**Facebook, Instagram, Snapchat: The Move Toward Stories**

There is an obvious move toward the Stories format on social media, say executives from Facebook, Snapchat, and Instagram. Jim Squires, Instagram's head of business and media, joins Facebook Product Director Maria Smith and Snapchat's global head of creative strategy, Jeff Miller, in analyzing this trend and providing advice for marketers.

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[***https://www.emarketer.com/content/how-to-create-successful-ad-campaigns-for-social-stories***](https://www.emarketer.com/content/how-to-create-successful-ad-campaigns-for-social-stories)

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