



# Inside Stylists Instagram Stories Masterclass





# Why Instagram Stories ?

## Instagram stories...

are where it's at right now.

Do you know how many people are using them every single day? 500 million!

It's great to have grid images but stories are fast becoming the best way to reach more people, get more followers AND let people know all about you and exactly what you do. Stories help you to create a loyal following of people who know, like and trust you and that's what gets you booked for work.

### **In this Masterclass I'll share how different elements of stories work.**

Since the start of lockdown I've been asked loads of questions about how I do stories, how I create stickers, multiple stories and so much more that I've created a FAQ in this issue. There's also an Instagram Stories checklist at the end for you. And if you're camera shy Instagram stories are still for you.

You can post photos, create imagery, write captions, add emojis, sticker, polls and so much more without ever showing your face

## For complete beginners

there's a guide to what all the different elements, symbols and stickers are, how to use them and where you'll find them.

There's something here for everyone from the novice to the pro - just saying rainbow letters you guys - it's the future and it's fun - more on that in the videos that accompany this Masterclass.

This issue will guide you through how to create effective stories to build your brand as well as your confidence. You have the guide. You make a plan. You learn how to create templates now go create.

Have fun with it.

**Em x**

# Getting Started

## How do I know what to say?

It's often the first hurdle when starting to put yourself out there. But fear not, there are loads of ways you can share stories that will share who you are without having to turn the camera on yourself. Just take it one step at a time.

## The goal.

It's essential to plan out what you want from your stories. The aim for any social media sharing is to create content that will engage your followers and inspire, educate or entertain.

Your stories are not for you. They're for your followers.

If you share content that's relevant to a specific audience that's who you'll attract. What do they want to see? How are they inspired, and entertained?

What can you share that will resonate with them?

With me there's a lot of talk about my dog. I know he's nothing to do with my business but I do a dog-walk-talk pretty much every morning - 6am, no make up, looking a bit "just out of bed" talking live to camera, sharing the behind the scenes of building InsideStylists.com and that's how my audience have come to know me. Oh, and Alan also gets waaaay more likes than me!

So, when I post I think about what I'm sharing.

- Is it inspiring?
- Am I sharing something that will teach my audience something?
- Am I entertaining?

In my mind I babble on in the mornings on @EmmaMTStylist and I hope that's entertaining. But I try and share something useful or interesting too so it's not all about me. That doesn't benefit my audience. I do share some personal stuff - I want my followers to be able to relate but it's not all me, me, me.

On @InsideStylists I take a much more professional approach I share member's posts, new blog posts and new things that are happening on the website and within the interior styling and writing community that I don't want my followers to miss. Oh, and you'll rarely see me without make up on this account.

I keep my accounts separate but you can blend your personal and business sides into one account. Share your personality but still make sure followers can see that you're running a business.



# What should I share

We're here to get new business right? So it's time to pull out the big guns. Get your portfolio out and share what you've been up to - whether that's from now or ages ago. Don't forget to check it's okay to share your shots - copyright and all that, but if the image has been shared on a magazine or brand's Instagram feed then you can share it from there. Just remember to credit and tag everyone you can especially the photographer and brand or magazine.

Other content to share can include elements of your home life so followers can get to know you as well as what you do. A great way to get your personality across is in the words you put on your stories, the way you ask a question. The kinds of questions you ask. You don't only have to post photos.

## How to keep your audience engaged

When you post an image it will stay up for 5 seconds. Videos last for 15 seconds. Keep your audience's attention by using more than one look to each of your Stories or by breaking them up with an image. You can also choose different coloured backgrounds, change the angle of the image, use stickers to add interest. When I talk to camera I try to break it up with a photo or a screen shot so I don't have 12 talking to camera stories in a row. I'll also move the angle around so that my video diagonal. Every four stories I change it. It's a tiny thing but it breaks the monotony of looking at one talking head. I also do a lot of walking and talking so the background is always changing. Sneaky eh?

You can also keep your stories short and snappy. You can record each video for up to 15 seconds but if you make them 5-10 seconds long the pace will be faster which is only ever a good thing.

# The Basics

## How to post an Instagram story

(There's a Video for this on the Masterclass page)

- Open up Instagram to your profile.
- To create a story you need to tap the camera icon at the top left of your screen. This will open up a new story screen.
- Once this screen is open you can take a photo or record a video. You can then add a sticker, draw lines or write copy on that image/video

## Using an image from your phone

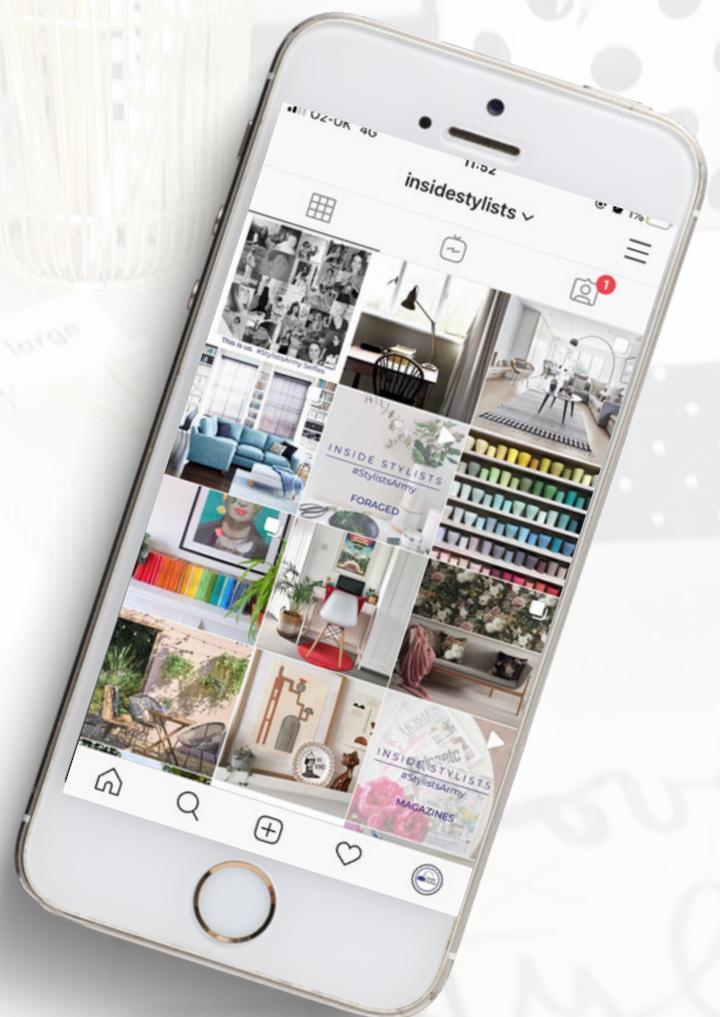
- If you want to use an image from your camera roll click on the small square on the bottom left hand corner and it will open up the albums on your phone. Tap on the image you want to use and it will open up on the story screen.

## Want more than one photo?

- From the stories screen tap on the small square on the bottom left hand corner and it will open up the albums. Click on the squares in a circle on the right hand side. Tap the photos you want to use.
- A number will appear on the photos to show what order they will show up in. You can see the line up at the bottom of the screen. Press NEXT and the stories will appear.

## Don't want to share now?

- You can save your stories whether they're photos or videos to your camera roll. At the top of the screen press the arrow with a line underneath symbol. A "saved" sign will pop up when it's in your phone for later. Just select it as you would an image as described above.



## Recording Options

(There's a Video for this on the Masterclass page)

- Live - Goes live to Instagram straight away
- Create - Gives you a coloured background to write on
- Normal - is a camera to take still shots
- Boomerang - creates a bounceback video
- Layout- allows you to share multiple photos at once from your camera roll or taken live
- Superzoom - video effects with sounds - have a play. There's lots to choose from
- Hands free - allows you to record 15 second videos without holding the camera - you can also start using a timer.
- Filters - want puppy dog ears, wing tip eye liner or to look like a zombie? Have a play with filters then.

## Your words

(There's a Video for this on the Masterclass page)

- Aa - Tap to add copy
- Typewriter/strong/ etc - The fonts you can use
- Copy alignment- pretty obvious right?
- Colour letters
- Changing the colours of backgrounds

## Stickers

- Time: Adds the time your story was recorded
- Temperature: Include the temperature in your story
- GIF: Search Giphy and embed a GIF within your story
- @Mention: Tag another Instagram user
- Questions: Ask your audience a question, responses are sent to you as DMs
- Chat: Start conversations with a group of friends via your story
- Music: Share your favorite songs to your story (not all accounts have music)
- Quiz: Create multiple choice quiz questions for your audience to answer
- Emoji Slider: Ask questions in a fun way. Choose an emoji that represents your question and your audience can just drag the emoji to the left or right to show how they feel

# The Basics

## Privacy and setting up who can see your stories

Your stories will have the same settings as your grid - if your account is private only followers can see your stories.

## Story settings

You can prevent any followers from seeing your stories in the settings. With the story window open click the cog icon on the top left of the screen. This will open up the settings.

In settings you can set up your stories to be hidden from specific people, create a close friends list and decide who's allowed to reply to your messages. You can also toggle whether your stories are saved to your camera roll (which can use up a lot of your phone's storage) or saved to your archive or not.

You can also select your sharing options including posting your stories straight to Facebook.

## Close friends list

This is a list that you can create so only those people on the list can see your stories. To add people to this list click on the "send to" button and the options window appears. You will see the "Close Friends only" list and under that it says "Create List" click on that and add people to the list. You can remove them at any time and they won't know. Then press send.

## Scheduling ahead

Creating stories ahead of time is always a great idea and can be done by saving the images to your camera roll to share when you're ready or you can use a scheduling tool like Planoly, Later or Buffer. You may have to pay extra for these but if you plan on creating a months worth of content it might be worth the investment to save time. Batching for Instagram - whether stories or for the grid will always be quicker than posting individually.

# Delete, Delete, Delete!!!

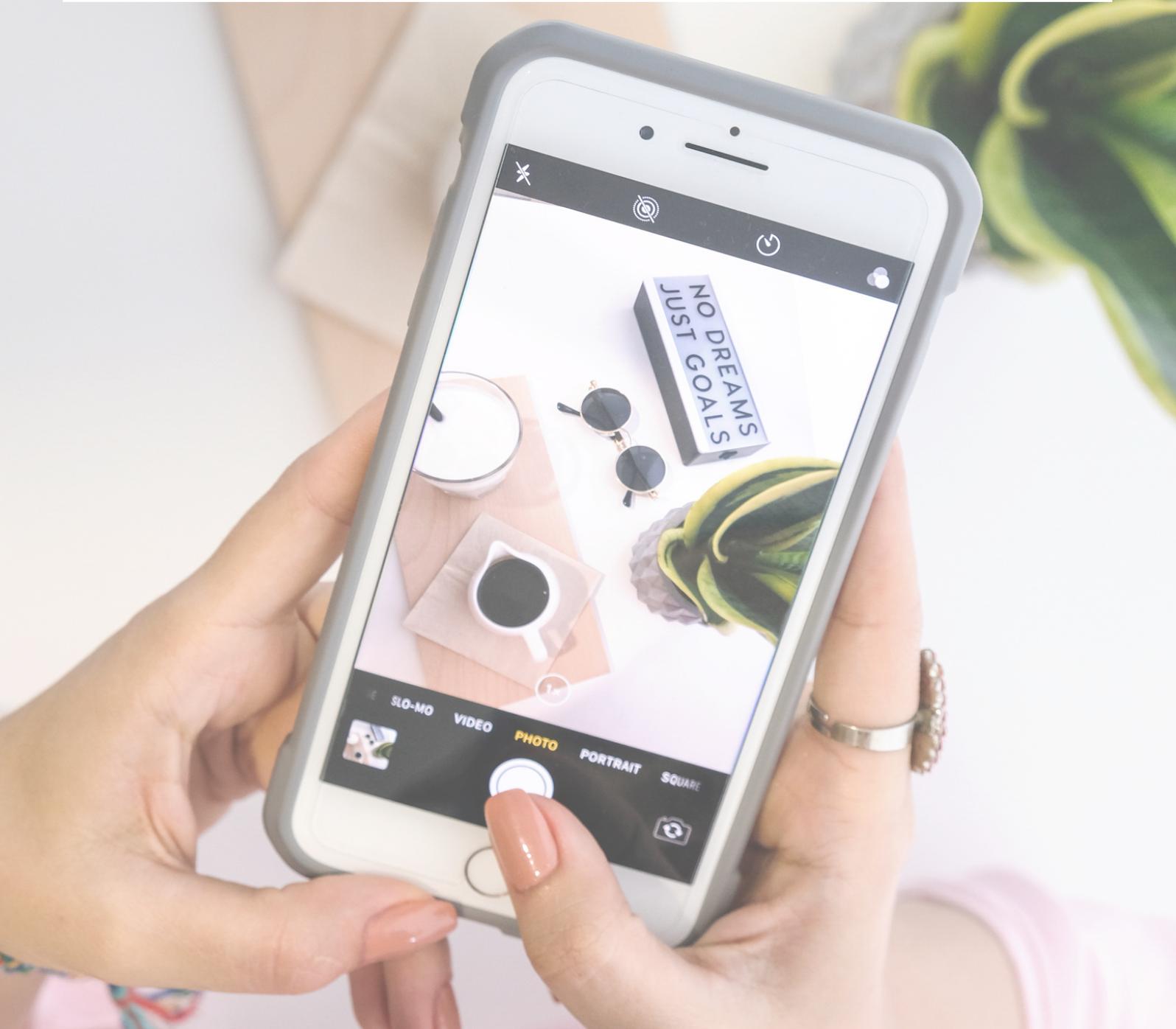
Don't forget that if you post a story and regret it or there's a big mistake you can delete it.

- Click on the story from your profile page.
- On the bottom right hand corner there's ♦♦♦
- Click on that and you'll see a menu pop up with DELETE at the top.
- One click and it's gone.

## See who's viewed your stories and another way to delete

You can also open up and view all your stories at once if you swipe up from the story screen with your finger. That will show you all the stories you have on your profile at that time.

From this screen you can see how many people have viewed your story, who's viewed it and you can save, download and delete the story from there. You can also send that story to a specific person.



# Highlights

Highlights are a way to keep your stories around forever and in easy to use categories so readers can see different parts of who you are and new readers can find out more about you. It's also a great way to share what you've worked on as well as tips, tutorials, styling or writing advice and also to remember what you've seen and where. At Top Drawer, Design week or 100% for example.

Highlights sit on your profile above your grid and can be added to at anytime. Each time you add a new story that highlight will be pushed to the front of the line up.

## How to Create a highlight

### From your stories

- Once a story is live you can click on it to open it up. At the bottom of the screen there is an icon with a heart in a circle with "Highlight" underneath it. Tap on that and click on "NEW"
- This will open up a "New Highlight" header. You can change the image and give your highlight a title.
- This highlight will be saved to your profile.

### From the grid

- On your profile page above the grid is where the highlights sit. The far left hand one is a circle with a +. Click that to create a new highlight.
- From your archives
- On your profile. Tap on the three lines at the top right hand corner of the screen. That will open up a menu. Select Archive
- Click on the three dots - top right hand corner and select "Create Highlight"
- Select the stories from the archive to be included in the highlight
- Tap on "Create Highlight"
- Click on "Next" and add a name and edit the image for that highlight.

# Highlights

## To remove a Highlight

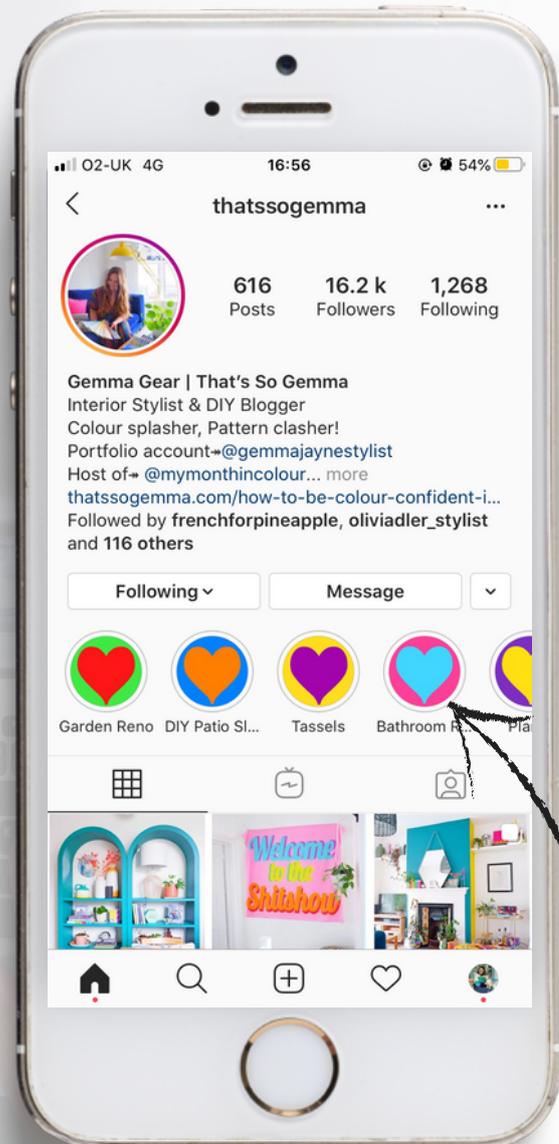
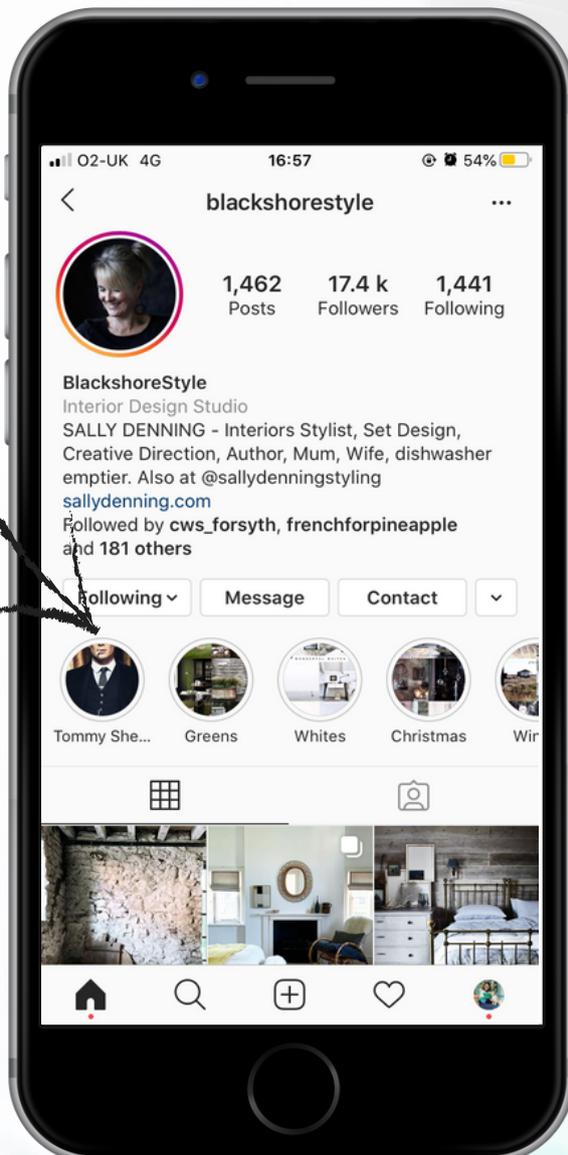
On the profile page tap and hold the one you want to remove. A menu will appear with "Delete Highlight/ Edit highlight/send to and copy highlight link"

## Highlight Covers

Highlight covers are the images that show up on your profile page. You can use photos or create specific designs for different topics on your page. This is another thing you can create in Canva or simply choose one of the images from your stories within that highlight.

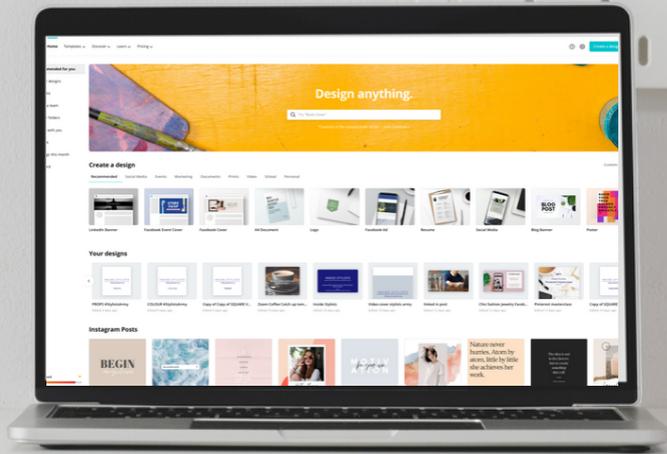
### Sally's Covers

Sally has used photos for her covers to tempt viewers to look further



### Gemma's Covers

Gemma has a bold and colourful account and has created highlight covers that go with her brand



# Templates

You can use Canva.com to create templates for stories that are ready to be shared easily.

**Instagram Stories are  
1080px wide by 1920px tall.  
An aspect ratio of 9:16.**

When thinking about your design be consistent. Stick to a colour theme - not only will that make it easier to design your stories but it will enhance your brand. It's also a good idea to stick to one kind of font when writing text. Your audience will know what to expect and recognise your branding.

## **#StylistsArmy templates**

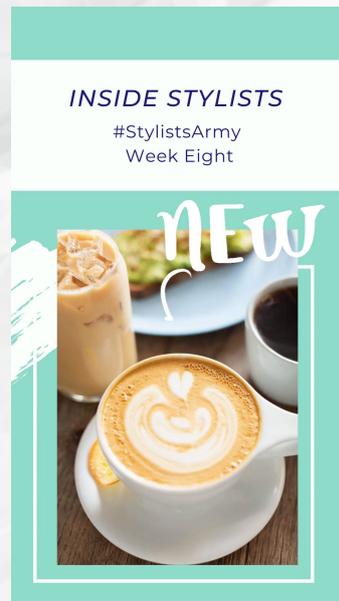
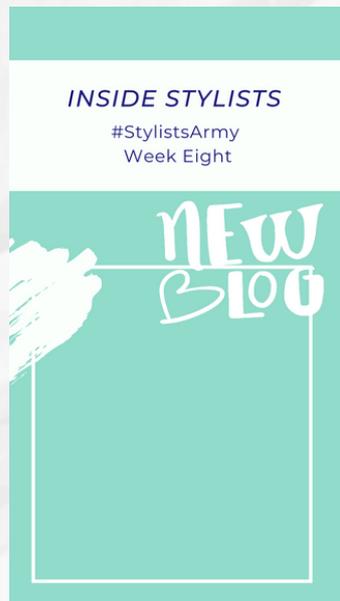
When Claire Parkin and I set up the hashtag challenge for Inside Stylists we knew it was going to be a weekly blog post that we wanted to share so I set up a template on Canva. Each week I add in the new images, change the title and theme and airdrop the images to my phone. On the morning that the blog goes live I'm ready to post them to the @InsideStylists feed.

On the next page you can see the blank templates and some with images added. You can see how easy it is once you've got one set designed.

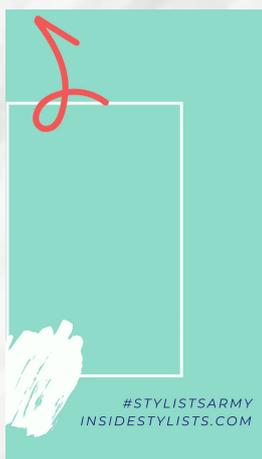
It's also worth mentioning that Canva.com has stickers too so you can have "New Blog Post" flashing as you would if you added a sticker in Instagram stories. The thing you'll need to add are the @ and # as they won't be live from your camera roll. If you do add stickers via Canva you'll need to download the templates individually.

# #StylistsArmy Templates

Below is an example of how I use templates for #StylistsArmy Instagram Stories. The first story is always the same. All the others are edited each week. Most of these are all downloaded as images for this PDF's but when I download them from Canva I need to download them as videos and one at a time or they will play as one long video - in other words three images will play in 15 seconds rather than one at a time. By posting them one at a time you can add links and stickers and tags.



You can position where the sticker and photo appear. I live to overlap different elements



For this end story I copied it 12 times and changed where the arrow was for each new theme

# How to get confident talking to camera

Okay, I know this isn't for everyone but talking to camera is THE best way to get your personality, style, passion and skill across to an audience. What's more there are thousands of interior enthusiasts your audience can follow. They choose to follow you because they like you so the more you share the easier it is for them to be able to relate to you.

## You don't have to share personal stuff

When I'm talking about sharing 'you' I mean what you're about. You don't have to share your dog, partner, kids, where you live or anything else for that matter. If you're a really private person you can choose two or three things that you are happy to share - maybe how you style your home, where your inspiration comes from (propping, shopping, galleries, gardening, flowers) the list is endless and all you need to do is talk from the heart.

## How I overcame talking to camera nerves... and my best trick.

I'm an extroverted introvert (I know - no-one believes me when I share this!) but it means that when I first went live on Facebook to share Press launches with you guys I was literally shaking with nerves. And I'm not just talking about my hand holding the camera- jiggling all over the place! My voice was shaking too! You can see and hear it in some of the early videos. To overcome this I started doing Instagram stories. At the time I didn't have many followers so I didn't really think anyone would take much notice. I just chatted about what I was doing that day.

Over time I got better. I became more confident. Less rushed. I remembered to take a deep breath before pressing record and not trying to get everything out in one go - I can talk reaaaallly fast! I thought through what I was about to say and most importantly I thought does anyone really want to know this? Is it boring, pointless, ranty or negative. And it got easier. And it will for you too.



## The trick...

The best advice I was ever given when writing for a magazine was to think of one person who would be the biggest fan of this title ever and write as if you are talking to them. I was on Woman and Home at the time and that person was my mother in law. I wrote copy for her (quite literally) Every reader was her. Every title and sub head was for her. Stories are the same.

Who is the one ideal person who'll be watching your stories. Is it a dream CEO of a brand you'd like to work with? Is it a PR friend who has fab clients or a photographer. Think of that person when you record stories and talk to just them.

If this is still difficult talk to me. You know I'm your number one fan and I want to see everything you're doing. Tell me what you're doing when you record stories.

Whoever it is you "talk" to remember that they are following you because they like you and what you do. They want to see what you'll say. You want them there.

## And another trick...

If you are really super nervous about putting talking stories out why not create another account, make it private and practice. Do stories and post straight away. Record some, save them and work out how to post them later. Have a go with stickers, geo tags, hashtags and @mentions. Play with it. Get confident and then do it again on your main account. No one will ever know!

## A quick word about ranting, negativity and complaining

In a word DON'T.

No one wants to hear moaning, that you're ill, that a delivery company let you down. You are using Instagram stories to create a brand and build a business. No one comes to stories to watch negativity. I'm not saying don't be negative. Just don't share it. It's not inspiring, entertaining and it will never give people a good impression of you.



# FAQS

## How do I record more than one story at a time?

This really stumped me at the beginning until I just gave it a go! When you press record Insta will record four fifteen second stories. You can then make them go live or save them to your camera roll on your phone to do four more stories or leave it at that.

Insta made a limit of four recordings at a time a short while ago.

## How many stories should I be sharing?

Well, "they" say the optimum number is 6-7 in a row. That is statistically the amount that most people will stick around till the end for. But I post till I've said what I came on to say - usually around 12-16 and I find 75% of people stick around for that too so I'd say - You do you. Whatever feels right. Get your message across.

Also, you don't have to post just once a day. Posting six stories in the morning and another six later in the day will have a great impact on your reach.

## How to hide insta stories from someone

You can stop someone from seeing your stories in the settings. See Privacy details on page 7.

## Do I need a close friends list on insta stories

It's completely up to you. You can add just family or colleagues or "close friends" it's a tool that's there for you to make the most of. If you want to share your personal stories with just family and friends on what is predominantly a business account the list is very useful.

## What time should I share stories?

### Is there a good time like there is with grid pics?

Yes, and no! As Stories last for 24 hours and your audience will see the next story on your feed when they get to it there isn't a real time preference that works stats wise. Anytime is a good time.

## How many people are looking at my stories

Only you can see how many people have viewed your stories. You can see this and who they are by opening up your live stories and swiping up. This will reveal who has viewed, what interactions they have made - ie did they comment on your question sticker.

You can also see how many people click back, forwards, and move onto the next story.

# FAQS

## How do you resize your stories

You can see this in the videos that accompany this Masterclass. All you do is use two fingers and touch the screen. Move your fingers together to make the image - or words smaller, spread your fingers apart to make them larger. You can also twist your fingers to turn them on their sides.

## How do I share stories

You can share your story by sending it to someone. Open up the story you want to share. Tap ... and it will open up a menu that will allow you to send your story or share it as a post to your grid

## How do I share my grid pics to my stories

You can do this really easily by opening up the image you want to share on your grid and selecting the arrow. This will send the shot to your stories where you can add copy, tags and stickers.

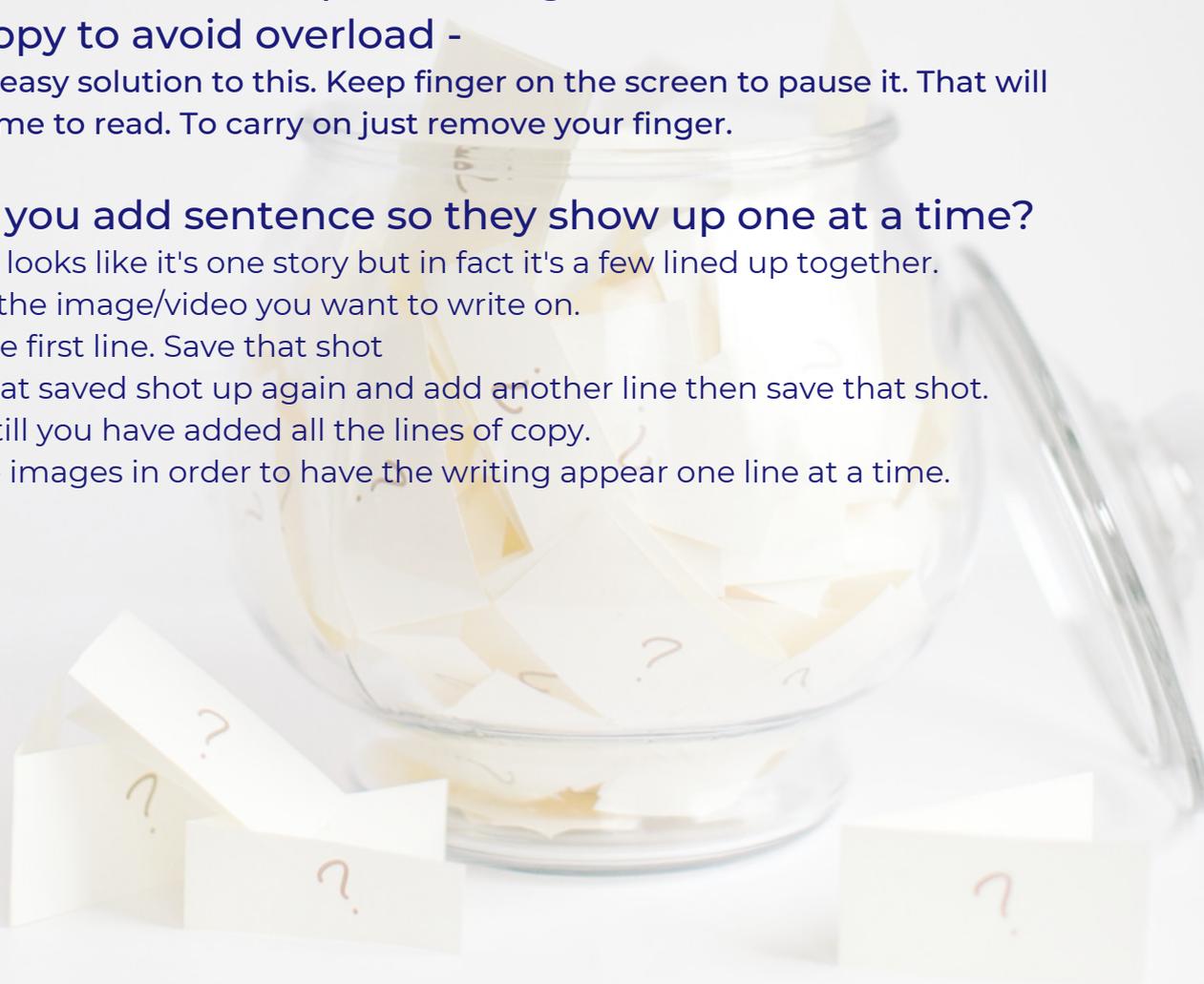
## I can't read the stories quick enough. Should we avoid too much copy to avoid overload -

There's an easy solution to this. Keep finger on the screen to pause it. That will give you time to read. To carry on just remove your finger.

## How do you add sentence so they show up one at a time?

This effect looks like it's one story but in fact it's a few lined up together.

- Choose the image/video you want to write on.
- Write the first line. Save that shot
- Open that saved shot up again and add another line then save that shot.
- Repeat till you have added all the lines of copy.
- Post the images in order to have the writing appear one line at a time.



# Instagram Stories Checklist

## Checklist

- 1. Decide how often you want to do stories
- 2. Use hashtags, geo tags, and @mentions to increase being found
- 3. Share grid pictures
- 4. Share behind the scenes from shoots or researching written features
- 5. Share blog posts - your own or ones you've been commissioned to do or ones that will inspire
- 6. Plan ahead - create story templates - Check out [Canva.com](https://www.canva.com)
- 7. Use Instagram tools - stickers, polls, sliders
- 8. Be social - reply to everyone who sends you hearts, posts a comment, uses the slider/poll/question. The more you engage the more you'll be shared. Insta likes that kind of interaction.

# Inside Stylists

INSIDESTYLISTS.COM

All content is copyrighted by Emma Morton-Turner. If you'd like to share, reproduce, or distribute any portion of Inside Stylists, written consent is required. © 2020  
[www.EmmaMortonTurner.com](http://www.EmmaMortonTurner.com)