

# HOW TO MAKE AN IMPACT ON INSTAGRAM

## WHY INSTAGRAM?

- Instagram has over **800 million** active users. Over **250 million** use Instagram Stories every day, and the average user spends **32 minutes a day** on the app.
- **80%** of users follow *at least one* business on Instagram.
- Engagement rates on Instagram are **15 times higher than Facebook** and **20 higher than Twitter**.

## WHAT'S A STORY?

- Simply put, a “story” is a collection of 15-second videos and images you can post, that only stay viewable for 24 hours.
- Your Instagram Story is published separately from the photos and videos found in the tiled gallery of one’s Instagram profile.
- You can add stories to appear on your profile as highlights, even after they disappear. Highlights appear below your profile photo.

## TIPS & TRICKS

- Put a link in your story to give yourself a **15-25%** view to click rate.
- Show off your company culture by letting your employees “takeover” the account. These stories get a lot of engagement and are a good opportunity to add faces to your brand for the community to see.
- Use a hashtag for a **12%** increase in engagement.
- Posts with geotagged location get **79% more engagement**.
- Photos with faces get **38% more likes**.
- Unsure of a filter? Choose **Clarendon** or **Gingham**. They’re the most popular and perform the best
- Visit [Instagram Help Center: Stories](#) for reference.