

SHOW AND TELL... AND ENGAGE

How to boost your social media with Instagram Stories

“Instagram... that works just like Facebook, right?”

Maybe you’ve been asked this question by someone in your organization. Maybe it’s a question you yourself have asked. When your opportunities to engage on social media are limited, is it really worth spending time on both platforms?

Simply put, YES. **Especially when it comes to engaging younger potential donors, Instagram is the perfect place to start...** and Instagram Stories is one of the easiest and most effective ways to interact and share on the platform.



67% of adults, ages 18-29 use Instagram, followed by **47%** of adults, ages 30-49, according to a 2019 study by Pew Research.



Instagram estimates **1 billion people** use the platform every month, and **500 million people** use Instagram Stories every day!



According to Hootsuite, **62% of people** say they have become more interested in a brand or product after seeing it in Stories.

When it comes to Instagram, oversharing should be the least of your worries. Stories live on your page for only 24 hours before disappearing, making them ideal for featuring quick, captivating, time-sensitive content. Instagram even encourages posting across multiple “surfaces” – your Feed (images posted with captions), Stories, etc. – to increase your reach.



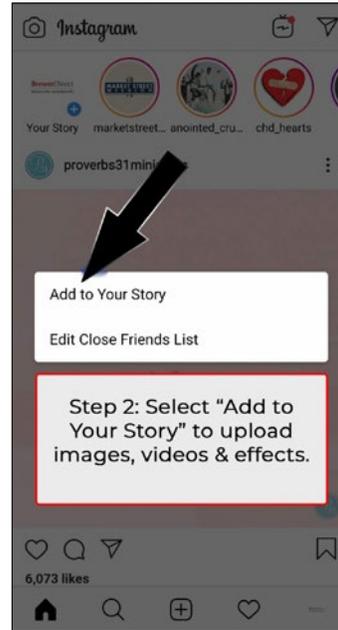
Ready to start sharing through Instagram Stories? Keep reading for your step-by-step guide to engage!



5 Steps to Your First Instagram Story



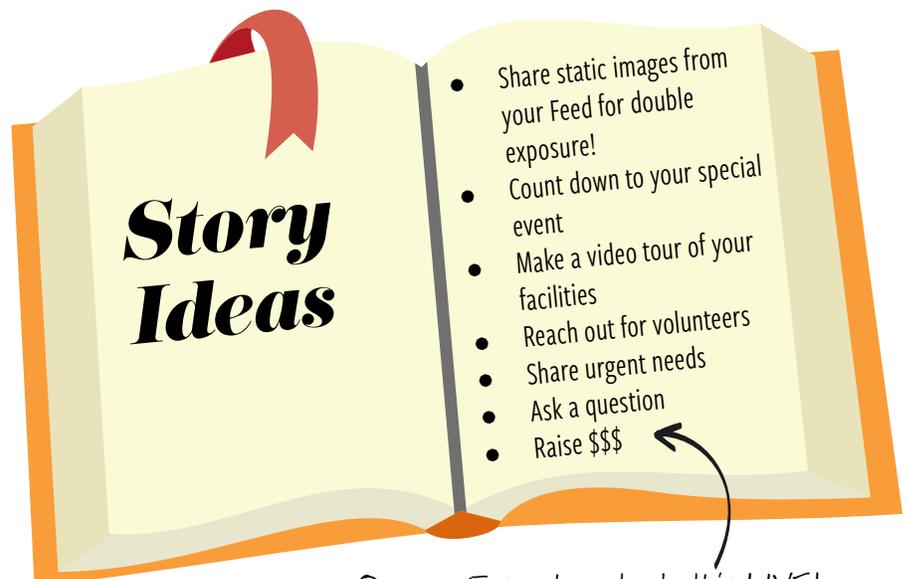
1 Open Instagram and tap and hold your account's photo in the Stories bar at the top of your screen.



2 Select "Add to Your Story," and upload a photo or video.



- 3** Tap the "Aa" icon to add text or a caption.
- 4** Tap the Sticker icon (smiley face on a sticky note) to add interactive features that spark conversation, and tags that make your Story easier for new users to discover.
- 5** Tap the "Send To >" button in the bottom right corner and share to Your Story.



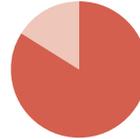
On page 5, see how to do this LIVE!



What makes a great Story?

Quick. Captivating. Unscripted. Instagram Stories are a great way to share live updates with your followers and an insider look at the life of your organization. And for a millennial audience – one that largely looks to those with firsthand experience as “experts” in their field – Stories can encourage their trust as you give them a behind-the-scenes look at your cause. ***Here’s how to do it!***

SHOW



84% of millennials say they are most likely to donate when they fully trust an organization.

Instagram offers many engaging Stickers, GIFs and other eye-catching features to add to your Stories and captivate your audience’s attention. Here are some options you can try to make your Stories really pop!



Add animated graphics.



Build anticipation with a countdown for holidays or events.



Play with fun camera effects like Boomerang or Superzoom.

TELL



Put your content on the map – literally! Tag your location so more users see your Story.



Featuring someone in your Story? Include an “@Mention” Sticker so they’ll be notified and maybe even reshare your post!



Make your Story easy to discover for users not yet following you. Your Story will appear when they search for hashtags you featured (try “#nonprofit,” “#volunteer,” etc.)



Write a caption so your video can be understood without sound.



Because Stories expire in 24 hours, it’s important to save any content you want to live beyond that as a Highlight on your Profile page. To do this, from your Profile, tap the “+New” icon above your photo grid, then select the Stories you would like to save.

ENGAGE



Ask a question to gauge public opinion. (The “YES” and “NO” responses are customizable!)



Use this to ask open-ended questions.



Test your audience’s knowledge... Can they guess how many meals your organization served, or the number of warm coats donated? This is a fun way to show all that your supporters have made possible.



Really important! Users can donate directly to your cause through this Sticker.

 *Keep reading to see how it works!*



Thumbs up for fundraising!

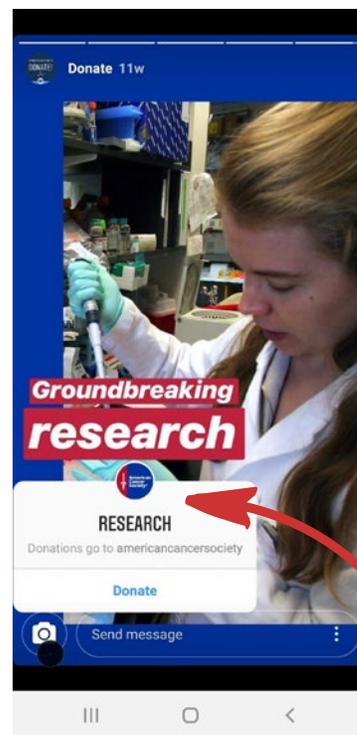
Instagram is making it easy for users across the globe to release generosity in real time!

- **Live Fundraiser.** Take the telethon to Instagram! That's the idea behind this new feature that empowers your supporters to raise funds for your cause. When users start a live video, they can select "Fundraiser" and search for your nonprofit.* Instagram even tracks how many people are watching and the amount of money being raised. Once the video has ended, users have the option to download the video or share it to IGTV, where it can continue to bring awareness to your cause.



Does your organization receive endorsements from celebrities, politicians or other well-known figures? Ask them to host a live fundraiser on your behalf!

- **Donation Sticker.** Add this Sticker to your Story, and invite your staff, volunteers and other supporters to do the same. When your organization is selected, users can give through the Sticker, and you'll receive 100% of the money raised.



**If you don't see your organization listed as a nonprofit in these fundraising features, you may need to switch over to a Business Account and designate yourself as a Nonprofit Organization (under Category when you tap Edit Profile). This can be done in Settings.*



Share the screen! Want to feature a member of your staff, a volunteer or someone special to your cause? Invite them to do an **Instagram Story Takeover!** Your host for the day simply uploads their video clips to your account's Story. Consider providing some guidelines to your host for posting, and ask them to notify their own followers of the Takeover in advance so even more people can tune in!



Beyond Instagram, you can also share content instantly through **ViewSPARK**. This mobile-friendly platform helps nonprofits connect with their donors at a moment's notice. By sharing real-time videos of their support in action, you'll inspire donors to give to real-time needs.

You've got a story to tell... and with these tips in mind, you'll find ease and enjoyment engaging through social media with your audience – whether that's individuals you've helped, volunteers you've rallied, current donors or donors to come. A whole community awaits you!

This strategy sheet is provided to you by Brewer Direct's Academy and can be located in the Library. If you'd like to discuss the ideas found here or want to know more about the Academy, contact Shellie Speer, Senior VP, Academy at sspeer@brewerdirect.com or **(719) 210-6207**.



RELEASING GENEROSITY