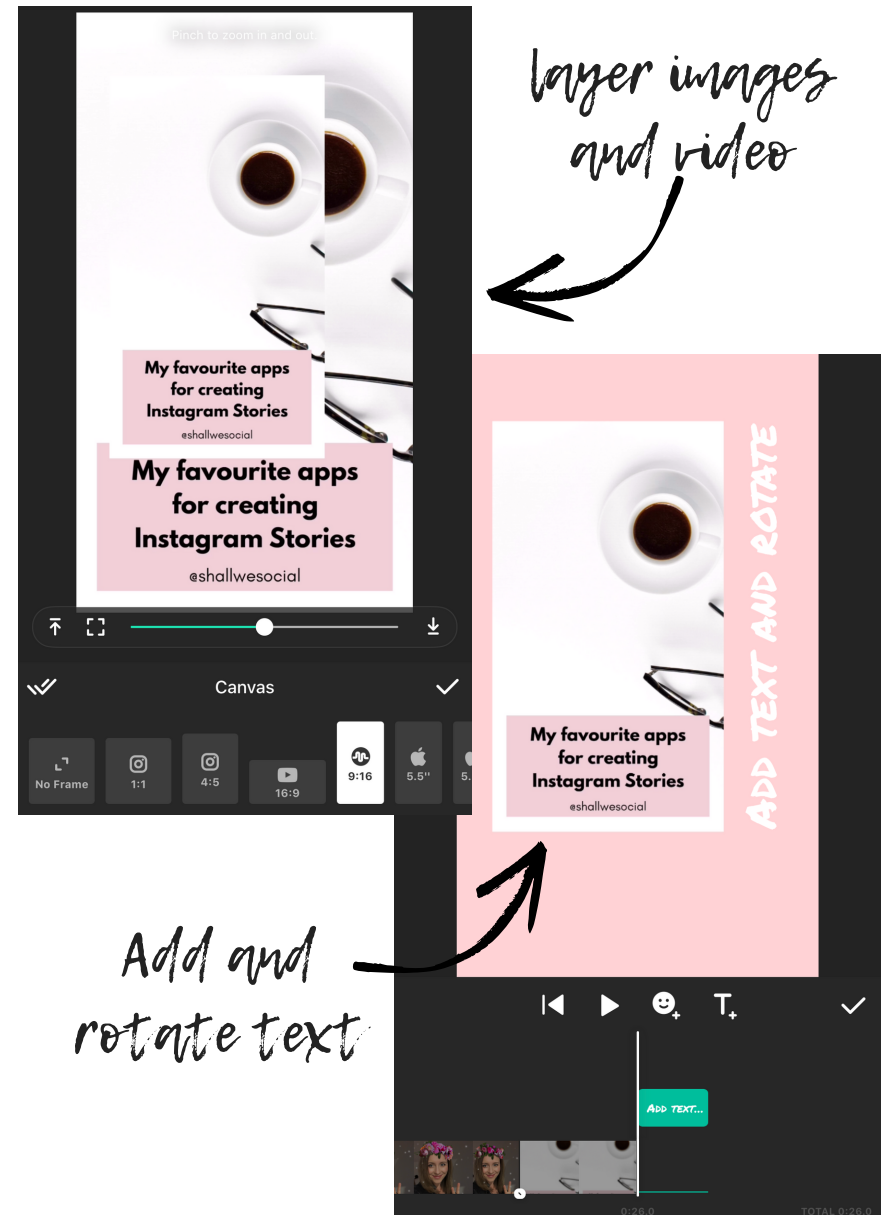
~ VIDEO EDITING ~

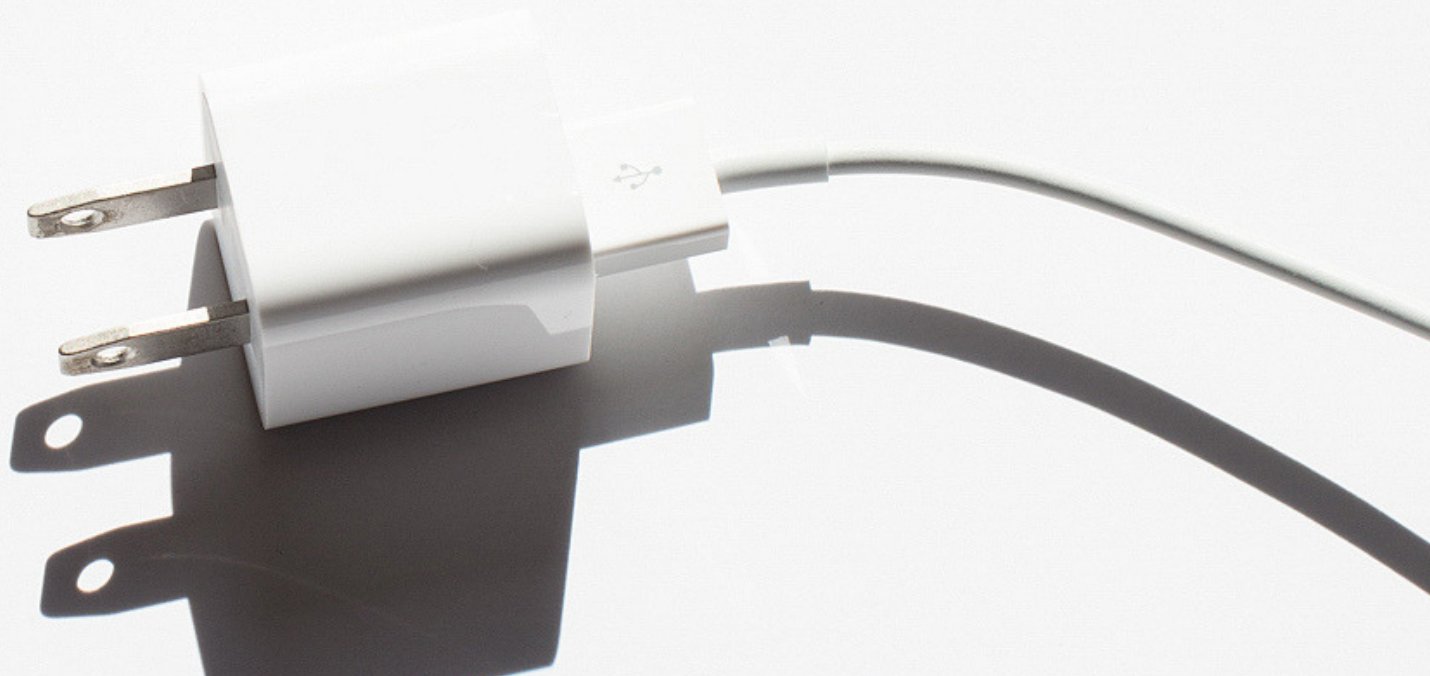
This is my cannot-live-without app. InShot allows you to quickly piece together multiple photos and videos, add text, effects and (non-commercial) music. I use InShot to create a video and then drop it into Cut Story to chop it up.

The Canvas option allows you to re-size each clip/video to whatever format you need; 9:16 for Instagram stories, 1:1 for Instagram or Facebook. Pinch to zoom in and out and to create white space around your images and adjust the background colour or layer with another image or video.

You can also edit the brightness and colour of your images, the speed and duration, and trim longer videos to the length you need.

InShot really is a one stop shop. If you try nothing else, I recommend that you try this.





THE END.

That's it folks, I hope that you found this guide useful.
If you have any questions, shoot me an email at hello@shallwesocial.com.au and
don't forget to follow me on Instagram @shallwesocial for more tips and
techniques to master your socials.

Lots of 'Likes',

Kryshla