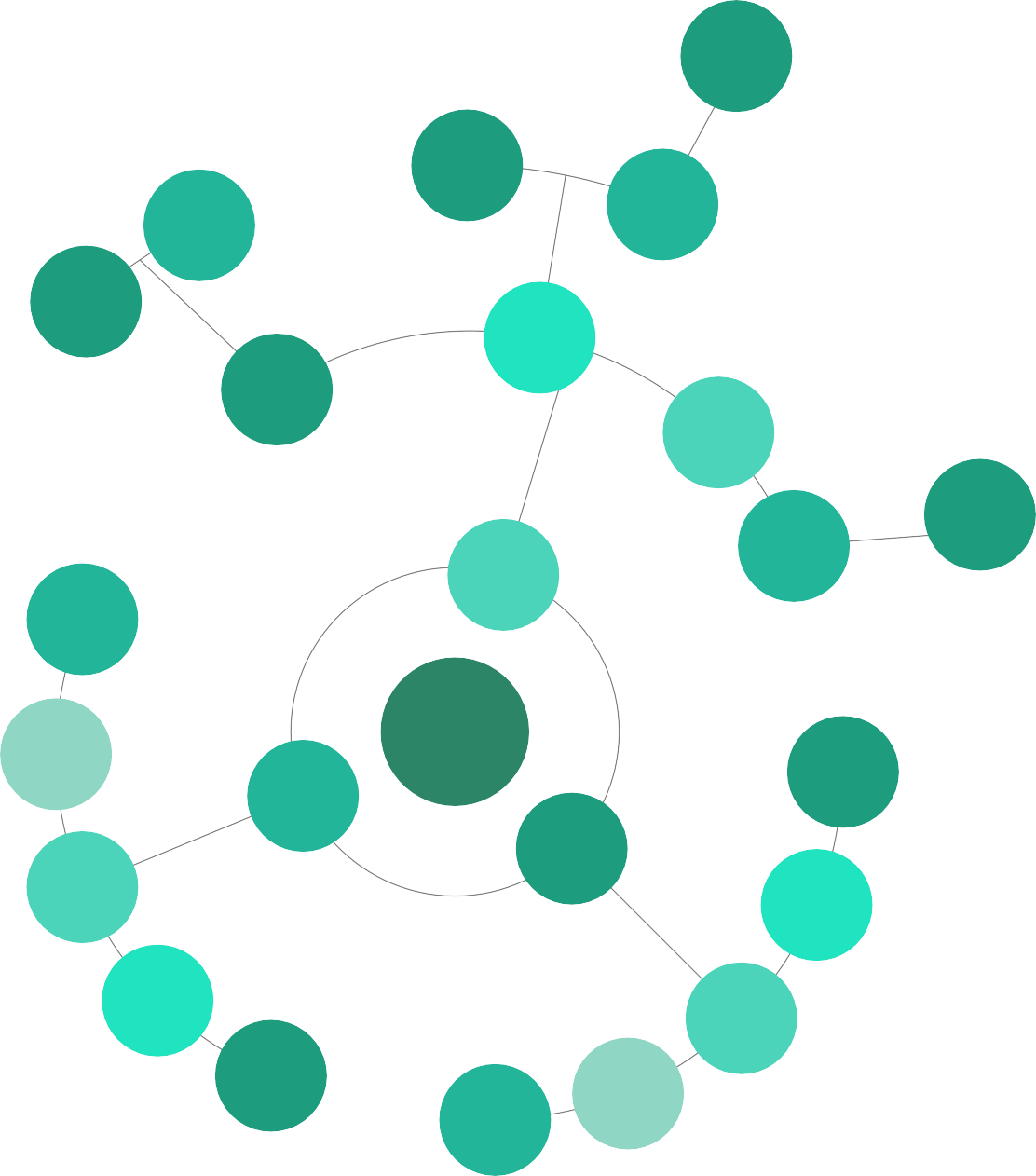
**25/07/2019, 22:21**

Social Media Stories



And to get

feedback

Invite followers

to ask questions

Cross post

between Facebook and Instagram

Run polls to

get qualified leads

Best time =

6pm

Use stickers

Post many

times daily - posts don’t appear on home feed and are shown

Provide value!

Respond to

comments

Let followers

see ‘behind the curtain’

Best practices

Prominent

position as organic page content starts to decline

FOMO - Fear

of Missing Out

Social Media

Stories

Instagram

Benefits

Social

Platforms

Increases

engagement and builds relationships

Skype

Good open

rate

Facebook

Quick to

produce

YouTube

Snapchat