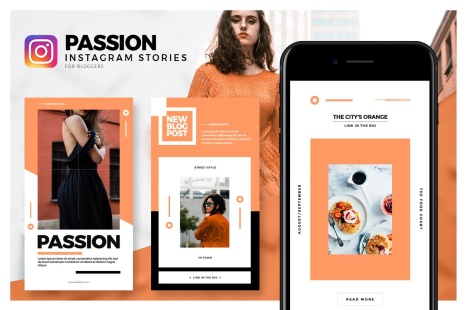
**Steps to Maximize Instagram Stories Engagement**

Jason Hsiao outlines four steps that can turn your Instagram Stories from lackluster social media posts into compelling and engaging content. These include overcoming short attention spans by stitching together one-second clips into a 15-second video, draw in viewers and enhance interactivity with polls, recognize super fans by featuring user-generated Instagram Stories and build relationships and loyalty with brand giveaways.

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[***https://www.socialmediaexaminer.com/4-ways-to-keep-instagram-stories-viewers-engaged/***](https://www.socialmediaexaminer.com/4-ways-to-keep-instagram-stories-viewers-engaged/)

***Image credit:***

[***https://cmkt-image-prd.global.ssl.fastly.net/0.1.0/ps/3151428/1160/772/m1/fpnw/wm0/screenshot-1-.jpg?1503443874&s=c22bf66610788c87d29f25a4fa939f95***](https://cmkt-image-prd.global.ssl.fastly.net/0.1.0/ps/3151428/1160/772/m1/fpnw/wm0/screenshot-1-.jpg?1503443874&s=c22bf66610788c87d29f25a4fa939f95)