

Meet An ARABIAN HORSE MONTH



How to Use Instagram Stories

To go create a story on Instagram:

- Open the Instagram app (you must already have a profile)
- Click the **camera icon** in the upper left hand corner
- Tap the **white circle** at the bottom of the screen to take a picture, or press and hold the white circle to take a video.
- If you'd rather use a photo or video you already recorded, tap the **square gallery icon** on the bottom left of your screen, or swipe up anywhere on the screen.

Tip: Once you have a bit of experience with Stories, you can start experimenting with different formats. You can create a **TYPE**, **LIVE**, **BOOMERANG**, **SUPERZOOM**, **FOCUS**, **REWIND**, or **HANDS-FREE** post by selecting one of these options before you tap the white circle.

For more information about all of the options and features inside Instagram Stories check out this blog post: <https://blog.hootsuite.com/how-to-use-instagram-stories/>

Instagram Story Best Practices

- **Tell a Story** – all about creating a real in the moment connection with your audience.
- **Embrace Interactivity** - use interactive elements like hashtags, @mentions, interactive stickers, polls and questions.
- **Make it personal** – stories are great for making a personal connection with people
- **Use a call to action** – tell them what you would like them to do after watching your story. Want them to Direct Message you for more information about your riding program, visit your website, share part of your story? In a story you can add a link that people can swipe up to see. Tell them what they will be taken to and that they should swipe up.
- **Keep it consistent** – keep your story consistent with your brands look and feel. It should still match all of your other social media content.