**Instagram Releases Practical Tips to Boost Stories**

Instagram has published new tips on how to engage consumers effectively with Stories, including creating raw, behind-the-scenes videos and photos that give users an inside look at brands and taking advantage of the full-screen format to showcase products. The advice also spans creative elements such as copy, color gradients, animating Stories with GIFs and stickers, and incorporating interactivity.

***Social Media Today 11/3/19***

[***https://www.socialmediatoday.com/news/instagram-provides-new-tips-to-help-improve-your-stories-efforts/566488/***](https://www.socialmediatoday.com/news/instagram-provides-new-tips-to-help-improve-your-stories-efforts/566488/)

***Instagram:***

[***https://business.instagram.com/blog/a-step-by-step-guide-create-playful-and-interactive-instagram-stories/#***](https://business.instagram.com/blog/a-step-by-step-guide-create-playful-and-interactive-instagram-stories/)