

GUIDE

Understanding Facebook Stories

WHAT YOU NEED TO KNOW



Introduction

Stories on Facebook is a feature that allows you to post videos, photos and animation that only stays up for 24 hours.

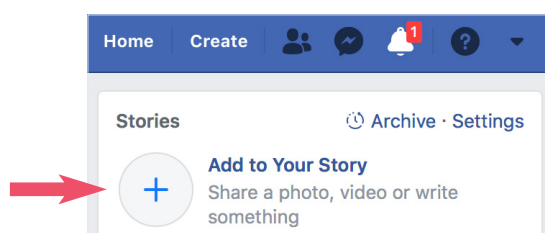
Users won't be able to comment on the stories but instead can use the Messenger application to get in touch. There has been an **842% rise in the use of stories** since it was launched, and Facebook expects the feature to overtake sharing through feeds in 2019.

Although stories only stay up for 24 hours, they do get **prominent placement** in your followers and messenger contacts as it sits at the top of the page, rather than being included in their feed. This gives an excellent opportunity for organizations to get their voice heard across the platform

1 | How to use Stories

If you have used Instagram stories, the process is basically the same; you can select a video or content that you want to include in your story and submit. As the story feature is only live for a short time, you will want to **make an impact** and create an **eye-catching video or photo** that will encourage users to get in touch.

If you are posting from a desktop PC, you will see an **"Add your story"** option at the top of your feed, click this and then add the video, photo or content you wish users to see. Your story will get prominent placement on all your contacts page. You can select who to send this to by choosing to make it public, Facebook friends or all Messenger contacts.



3 | Cross-posting from Instagram

Instagram and Facebook are both properties of the same company, and they have made it simple to allow users to link accounts and share feed to both social media accounts.

Before you can start sharing stories between the two, you will need to link up the accounts, and this can be done by following the advice below, first go to your Instagram account:

LINK YOUR ACCOUNT

To link your Instagram and Facebook accounts and share posts directly from Instagram to Facebook:

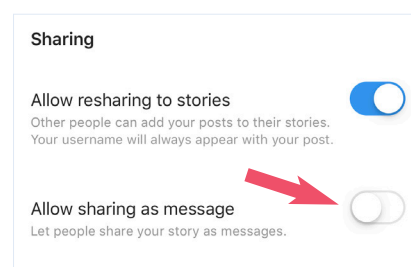
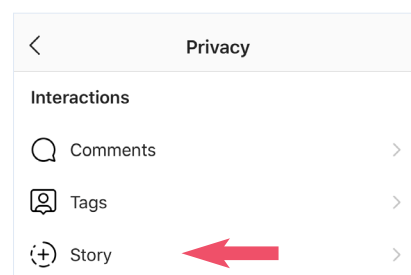
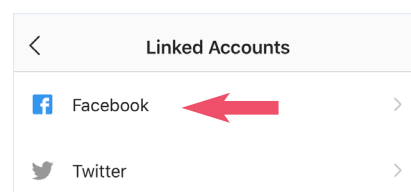
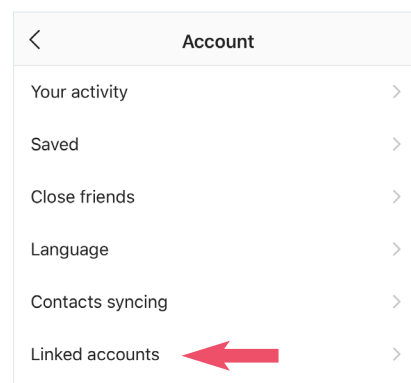
1. In Instagram, go to your **Profile** and tap **Menu**.
2. Tap **Settings**.
3. Tap **Account**, then tap **Linked Accounts**.
4. Tap **Facebook** and enter your Facebook login info.

Once you link accounts, you'll have the option to share a post to Facebook from the same screen where you add a caption. You can also share from Instagram to a Facebook Page you manage.

Once you have you have linked the accounts sharing stories is easy. Just follow the instructions below. You can adjust your settings to allow all future stories to be shared to Facebook automatically:

1. In Instagram, go to your **Profile** and tap **Menu**.
2. Tap **Settings**.
3. Tap **Privacy > Story**.
4. Next to **Share Your Story to Facebook**, tap the button to allow sharing.

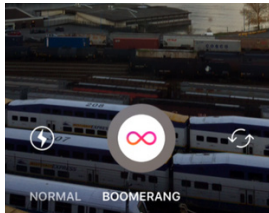
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Note: When you share your Instagram story to Facebook, it will appear as a story at the top of the News Feed. Keep in mind that anything you share to Facebook, including your Instagram story, works with your current Facebook privacy settings.

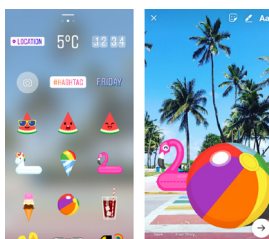
4 | Stories Features

There are tons of features available through Facebook and Instagram to help enhance your stories and make them pop, so users get a more enjoyable experience.



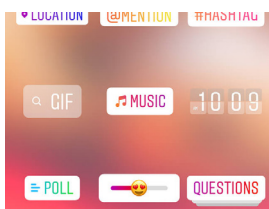
BOOMERANG

This feature allows you to stitch a series of photos together to create an animation effect, making you seem like an animation expert.



STICKERS

There is plenty of option with stickers to create engaging posts. You have standard stickers that you can use as a call to action like call now, get directions, and book now, along with a variety that you can use to run a poll, show location or jazz up your post.



MUSIC

You can play your chosen music along with your story to help give atmosphere or make the story a bit more interesting. This is easy to do through the Facebook app.

Perhaps the most vital feature available to organizations using stories to promote their brand is the **insights** you can access. Once you switch this on, you get access to critical analytics to let you know how your story was received and how users interacted with it.

A few of the key points to note are:

- **Unique opens** – How many users opened your story
- **Exits** – How many users exited your story without watching it all
- **Forward taps** – How many users tapped forward to the next bit of your story
- **Backwards taps** – How many users tapped back to re-watch your story
- **Swipes** – How many users swiped onto the next story without watching all of yours

5 | Stories Planning

When planning to release stories via Facebook and Instagram, try to make sure you have thought out what you are releasing. No-one wants to see nonsense or irrelevant stories as they will swipe on to the next one. **Be creative** in the same way you would when creating content to post to your news feed.

Try to grab user's attention by putting together a story about the last week, month or year at your organization to show what your group has achieved and perhaps what they are looking to do in the future.

Your story will only get viewed for the first day, so make sure you are releasing it at a **prominent time**, not at midnight on Friday as no-one will see the work you have done. Most Facebook interactions are done during the week at around lunchtime, so make sure it is available at this time.

6 | Start Creating



The easiest way to get used to the tools and features in the stories section is to start using it. Don't worry if your first few stories don't get a great response or are not heavily viewed; **perfection comes with practice**.

Have a look at a few stories you have enjoyed and try and replicate some of what they have done, if it kept you interested it would do the same for other users. There is no specific right or wrong method for creating good stories just try to be **original and informative**; your followers will appreciate this in the long run.

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