SHALL WE Social

WHAT'S YOUR STORY?

10 TOOLS TO CREATE EPIC INSTAGRAM & FACEBOOK STORIES

TASTY TIPS COMING RIGHT UP!

If you follow me on Instagram (I hope so!) you may have noticed that I'm partial to the odd Insta story. I absolutely LOVE them and I often ignore the feed in favour of watching stories. And I'm not alone; Did you know that Instagram Stories are now viewed by 500 million people daily and this number is growing. Facebook stories, while slow to begin with, are fast playing catch up with 300 daily active users. 'Snackable' content is the new black and our preference for more authentic and real content has grown.

Stories are where the party's at and small business owners, if you're not using them you're missing out. Here's why; When people watch your Stories, they are more likely to engage in conversation with you via DM. Conversations lead to conversions. Also, when users engage with your Stories your posts are more likely to appear in their feed, thereby keeping you top of mind.

As well a means to beat the Algorithm, Stories provide an amazing opportunity to show your brand personality, to connect with your audience on a personal level and, frankly, as a way to have some creative fun! And who doesn't want to have more fun?

ABOUT SHALL WE SOCIAL

Hi, I'm Kryshla (Sounds like Hare Krishna)

I provide social media strategy and coaching for all things Facebook and Instagram.

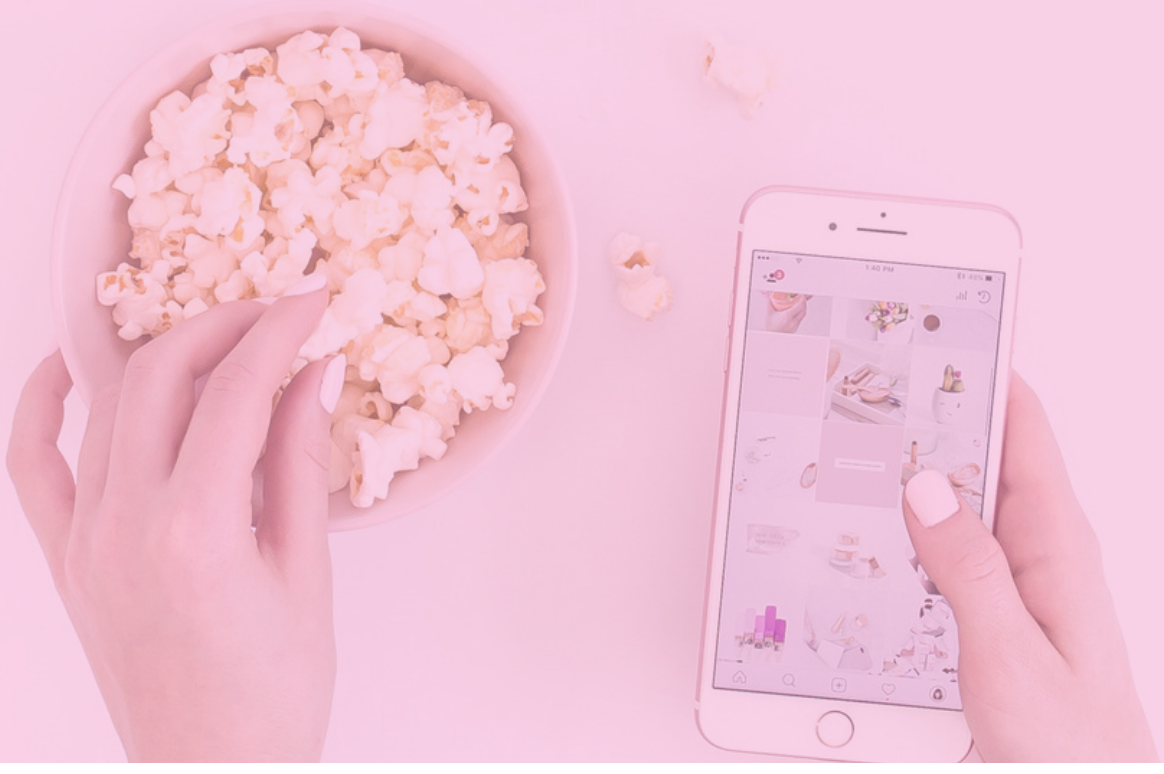
I help savvy business owners like you to develop quick and easy processes to manage their own social accounts and say goodbye to that dreaded “what am I going to post?” feeling.

The following is a list of apps and tools that I use to create Stories for myself and my clients. This is by no means an exhaustive list and probably, by the time I’ve finished typing this, there will be even more apps on the market to make your Stories shine.

Try them for yourself and tag me on Instagram or Facebook (@shallwesocial) so I can see your creations.

FIRST RULE OF STORIES...

there are no rules!



GETTING STARTED

I get it, with so many options to choose from it can feel a little overwhelming. As with everything on social media, I suggest starting small.

Experiment with the native features within the Instagram and Facebook apps and then build on that.

If you're a Canva user, the next step may be to create some beautiful templates that you can use to announce regular content, such as blog posts, podcasts or new products.

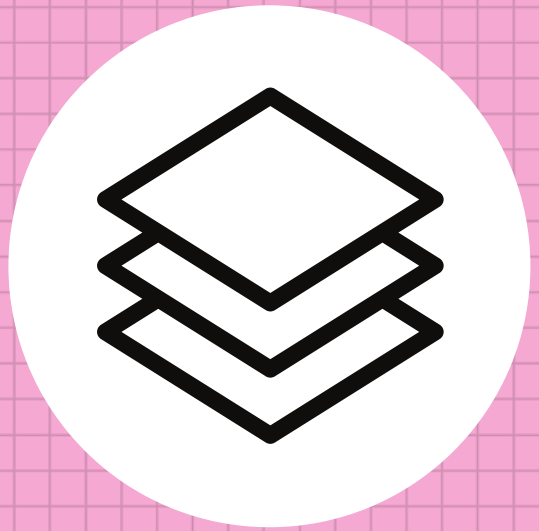
Once you feel confident with these tools, take your Stories to the next level with editing apps, fun filters, frames, music and special effects.

There is no right or wrong way. Have fun and let your creativity lead the way.

TWO PRINCIPLES FOR GREAT STORIES

Variety

and



Layers

VARIETY

Variety is the spice of Story life.

When pulling together your content, use a mix of different features, angles and effects to create something visually interesting for your followers.

I don't know about you but when presented with 15x 'talking head' videos in a row, I tend to lose focus and often swipe on past.

Break (and shake) things up with a mix of still images, video (talking head and from your perspective), fun effects such as time-lapse, hyperlapse or Boomerangs plus animated text or graphics.

LAYERS

This, my friend, is the secret sauce!

Just like dressing for Melbourne winter, layers create visually interesting Stories.

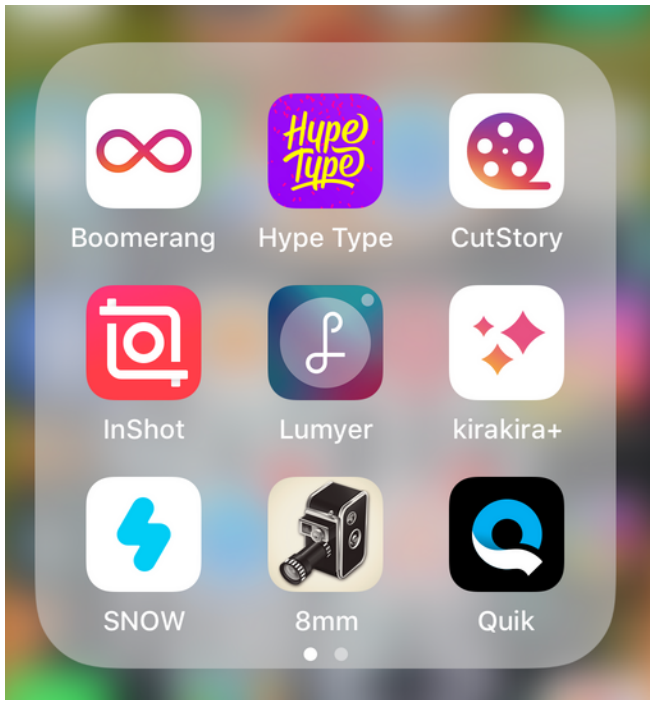
I often use 3-4 apps together to create background colours or images and then layer fonts and effects to create something unique.

For example: Start by creating a coloured background within the **Instagram** app, then drop it into **Hype Type** to add animated text Take that video over to **InShot** and place it in a slideshow with other images. Finally, add your favourite music and Voila! Video magic.

"There's layers to this sh*t player, tiramisu, tiramisu"

– Downtown, Macklemore & Ryan Lewis

THESE ARE A FEW OF MY FAVOURITE APPS



INSTAGRAM

Within the Instagram app itself there are a number of fantastic options to enhance your Stories.

If you do not have the time or inclination, you need not move any further than Instagram's inbuilt features when creating your Stories.

To get started, open the app, go to your home feed and tap the camera icon in the top left.

When you're happy with your creation, tap the 'Your story' icon in the bottom left to share.

The Facebook Stories app doesn't have all of the functionality (yet) that the Instagram app does. To overcome this, create Stories in Instagram then re-post on Facebook.

~ COLOURED BACKGROUNDS ~

Within the Instagram Stories app, take a photo of anything (it doesn't matter) then tap the pen icon and select a colour. Hold your finger down on the screen to colour the entire background and hit 'done'.

Now you have a base to add whatever text, stickers, images or GIFs you want. Use consistent colours and fonts so that your Stories are easily recognisable.

TIP: Tap the down arrow to save your coloured background to your camera roll. This can be used in other apps and overlaid with images or animations.

INSTAGRAM

~ GIFS ~

These fun little animated videos/icons can make the simpleset of Stories eye-catching and memorable. To add a GIF, hit the ‘sticker’ icon > GIF and make your selection.

GIFs also make great backgrounds to use within some of the apps I’ll mention shortly. Take a photo of anything, as above, and add a GIF of your choice. Then stretch it out until it fills the whole screen. Hit the down arrow and save this to your camera roll.

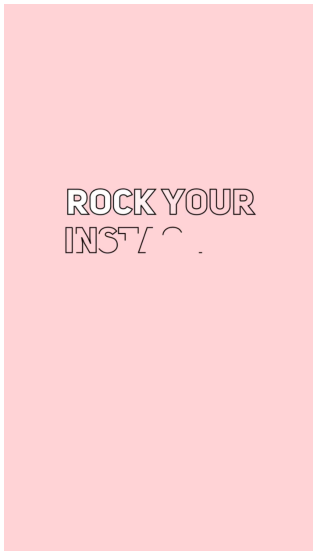
You can also add multiple GIFs to one story to create an animated ‘wallpaper’. See examples below.

BOOMERANG

~ LOOPING VIDEOS ~

You'll find this option within Instagram Stories iand you can also download Boomerang as a stand-alone app.

The app captures a one-second burst of five photos and creates a fun looping video.



HYPE TYPE

~ ANIMATED TYPOGRAPHY ~

This nifty little app allows you to create animated text.

Swipe up to add an image (or a coloured background you saved from Instagram) and double tap to add text.

In the menu at the bottom of the screen you'll find options for different fonts, animations and colour combinations.

TIP: Create a bunch of plain backgrounds in your brand colours (either in Canva or within the Instagram app) and save these to your camera roll ready to use.

CANVA

~ BRANDED TEMPLATES ~

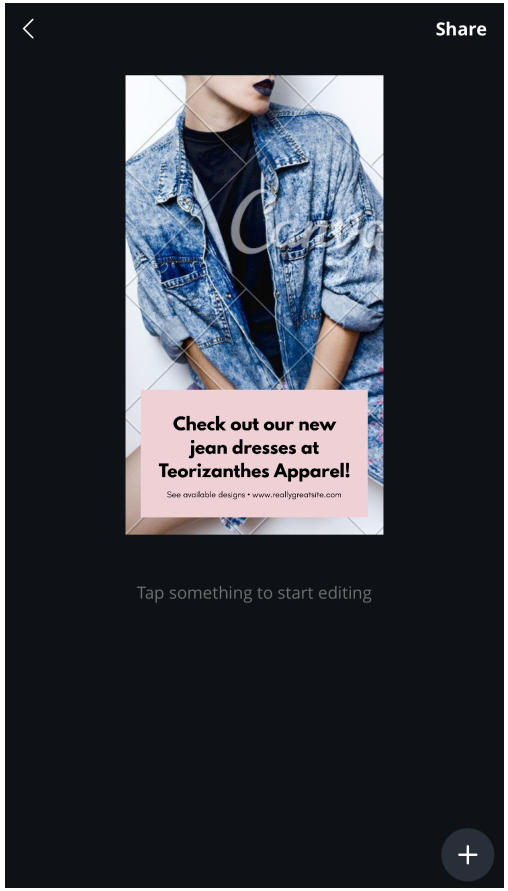
Who doesn't love Canva? I use it daily to create memes, graphics, printables and even this e-book!

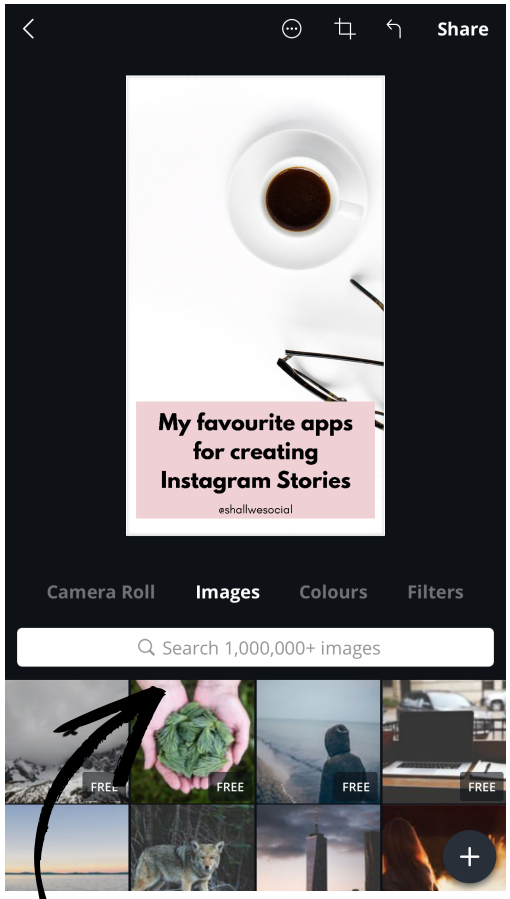
What you may not know is that the Canva mobile app has a library of Stories templates that provide a quick and easy option for creating branded content on the go.

Within the Canva app create a design and select 'Instagram Story' (Facebook and Instagram stories are the same size). In the left-hand column you'll find a bunch of beautiful templates and preset layouts.

Update with your own images or choose from the vast Canva image library. Change the font, colours and filters to suit your needs.

Choose a template and edit





Search Canva's library for images or upload your own

8MM

~ OLD MOVIE EFFECT ~

This app creates a grainy old movie effect for your videos.

I love that you can add a projector sound effect - for added #nostalgia

CLIPOMATIC

~ AUTOMATIC SUBTITLES ~

Make your Stories and feed videos accessible for those are hearing impaired or listening without sound. Simply open the app and record your video. Clipomatic will automatically transcribe subtitles. Edit and download your fully-captioned video.

SNOW

~ FACE FILTERS ~

The hottest app in Asia right now! Snow is basically Snapchat on steroids.

There are so many filters, virtual stickers and augmented reality effects to edit your selfies with plus plenty of K-Pop music options ('Baby Shark' anyone?)

LUMYER

~ SPECIAL EFFECTS ~

A fun app for adding special effects to your videos such as snow, fireworks, blooming flowers or sharks in your bathtub, you name it!

Lumyer allows you to add up to 3 effects per image (#layering!) and resize in square or 16:9 format - making this a good option for your feed posts as well as Stories.

QUIK

~ VIDEO BUILDER ~

This app, by GoPro, allows you to create high-quality videos with just a few clicks.

It has pre-set templates with different transitions, music and text options. Upload images and videos and adjust the font, filters and titles to suit your needs.

KIRAKIRA+

~ SPARKLES ~

Kiriakira+ allows you to add a sparkly glitter effect to photos or videos.

From what I can tell that's about all it does but a good option if you're sharing photos of jewellery, for example.

INSHOT

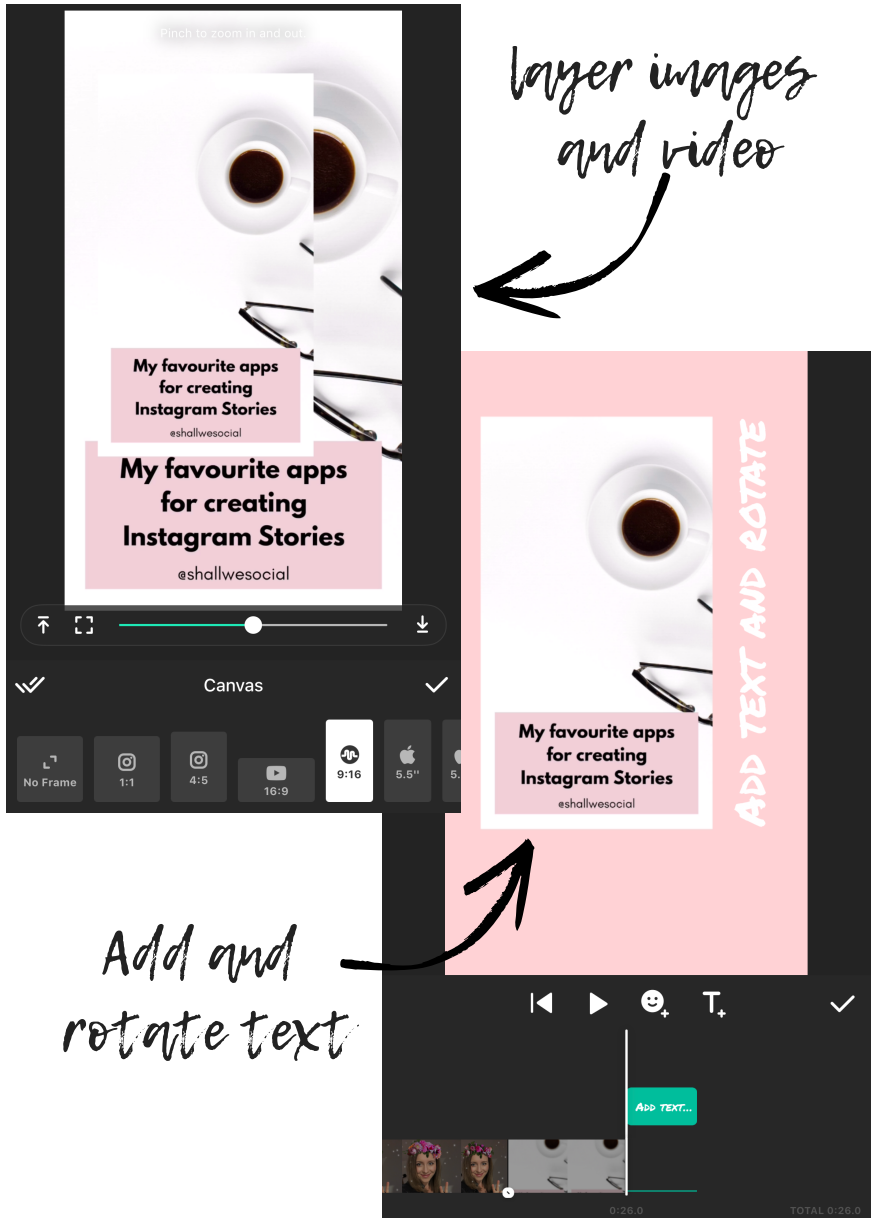
~ VIDEO EDITING ~

This is my cannot-live-without app. InShot allows you to quickly piece together multiple photos and videos, add text, effects and (non-commercial) music. Use InShot to create a video and then drop it into Cut Story to chop it up into 15 second segments.

The Canvas option allows you to re-size each clip/video to whatever format you need; 9:16 for Stories, 1:1 for Instagram or Facebook. Pinch to zoom in and out and to create white space around your images and adjust the background colour or layer with another image or video.

You can also edit the brightness and colour of your images, the speed and duration, and trim longer videos to the length you need.

InShot really is a one stop shop. If you try nothing else, I recommend that you try this.



UNFOLD

~ MINIMALIST FRAMES ~

Last but definitely not least. Unfold is my personal favourite and I use almost daily.

This app allows you to create the most beautiful Stories in mere moments by dropping your photos and videos into the pre-set templates.

You can add text, stickers and change the background colours (or upload your own).

You're welcome.

THE END.

That's it folks, I hope that you found this guide useful.
If you have any questions, shoot me an email at hello@shallwesocial.com.au and don't forget to follow me on Instagram and Facebook @shallwesocial for more tips and techniques to master your socials.

Lots of 'Likes',

Kryshla

© Shall We Social | www.shallwesocial.com.au