



Programming for Instagram Stories

A platform now bigger than Snapchat

Presented by Helen Havlak

\\ DCN VIDEO DAY \\

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THE VERGE

EATER

RACKED

SB★NATION

Vox



<> recode

Polygon

VOX CREATIVE



Why Instagram Stories?



The major
social players
by daily active
users



1.32
B



500
MM



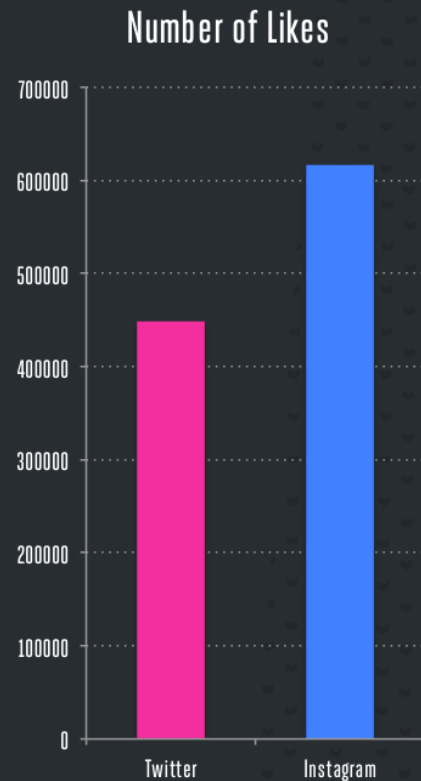
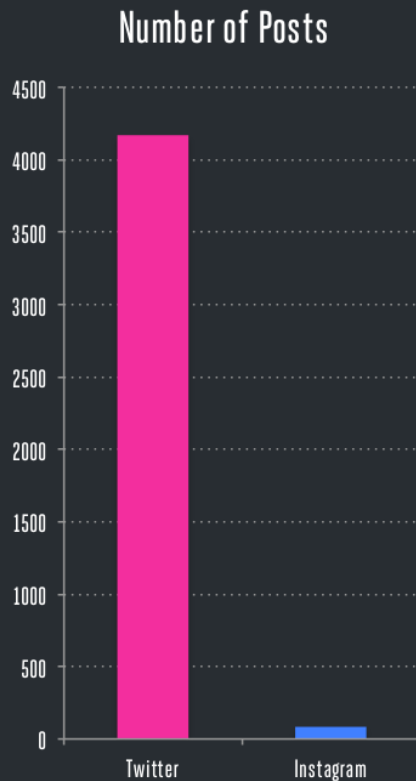
173
MM



157
MM



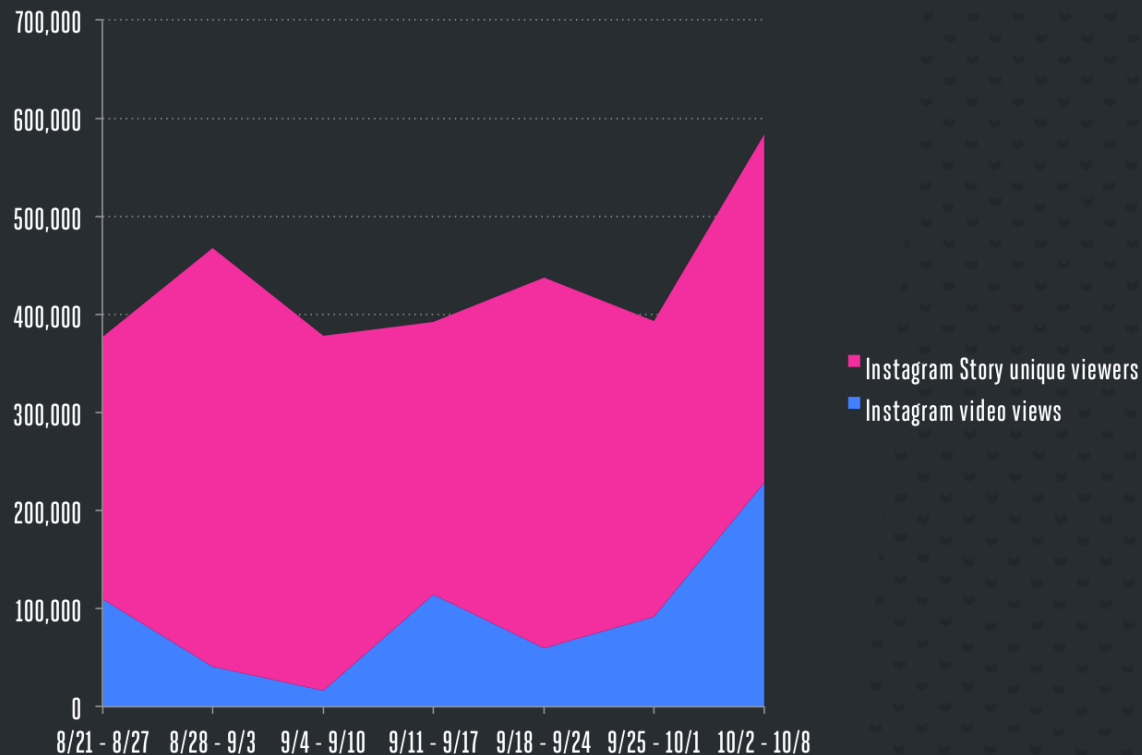
Instagram has
some of the
most highly-
engaged
users



The first thing
you see when
opening the
app is Stories



And Stories
have
outpaced
regular videos
in the feed





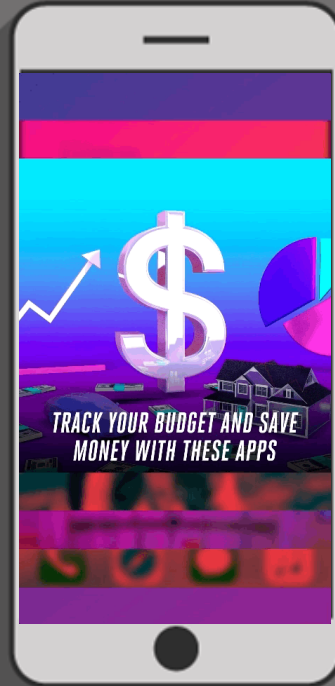
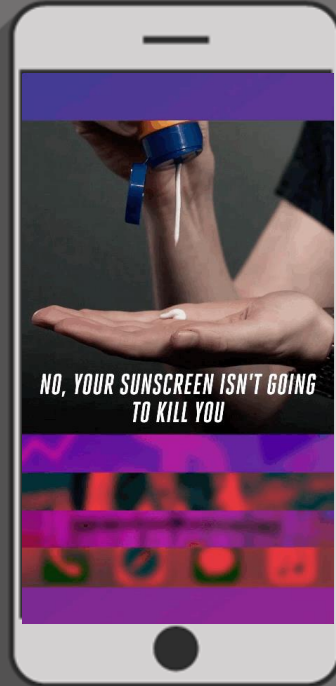
Instagram Stories **outpaced**
Snapchat in April, and now
has 250 million daily active
users — half of all Instagram



What makes a good Story?



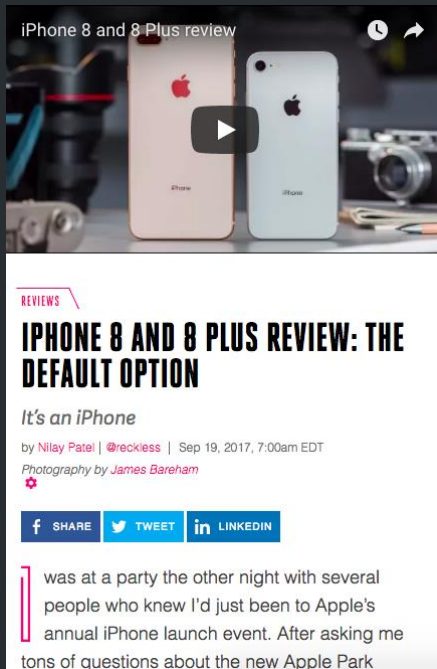
SUMMARIZING A WEEK OR EVENT



TAKING PEOPLE ON ADVENTURES



One report can
power articles,
videos, and
Stories



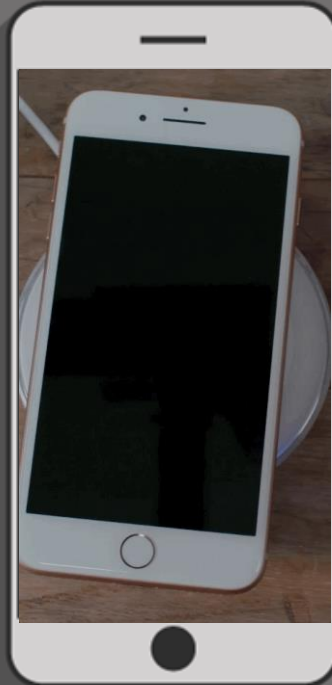
iPhone 8 and 8 Plus review

The Verge 1.2M views • 4 weeks ago

The Apple iPhone 8 and iPhone 8 Plus are pretty much the same as their



DISTILLING INFORMATION



FEATURE STORYTELLING





verge 42m



HOW TO USE INSTAGRAM STORIES LIKE A PRO



Send Message



Takeaways

Instagram Stories are easy to use.

If you don't have a dedicated graphics person, use Instagram's native features to add text captions.

Repurpose your photos and video.

Cropping photos and longer videos can be done with easy to use, free software. Don't have original photos? Use (or shoot) stock.

Give your reporters the keys.

Some of the best Stories come from first-person adventures, and they don't need to be highly-produced.

A length of 5-12 slides is the sweet spot.

At that duration, completion rates tend to hover in a healthy range of 60% or higher. Beyond 15 slides, only 30% of people stick around.



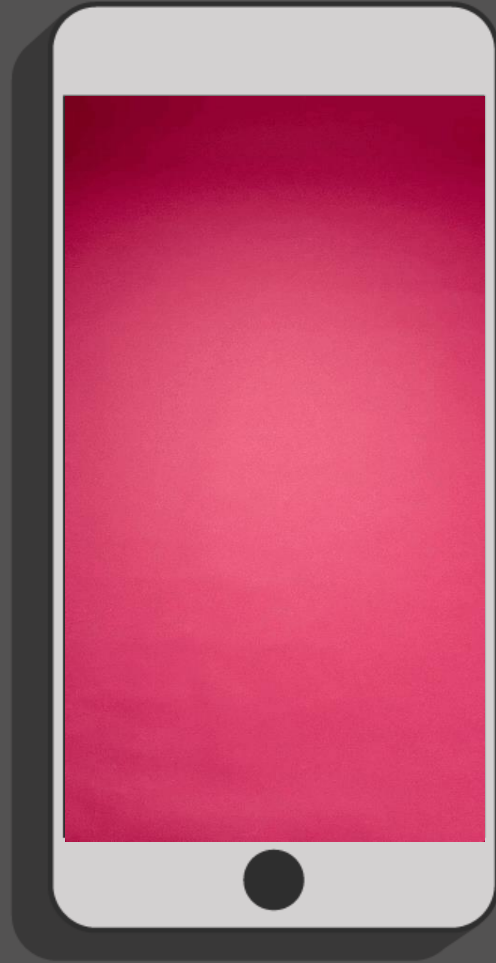
Where's the business?



Instagram's new disclosure
tool for posts and Stories
marks a clearer path to
monetization



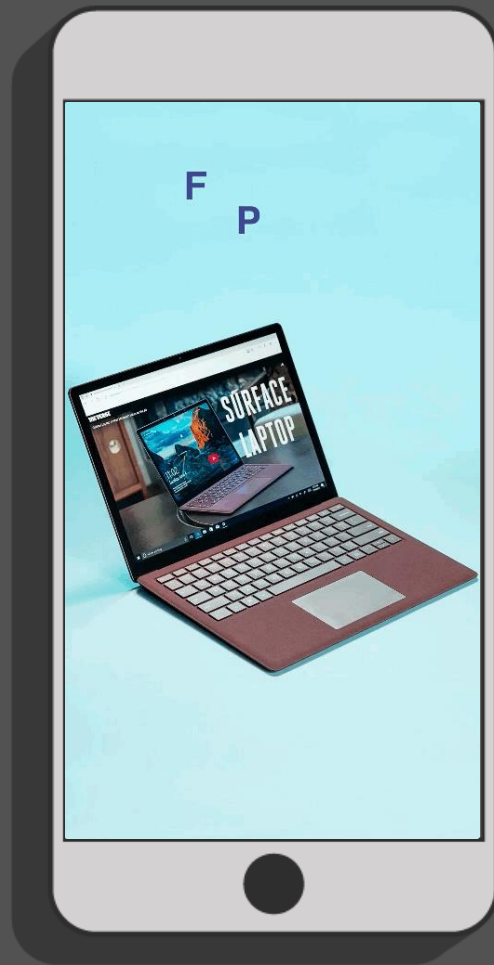
Editorial
sponsorships



Branded Content



Shoppable stories



Questions?

