

Storytelling with Instagram Stories

Emma Sijuwade + Founder, Socibelle

In this session

- 1 Introduction to Emma and Socibelle
- 2 Why are Instagram Stories so important?
- 3 The Key to Instagram Storytelling
- 4 What makes a great Instagram story?
- 5 Instagram storytelling ideas churches can use
- 6 Best Instagram Story features to use
- 7 What to do if you have minimal time
- 8 How to make your Stories more accessible
- 9 Tips for compelling storytelling
- 10 Free Storytelling App Recommendations

About Me



Founder and **CEO** of a purpose driven agency

BA **Marketing** and **Advertising** Management

Masters of **Business Administration** (MBA)

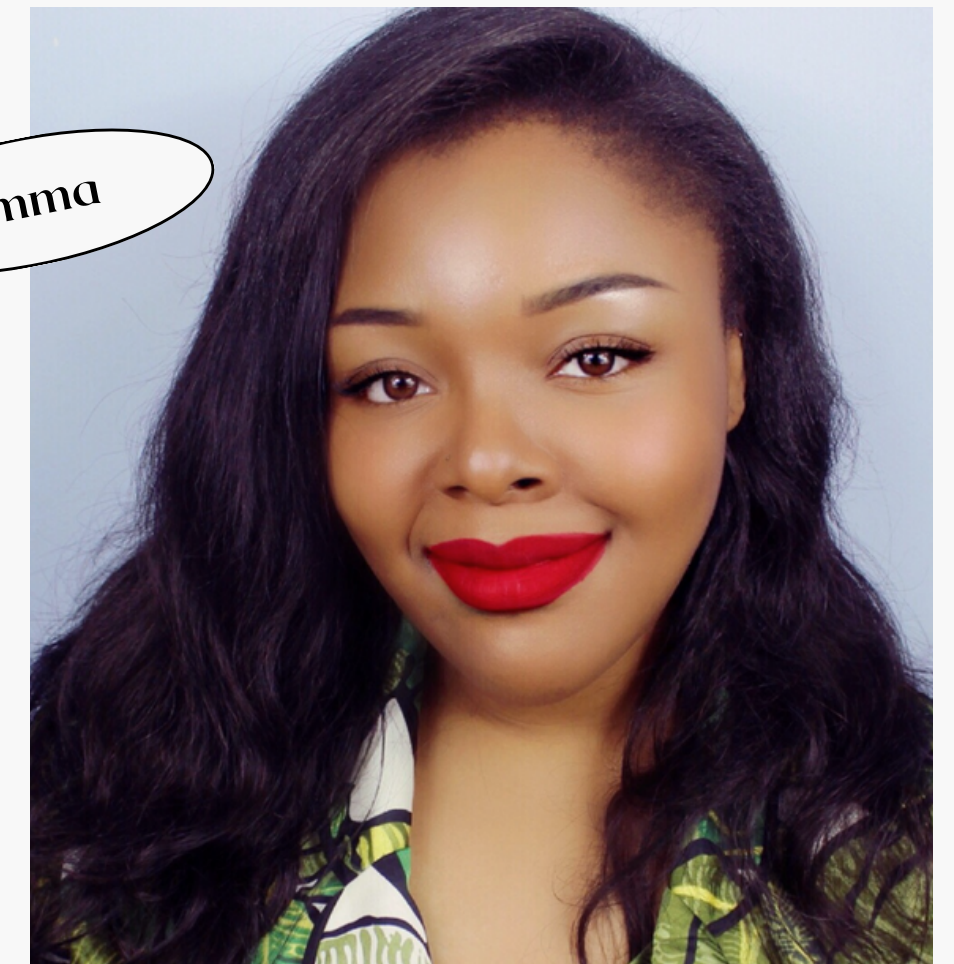
Previously worked at **Premier Christian Communications**

Passionate about **sharing** and **spreading** the gospel of Jesus online

Have been **learning** and **working** in the Digital Marketing space for **10 years**

Q Hello...

Emma



About Socibelle



Serving churches **nationwide** and working on **global social media campaigns**

We take care of **all your social media needs** so you don't have to

10 years worth of **knowledge, expertise** and **insight** to help take your social media presence to the **next level**

We focus on **purpose** and generating **long lasting + impactful** results for our clients

We bring stories to life through our **purposeful** and **dynamic approach**

Committed to **educating** those we work with so they understand **what it is we're doing** and **why we're doing it.**



digital **CONFERENCE**
LABS

Who we work with



QUESTION

How often do you post on Instagram Stories?

Why is Instagram stories so important?

- 500 million people use Instagram Stories daily
- 1 billion Stories are shared every day
- Stories primary focus is to nurture and build up existing communities rather than growth
- 62% of users say they've become more interested in a brand or product after seeing it in their Stories.
- Doesn't require a polished finished product
- Fast and easy to create + can be done on a phone



It's your store front, your window of opportunity!

The Key to Instagram Storytelling

1. Beginning

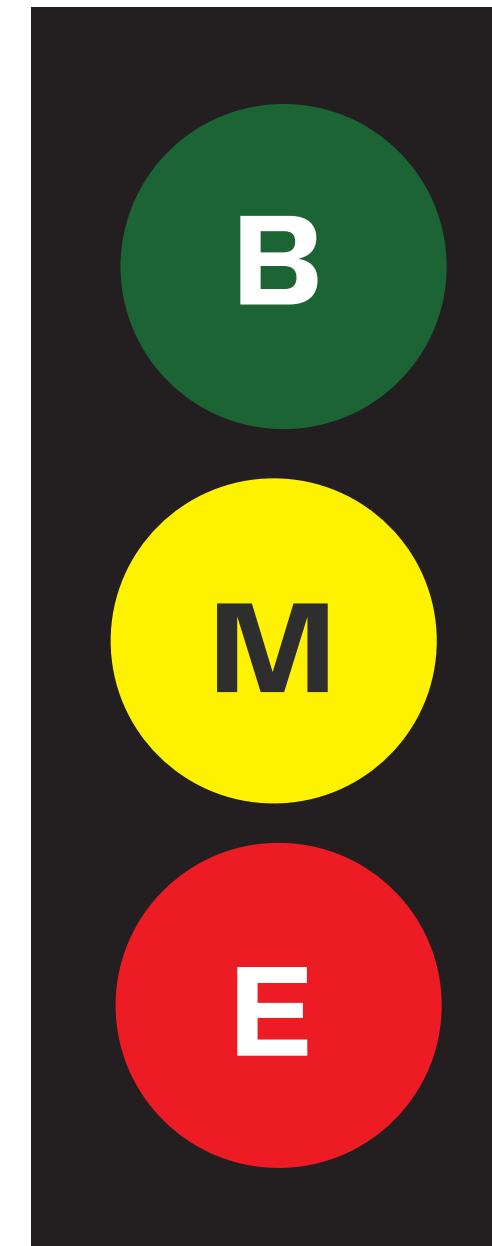
What am I going to share? What message do I want to convey?

2. Middle

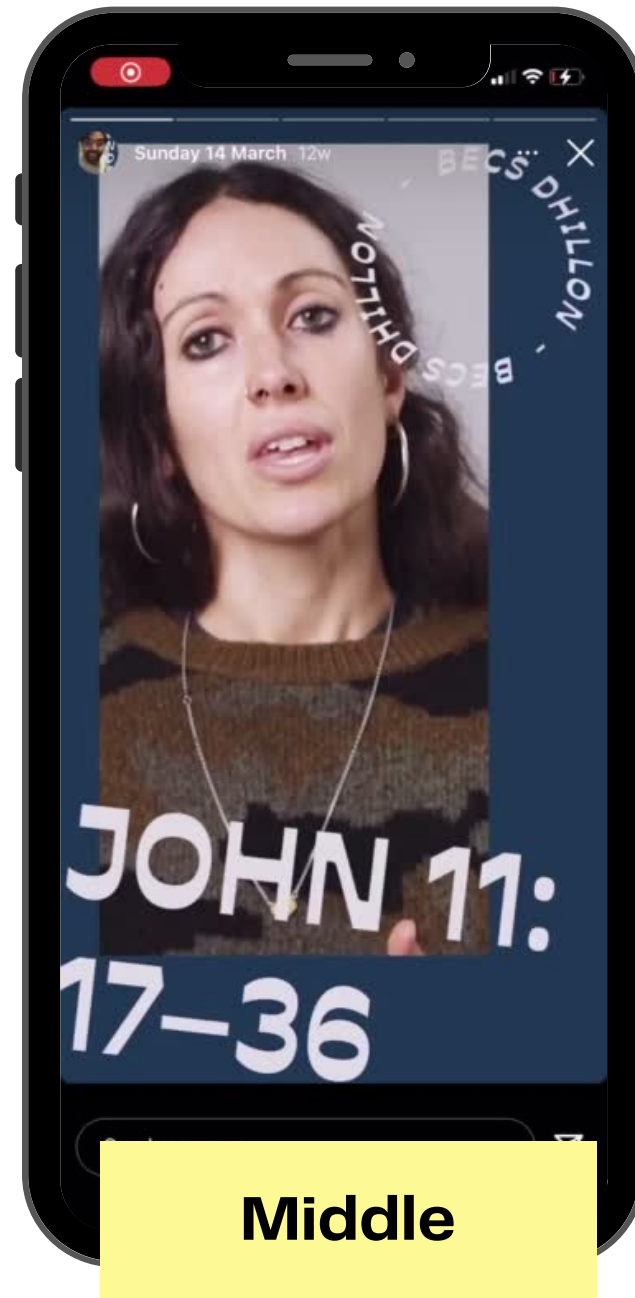
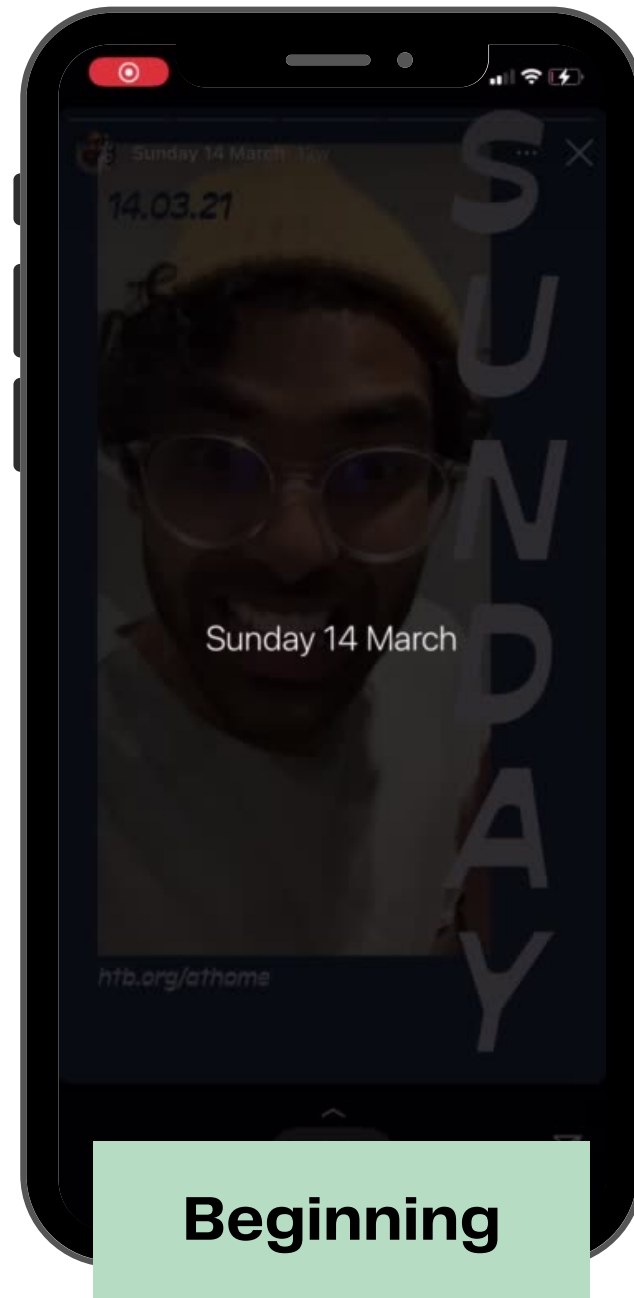
Why should my community continue watching my Stories?

3. End

What do I want my community to take away from this? CTA?



The Key to Instagram Storytelling



Four fundamentals for compelling storytelling



1. Provide Value

Stories are a great place to add value to your community and share more about who you are and what you do. What type of value are you providing your community? Perhaps it is; informative, inspirational, humorous or educational?



2. Authenticity

Stories are the place where you can be your true authentic self and not worry too much about sharing overly polished content. Your community crave authenticity and deep conversation and they will tend to engage more when they a connection.



Four fundamentals for compelling storytelling

3. Relatability

How well do you know your audience? Great storytelling is always relatable and will speak directly to your audience. Spend time getting to know your community and tailor your content to match.



4. Creativity

The best part about Stories is that you can be as creative as you want with them. To make sure that you're reaching your audience, your Stories need to be fun and engaging. However, you don't have to worry too much about a picture-perfect image!



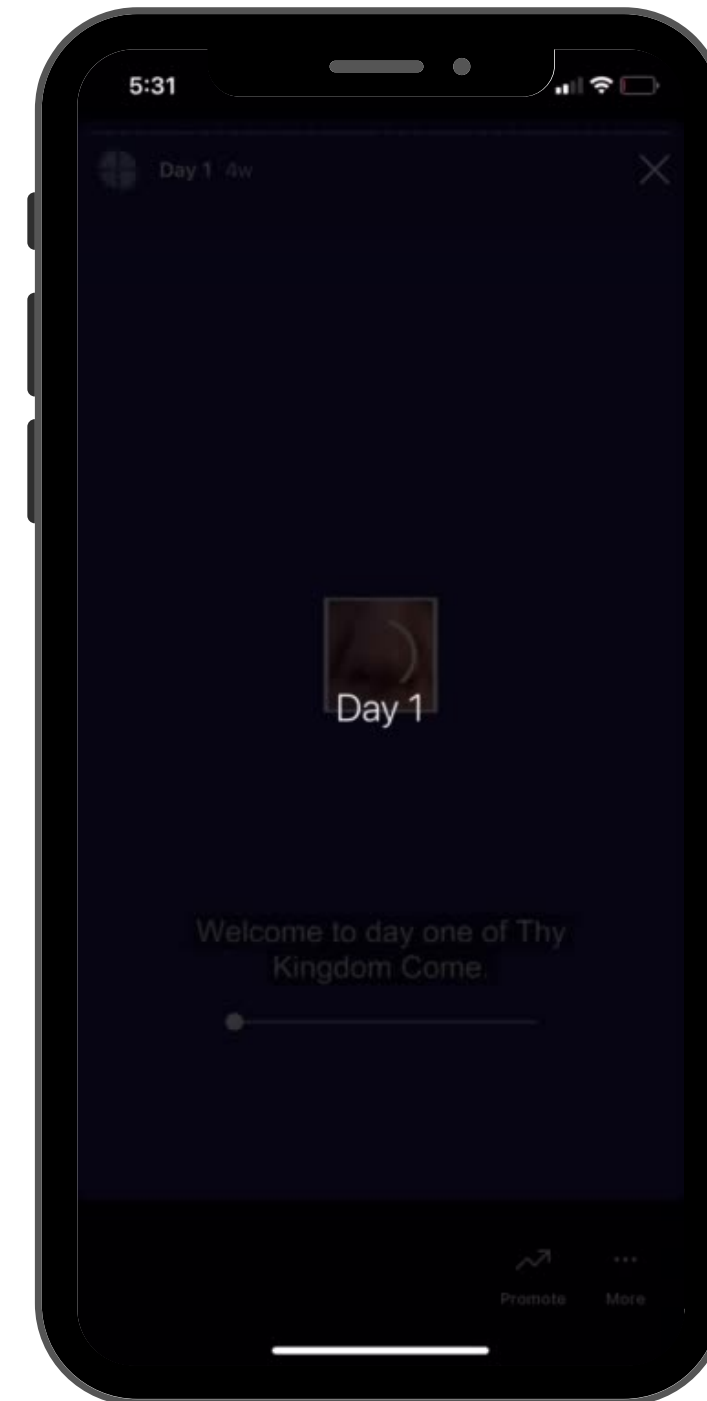
QUESTION

What makes a good Instagram Story?

(pause for 3 minutes)

Instagram storytelling ideas Churches can use

- Behind-the-scenes
- Testimonies
- Motivational Videos
- User Generated Content
- Events
- Day in the life
- Get to know the team

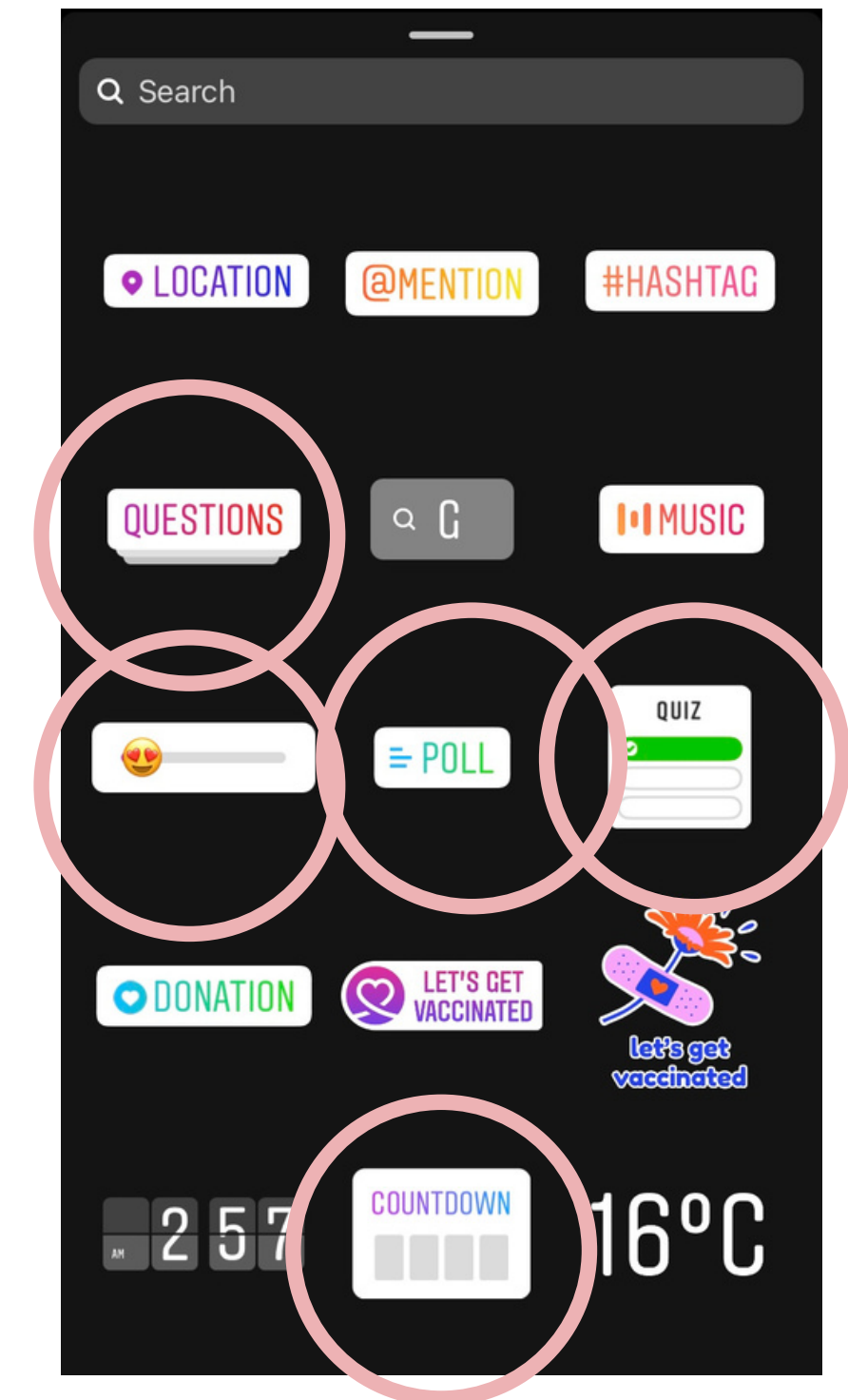
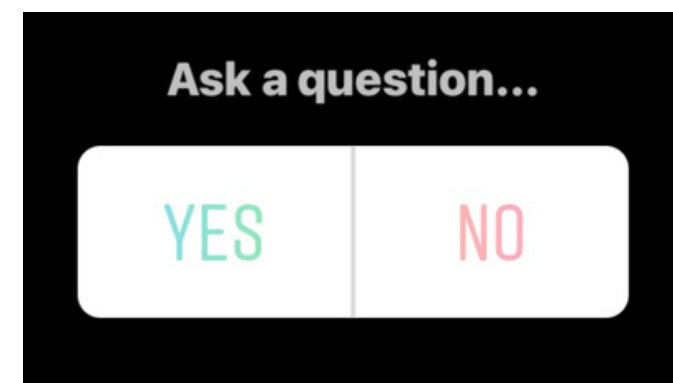
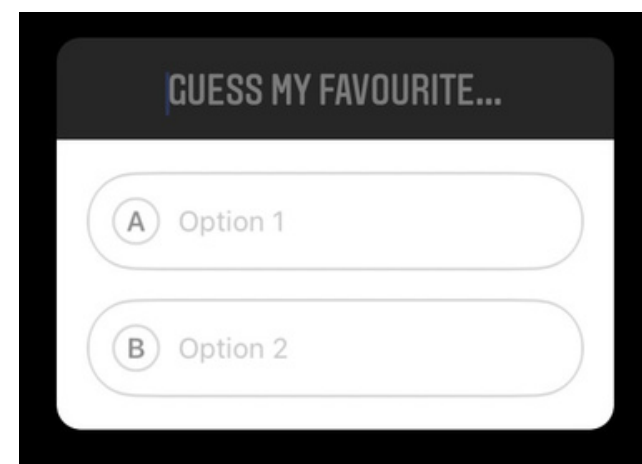
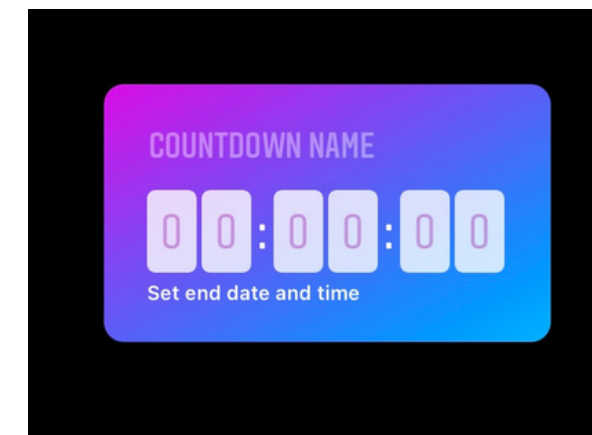
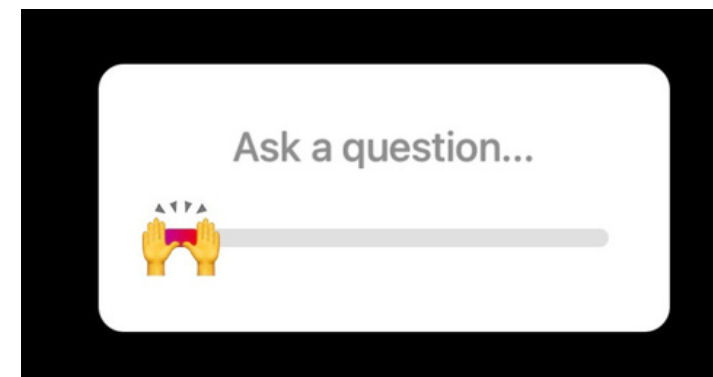
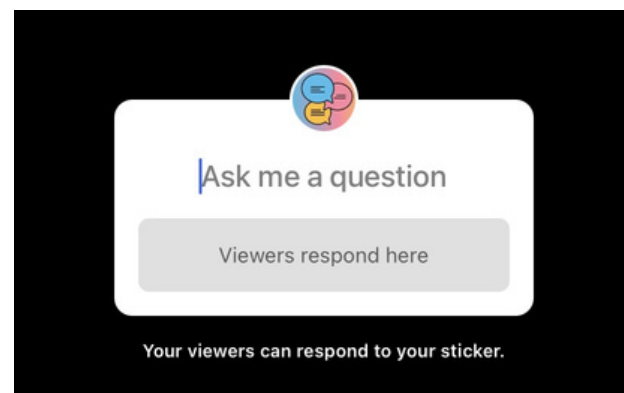


OPEN INSTAGRAM

Best Instagram Story features to use...

Engagement Stickers

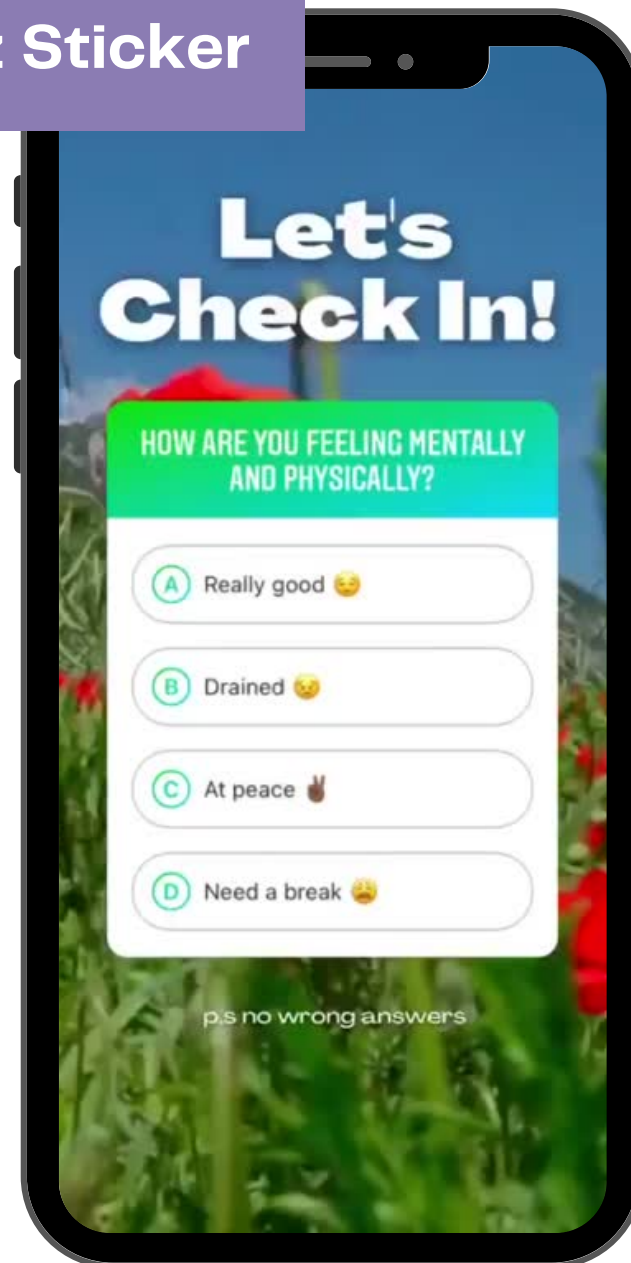
Using engagement stickers regularly in your Stories will help bring your Stories to life and, they are also the perfect way for churches to stay connected with their church community.



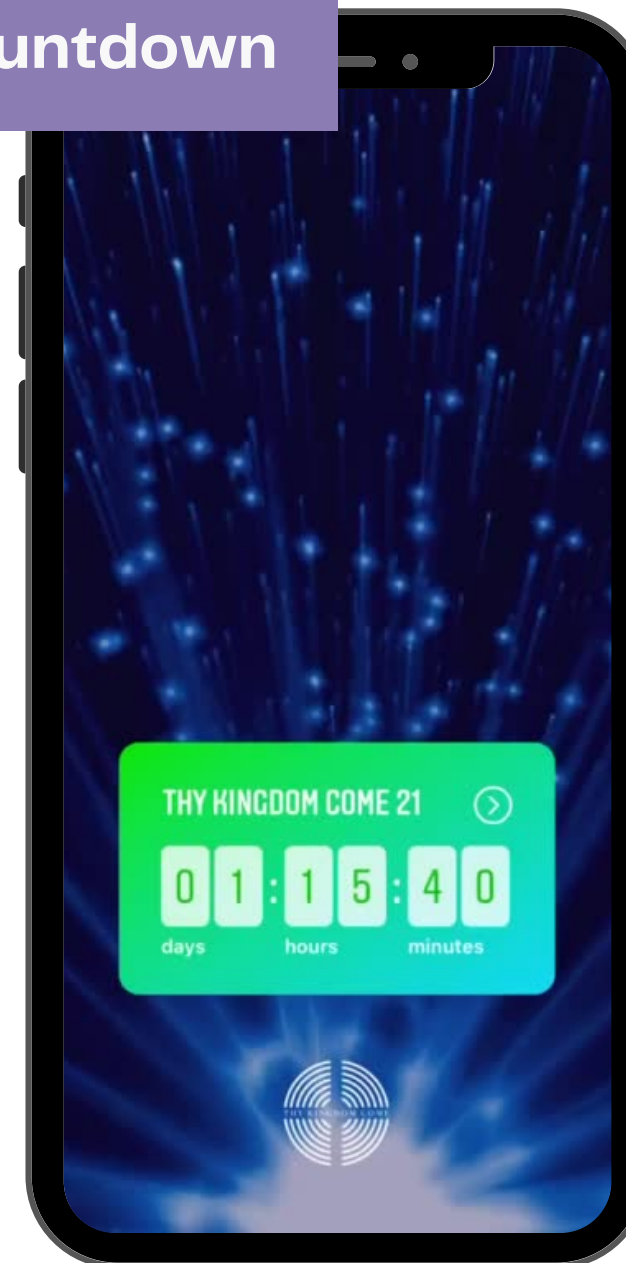
Best Instagram Story features to use...

Engagement Sticker Examples

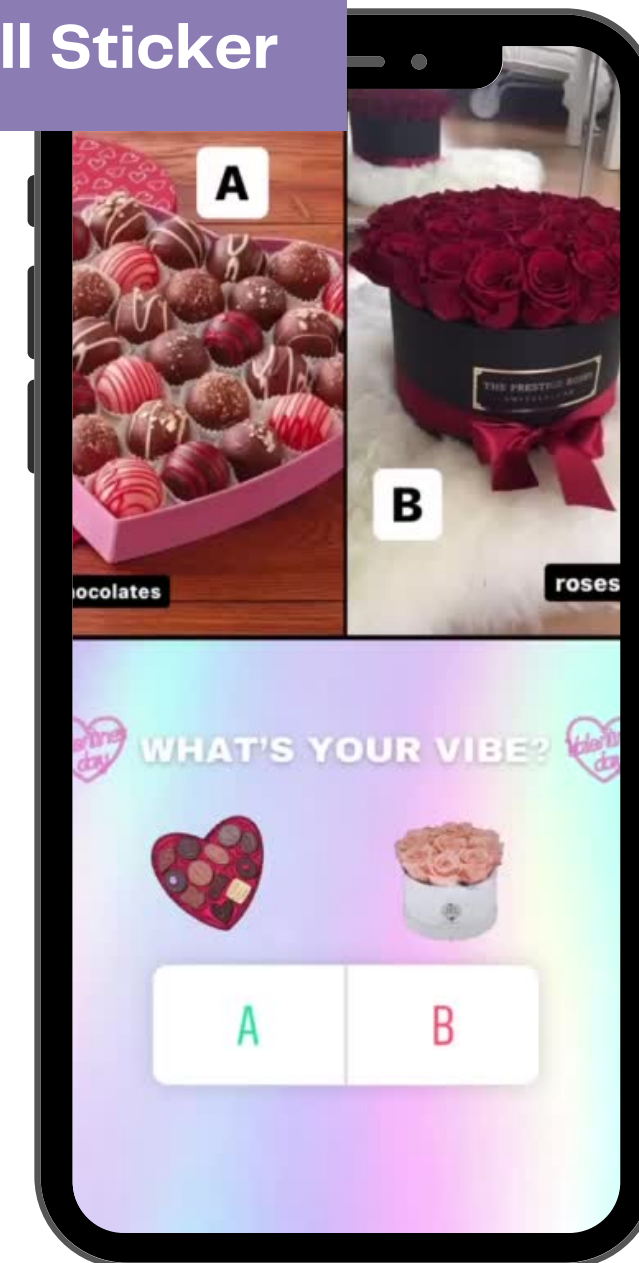
Quiz Sticker



Countdown

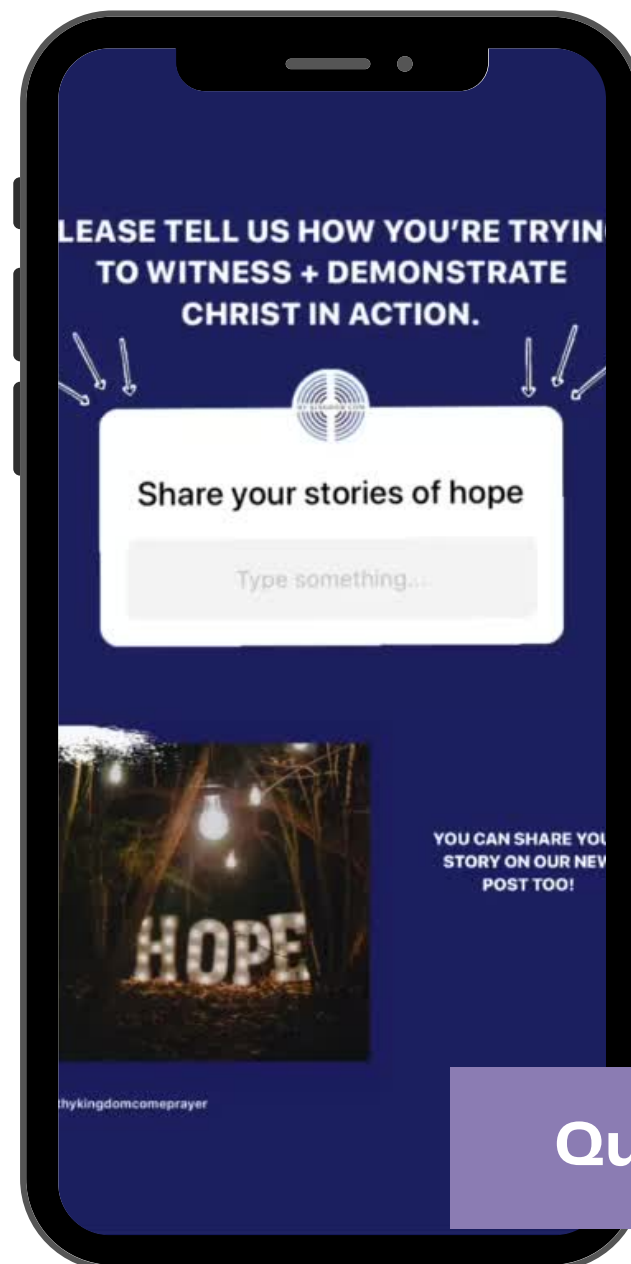


Poll Sticker



Best Instagram Story features to use...

Engagement Sticker Examples



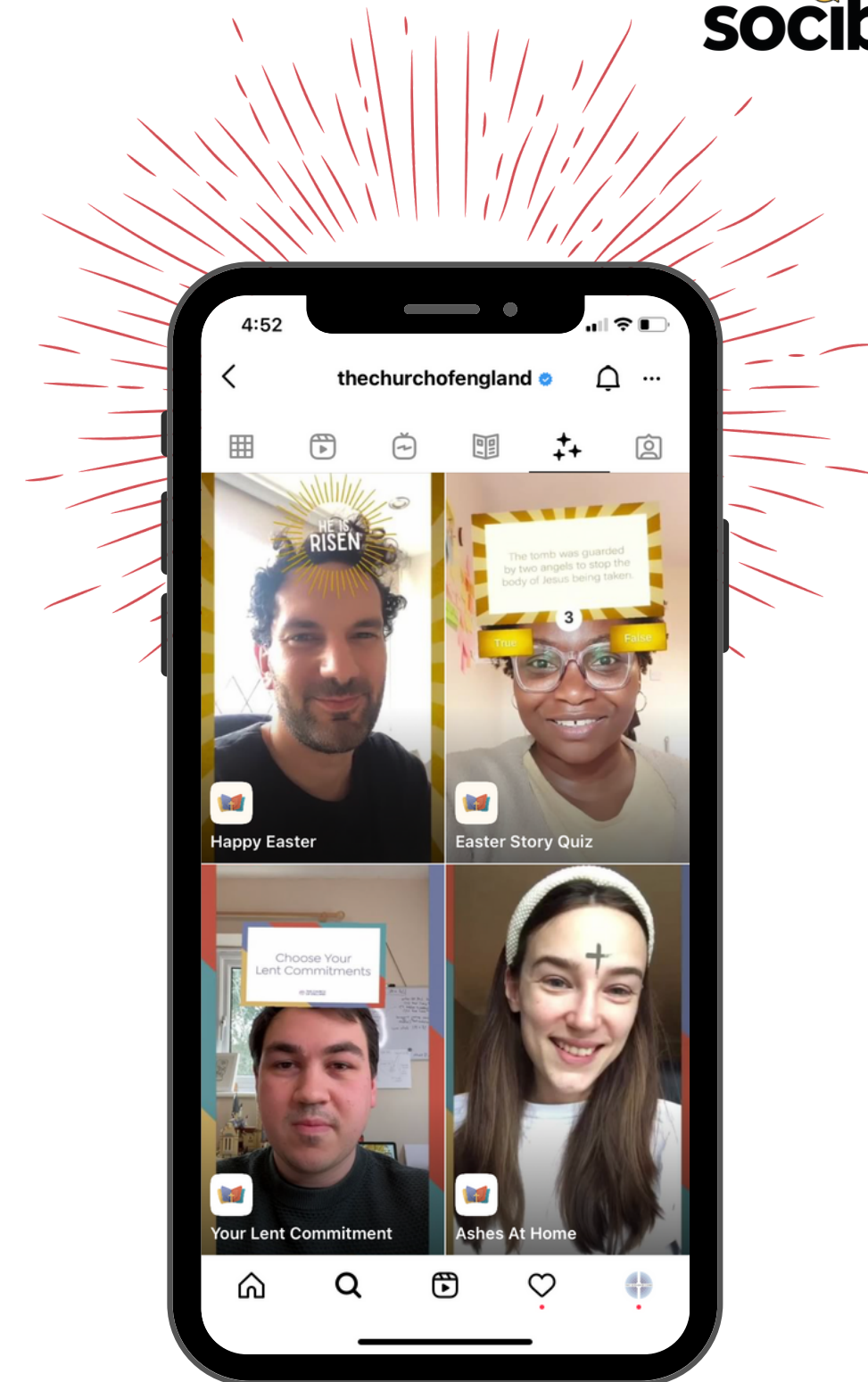
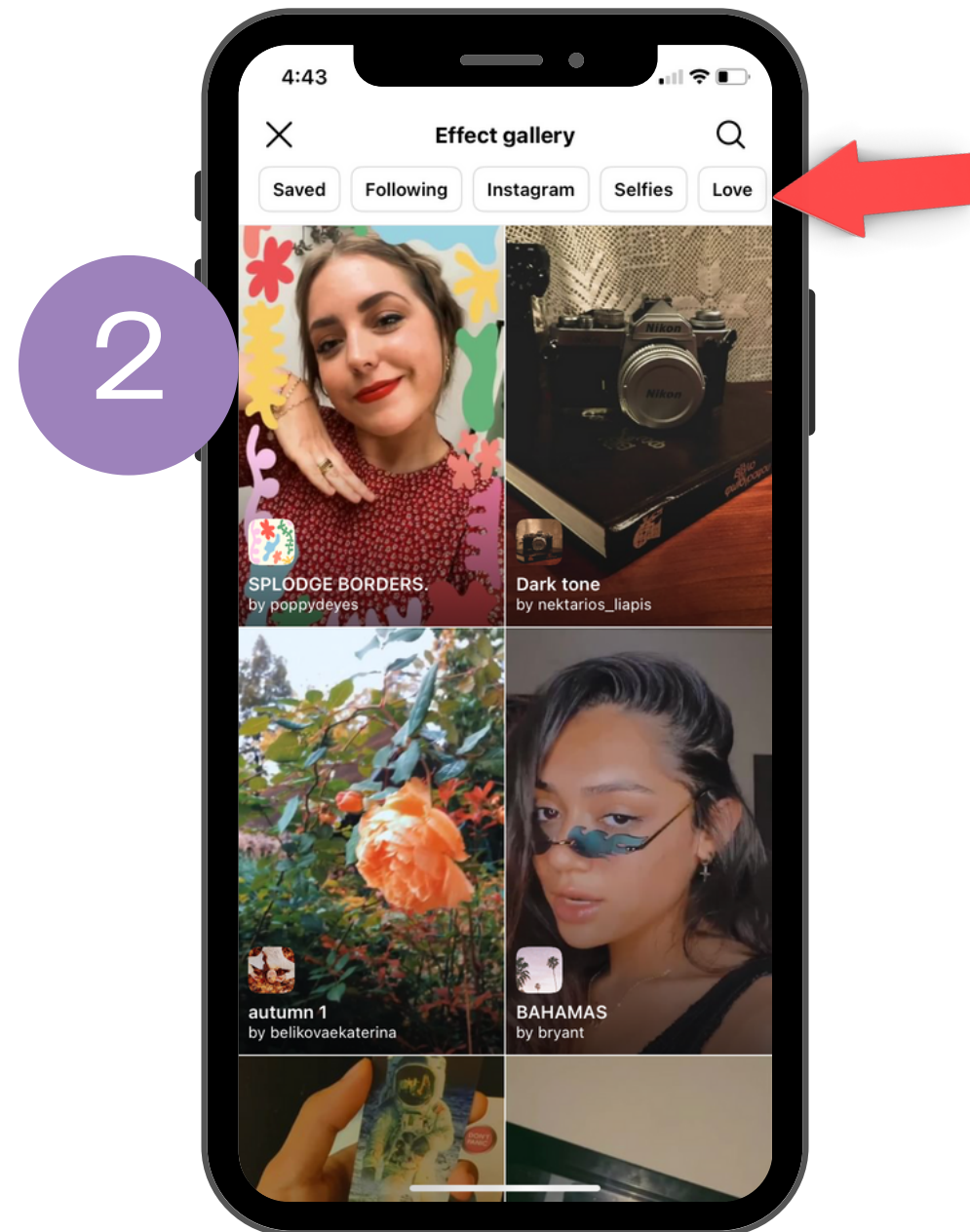
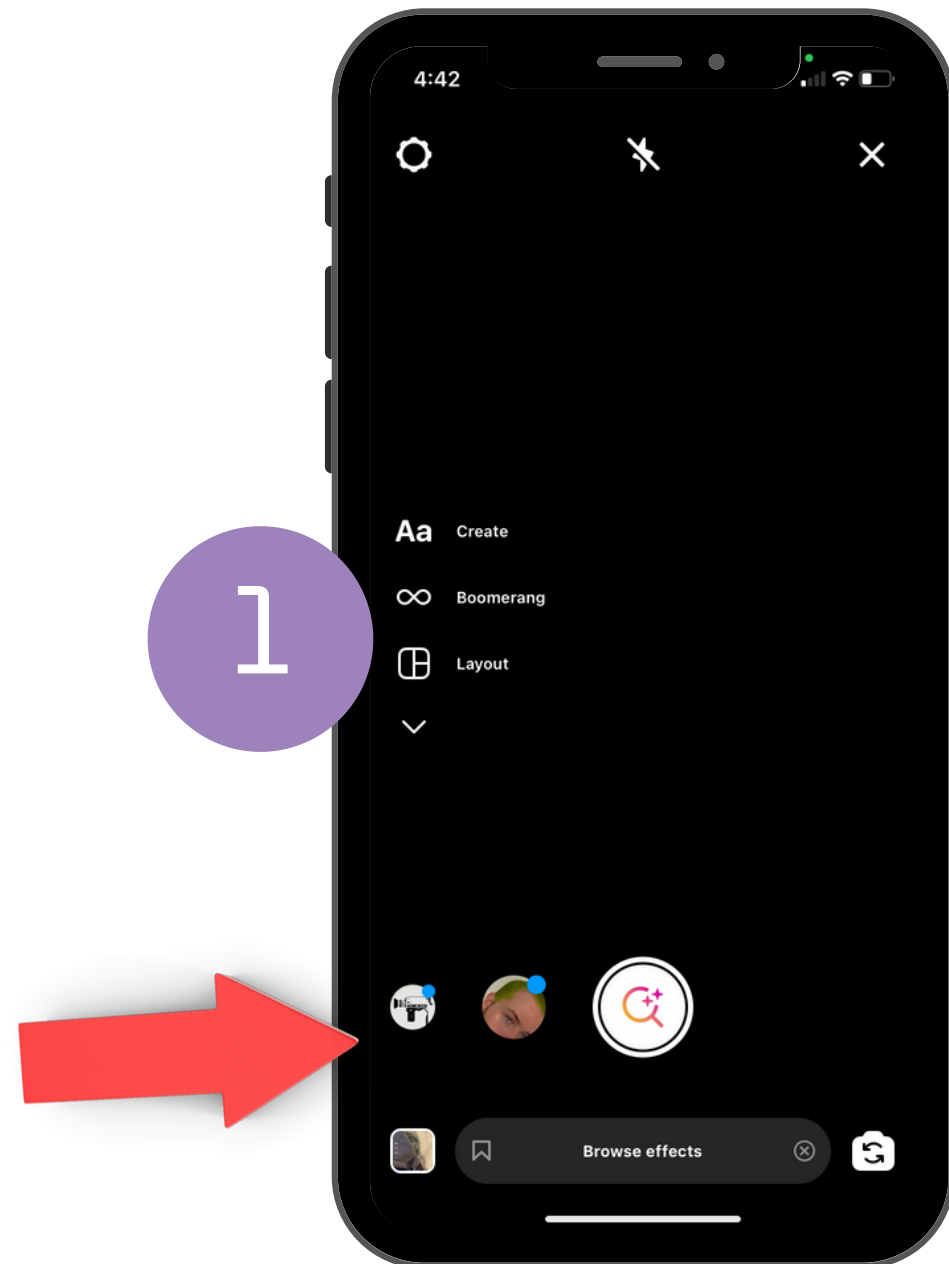
Question



Slider Sticker

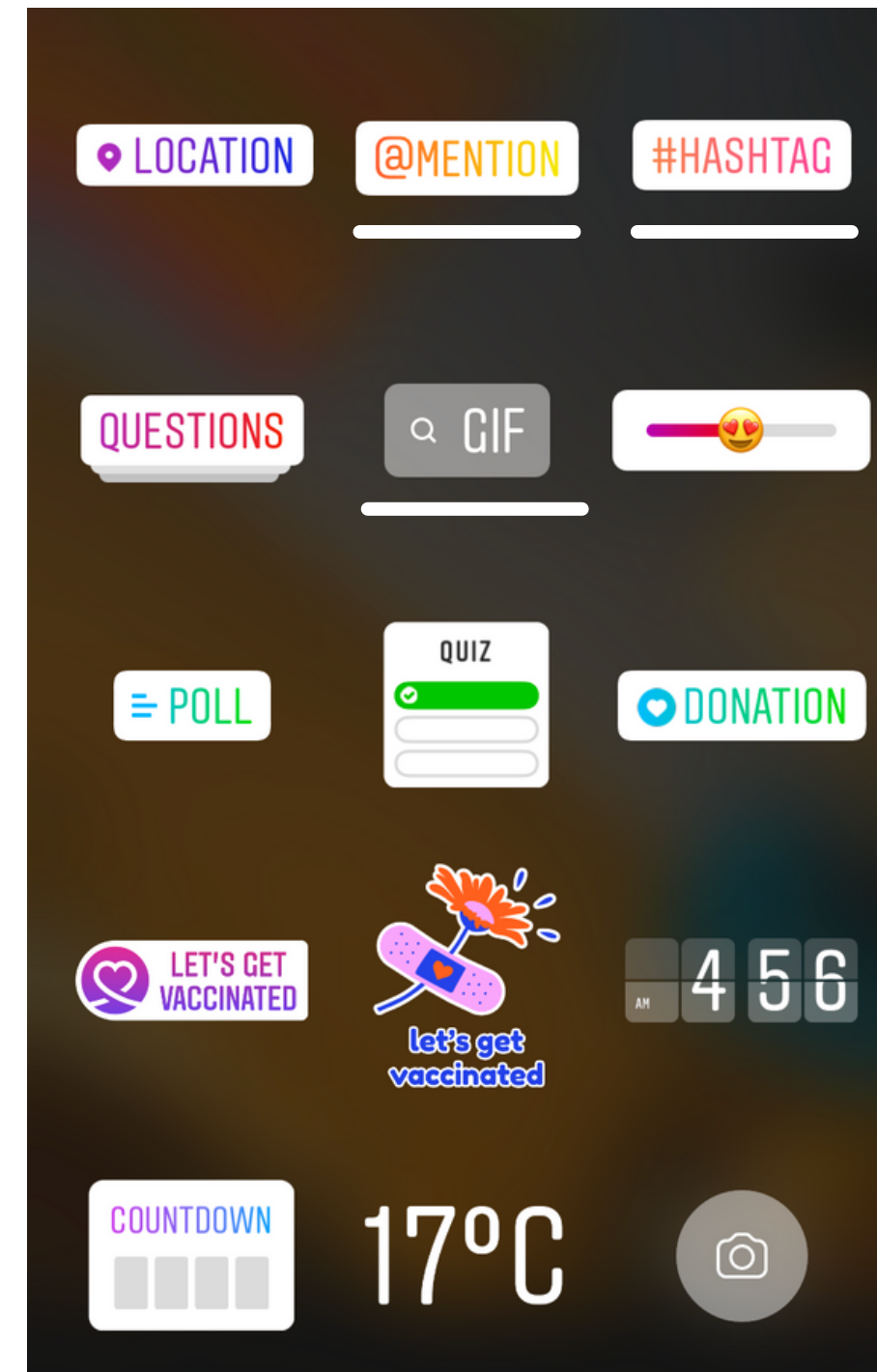
Best Instagram Story features to use...

Filters



Best Instagram Story features to use...

- GIFs
- Music
- Mentions
- Hashtags

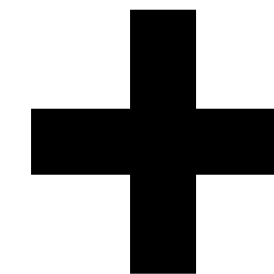


LET'S TRY CREATING A STORY!

What to do if you have minimal time

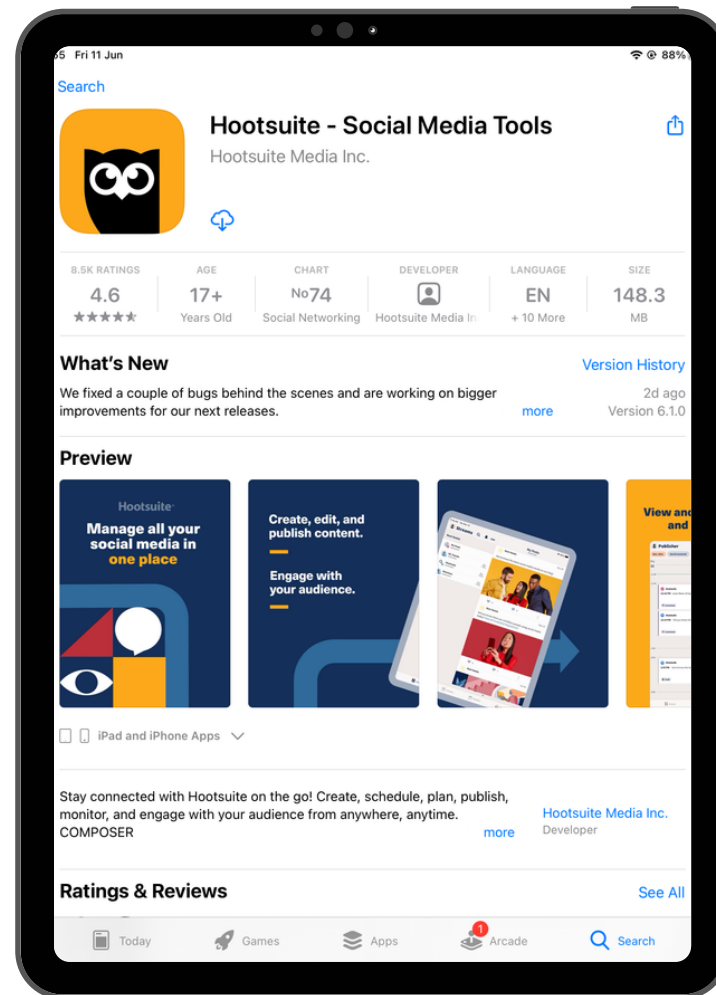
1. Plan ahead and create content in advance

JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Monday 8th Content Idea	Tuesday 9th Content Idea	Wednesday 10th Content Idea	Thursday 11th Content Idea	Friday 12th Content Idea	Saturday 13th Content Idea	Sunday 14th Content Idea
Monday 8th Content Idea	Tuesday 9th Content Idea	Wednesday 10th Content Idea	Thursday 11th Content Idea	Friday 12th Content Idea	Saturday 13th Content Idea	Sunday 14th Content Idea
Monday 8th Content Idea	Tuesday 9th Texts Tuesday topics: Cancel Culture	Wednesday 10th Texts Playlist update	Thursday 11th Texts Black female content creator you need to know about in 2021	Friday 12th Texts Good vibes friday	Saturday 13th Texts Type video Affirmation Story Tweet	Sunday 14th Texts This or that
Monday 8th Texts Content Idea	Tuesday 9th Texts Content Idea	Wednesday 10th Texts Content Idea	Thursday 11th Content Idea	Friday 12th Content Idea	Saturday 13th Texts Content Idea	Sunday 14th Texts Content Idea

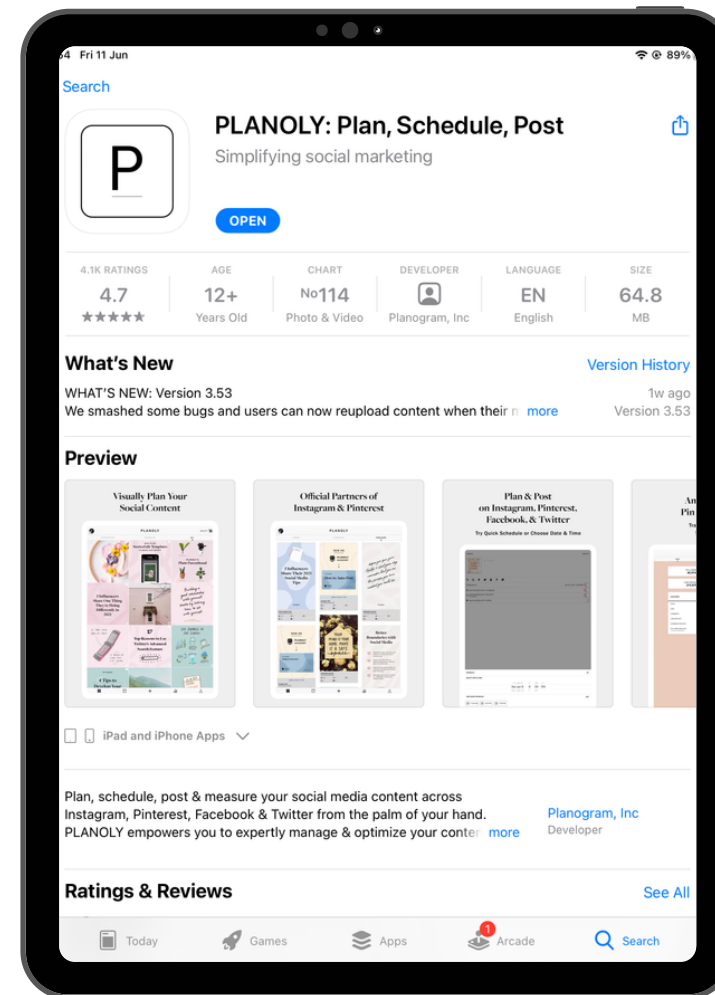


What to do if you have minimal time

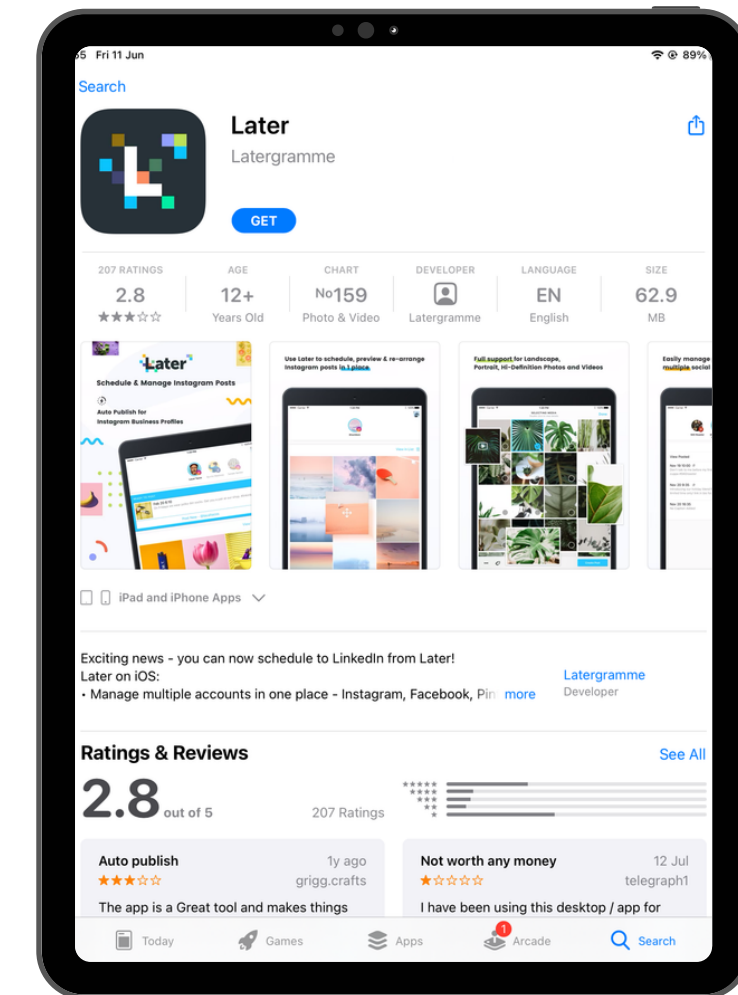
2. Schedule your Stories



Hootsuite



Planoly



Later

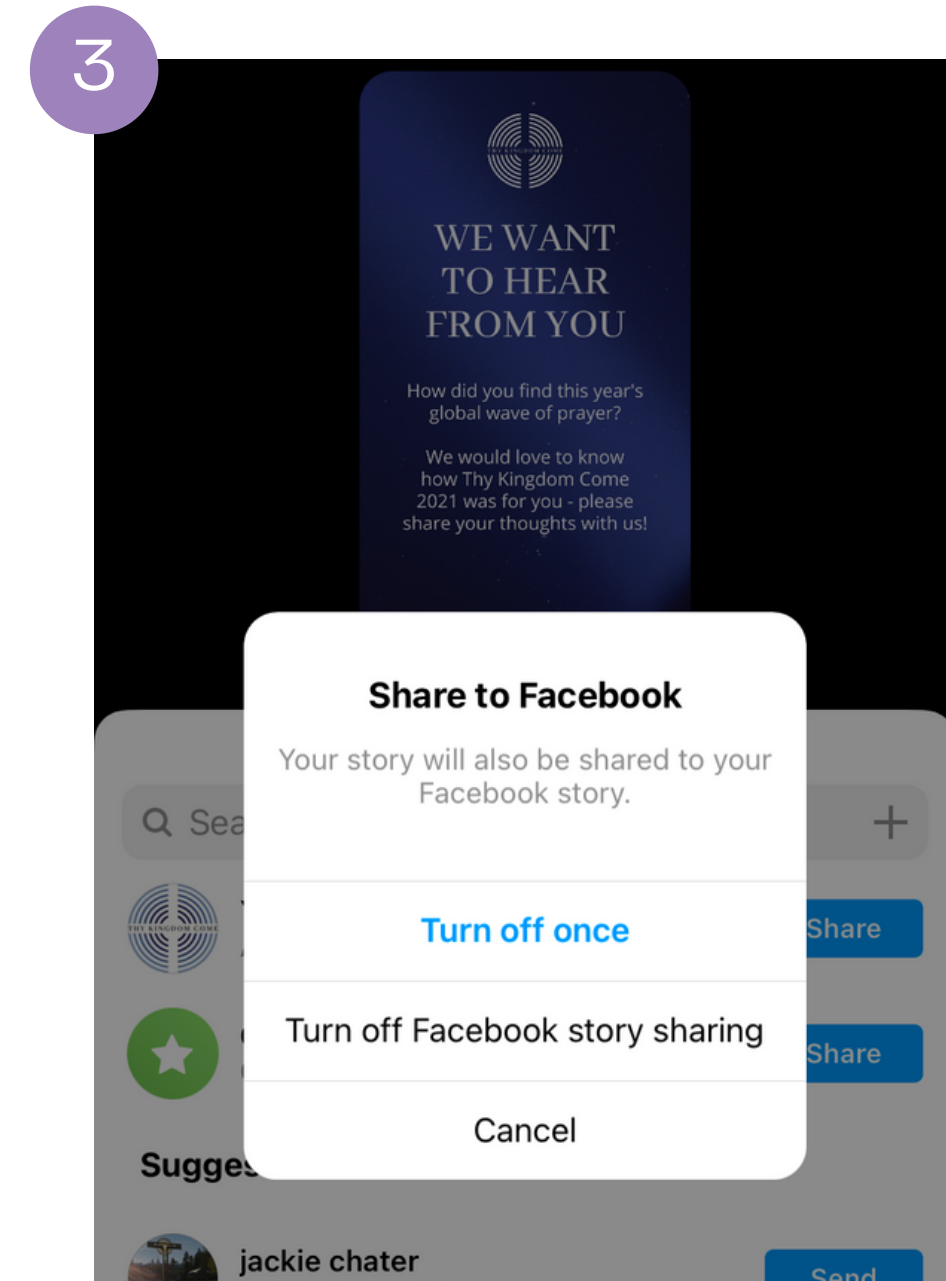
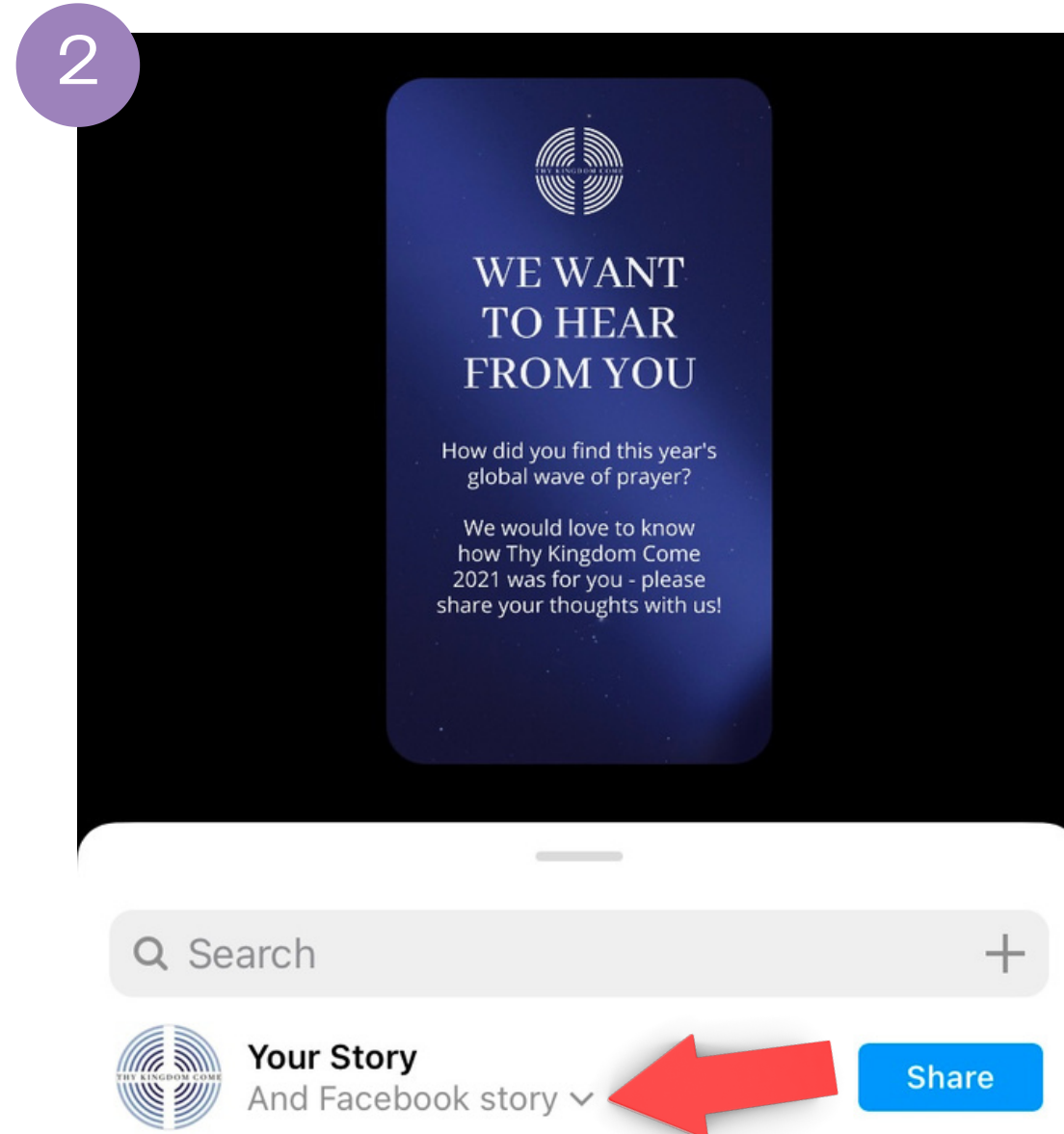
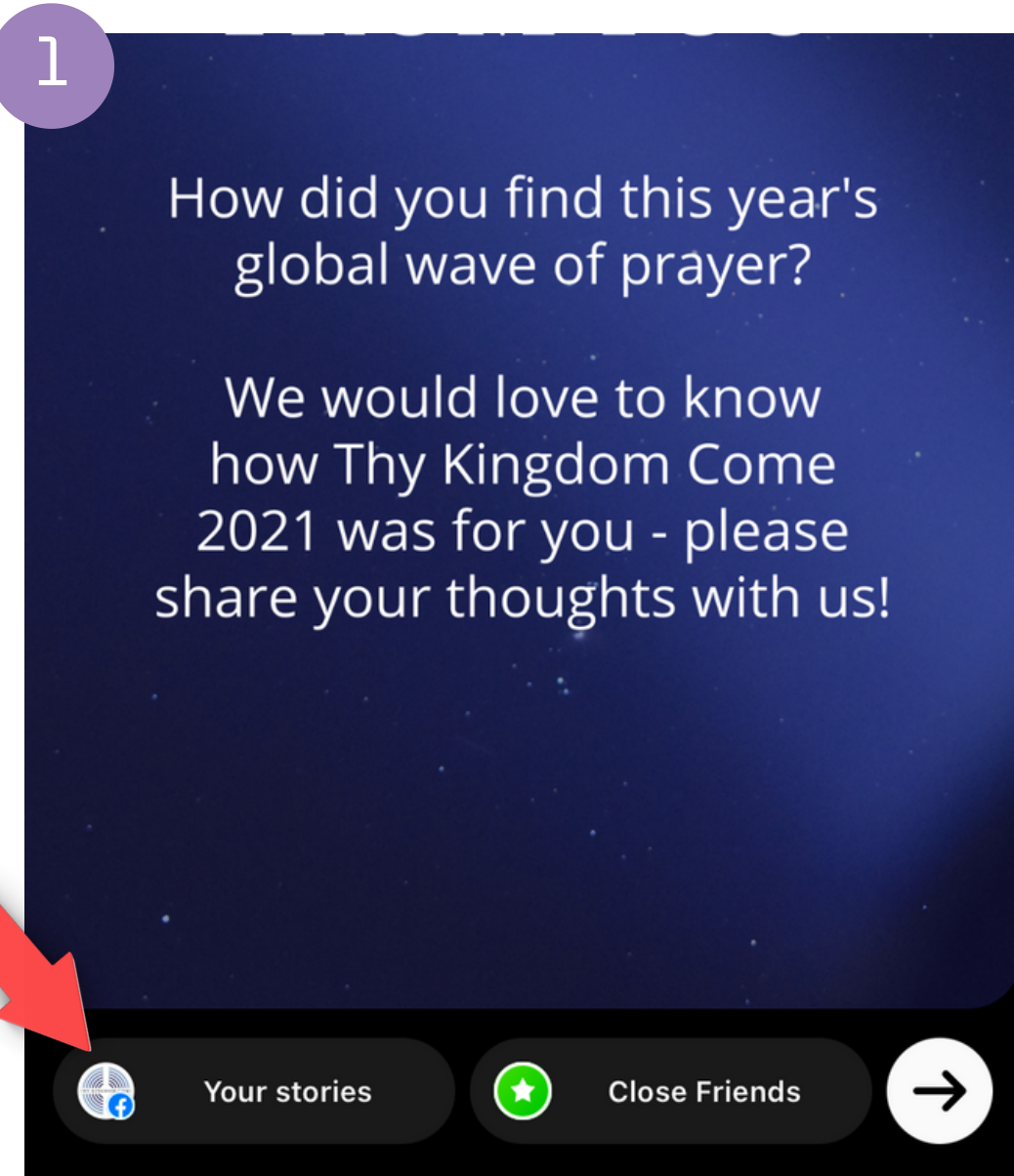
What to do if you have minimal time

3. Posting multiple Stories at the same time



What to do if you have minimal time

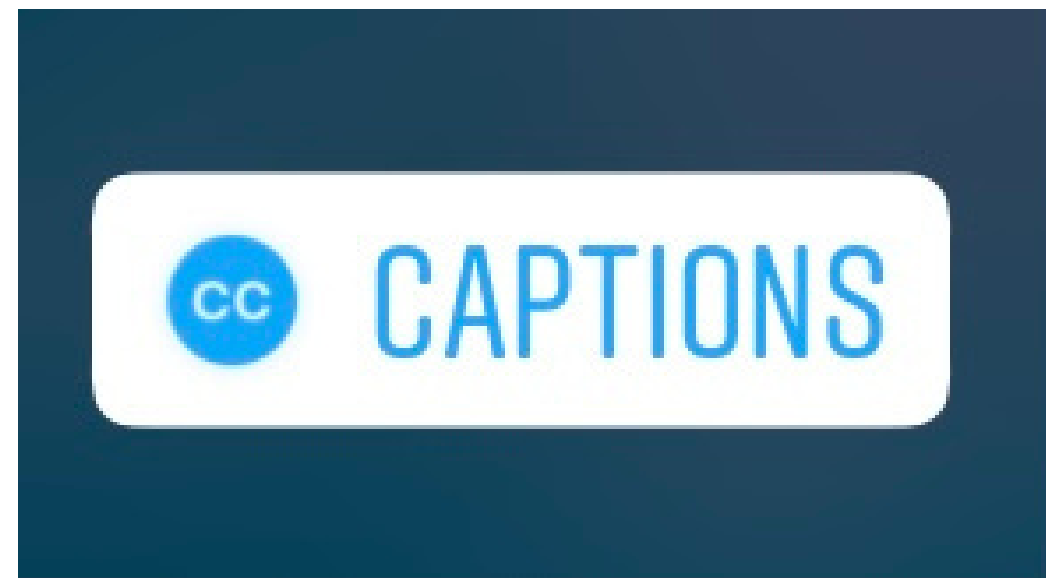
4. Share your Stories to Facebook



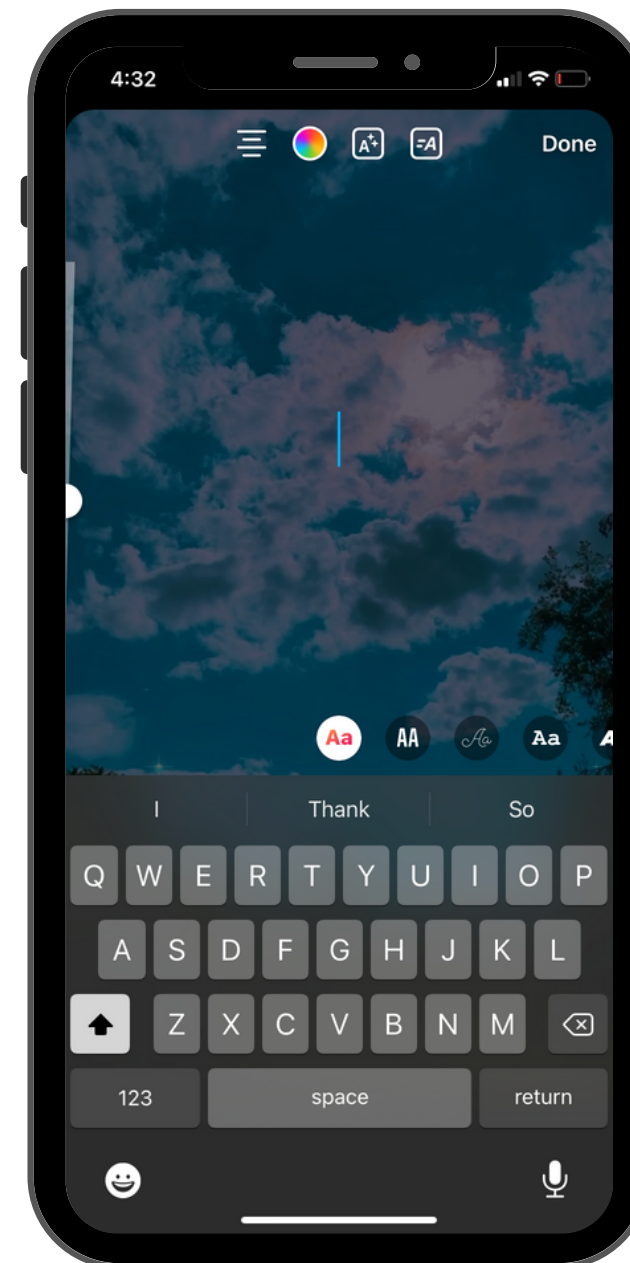
How to make your Stories more accessible

1. Caption your video content

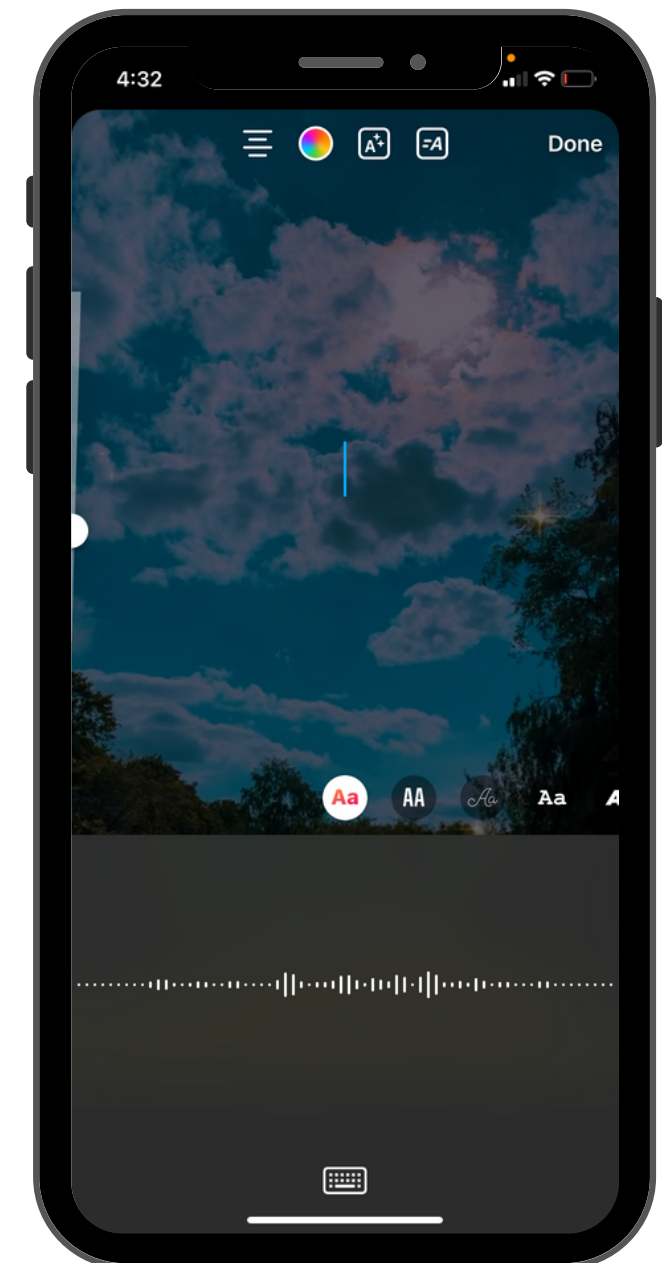
- 1 Use the new 'Captions' sticker



- 2 Type out your text



- 3 Use Instagram dictation by tapping the microphone

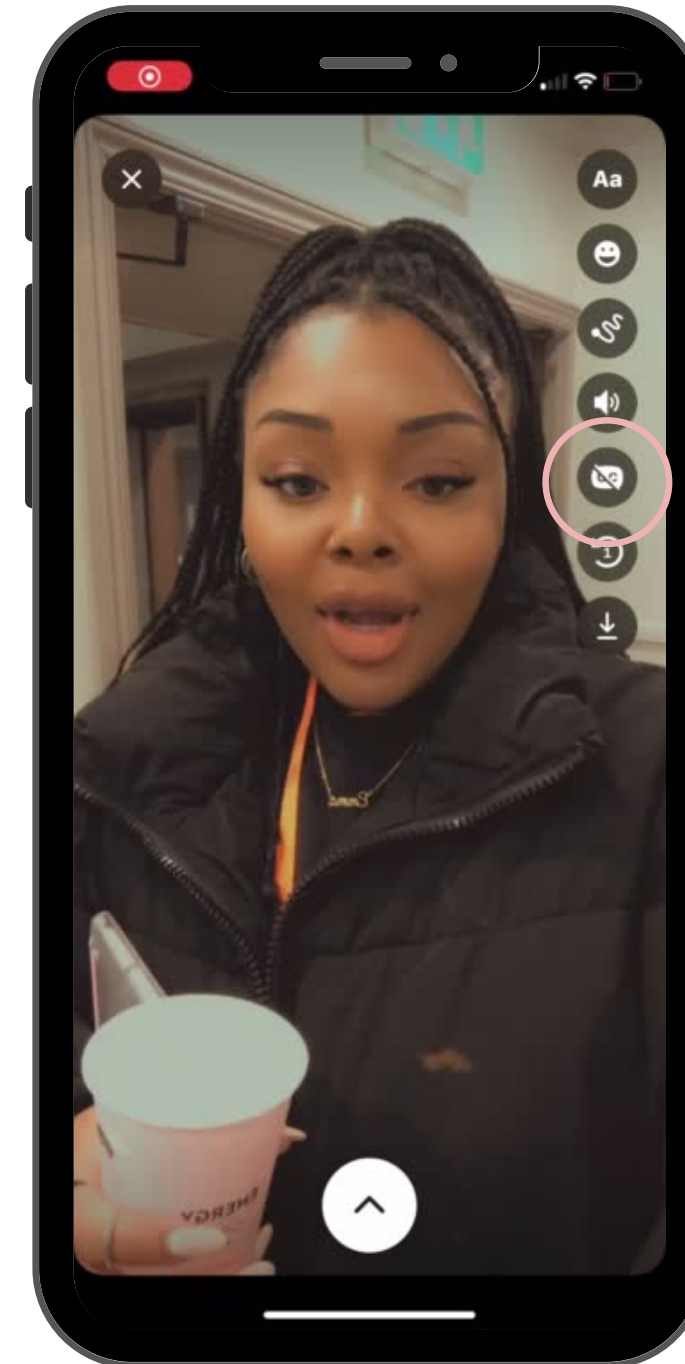


How to make your Stories more accessible

2. Download Threads

Download the Instagram App 'Threads'

4



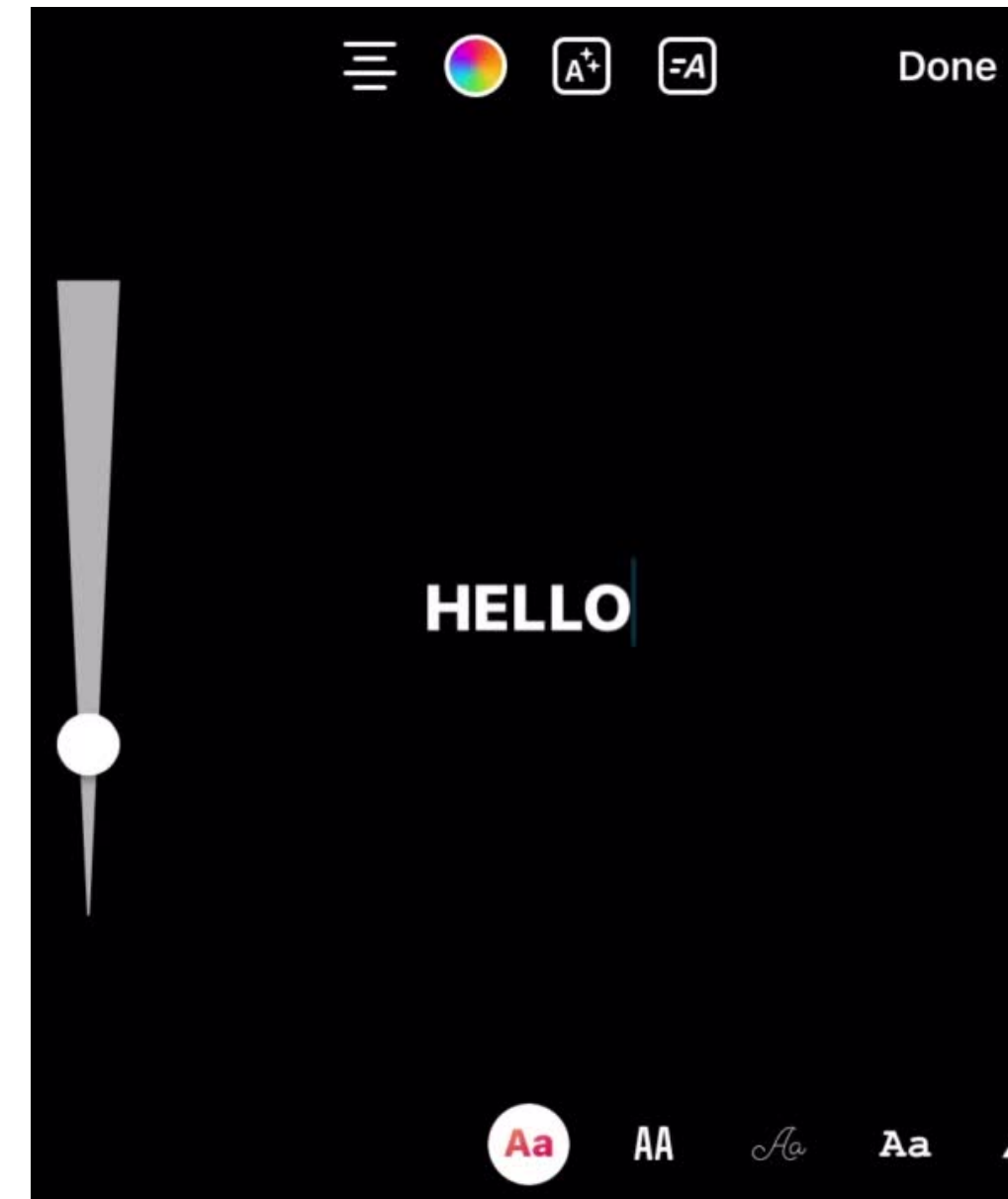
Click the 'CC' button for auto-captions

How to make your Stories more accessible

3. Make sure all text is readable

2. Other Caption Apps

Download MixCaptions



Tips for compelling storytelling

- Share images and videos of your surroundings or create still graphics to post if you don't feel confident in front of the camera
- Create content that can be watched with sound on and off
- Adding a location gives context and will attract your local community
- Pin your favourite Story moments to your profile.



Free Storytelling App Recommendations



Canva



Over



PicsArt

Takeaways

The key to storytelling is to have a '**beginning**', '**middle**' and '**end**'

Add **locations tags** for context and to reach your local community

Always try to make your Stories **relatable**, **authentic**, **creative** and **provide value**.

Make use of the **features** Instagram have provided

Highlight those Story moments you would like to keep

Have fun and don't be afraid to **try something new**



QUESTION TIME