How to Use Instagram Stories and Reels

To create a story on Instagram:

- Open the Instagram app (you must already have a profile)
- Click the plus icon in the upper left hand corner or swipe to the right to go directly to stories
- Choose the story option in the bottom right hand corner of the screen. You may also choose to make a post, reel, or live video.
- 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.
- Scroll to use fun filters and features. Get creative and have fun!

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/
Learn more about stories from Instagram: https://about.instagram.com/features/stories

How to Use Reels

Reels allow you to share video content in an engaging and fun way! Learn how to use Reels when you visit this link: https://about.instagram.com/blog/announcements/introducing-instagram-reels-announcement

Instagram Story Best Practices

- **Tell a Story** – create a connection with your audience.
- **Embrace Interactivity** – use interactive elements like hashtags, @mentions, interactive stickers, polls and questions.
- **Be Inclusive with Captions** – According to the World Health Organization, over 5% of the world’s population (466 million people) experience hearing loss. You can add captions to your videos by downloading Instagram’s thread app. Learn more about adding captions from this blog post: https://www.later.com/blog/add-captions-to-instagram-stories/
- **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.

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