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Instagram Story Summary

Instagram was first launched on October 6, 2010, with the goal "to not just be a photo-sharing app, but to be the way you share your life when you're on the go." (Luttrell, 2019, p. 127) Instagram has grown incredibly ever since its launch. However, Instagram stories were rolled out in August 2016 and live stories in November 2016. They have added numerous features to add to stories such as music, geotags, account mentions, and polls, which help to personalize and create a story.

According to plannthat.com, over 200 million people view Instagram Stories every day, now surpassing Snapchat. This means that there are a lot of people on the platform making it a great place to garner attention. "The allure on Instagram is the ability to create, manipulate, and share photos with family, friends, coworkers, and anyone interested in taking a peek at photos." (Luttrell, 2019, p. 129) The use of photos and videos within the story feature engages viewers, much more than heavy text pieces. The use of hashtags, geotags, and account mentions in Instagram stories are extremely beneficial to brands. Hashtags have been one of the best ways to gain awareness and followers because users can scroll through similar content under one hashtag. Stories are also complied by hashtags, making it easy to discover new accounts. According to born2invest.com, posts with geotagged locations get 79% more engagement. The ability to mention accounts in stories is the other incredible feature. Reposting followers' content and tagging them is a great way to begin the sharing cycle that lives on Instagram. Tagging other similar brands and reposting their content can be a way to achieve more success.

One of the reasons Instagram was able to beat out Snapchat is because Instagram stories are more visually compelling. "Instagram makes it easy to add things like text, captions, stickers, and GIFs to photos and videos. These make Stories more sophisticated and interactive, but also keep them feeling fresh." (Wagner) Emphasizing the ability to customize content to a specific brand is a top feature. Having a captivating photo, video or Boomerang and then adding extra elements make for captivating stories. However, there is a lot of competition on the site and followers can be easily distracted. Therefore, captivating a specific audience is the best way to ensure your content will be viewed. But what makes a good, cohesive story? Socialmediatoday.com claims that "knowing your values, harmony between image and copy, and creating a connection" are three great ways to use storytelling to connect with an audience on Instagram.

When creating my story for the theme of "A Day in the Life of a Syracuse University Student," I utilized a lot of text, GIFs, stickers, geotags, and hashtags. I also utilized filters on my posts because I created my stories on a rainy, cloudy day and they helped correct the lighting in the photos. I tried to convey what a typical day at Syracuse University is like for me. If a prospective student were following along, they would see what parts of the campus look like, what stores are nearby, what activities or clubs are offered, and where to eat. I made the stories as visually appealing as I could by adding text descriptions and GIFs/graphics. Instagram was the best platform to complete the assignment on because it allows for a compact story with nice visuals to be shared with a lot of people.

Overall, Instagram stories are an excellent tool for creative storytelling for brands. The use of hashtags, geotags, and account mentions in Instagram stories are extremely beneficial. If utilized correctly, stories can help increase awareness and engagement tremendously.

Citations

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