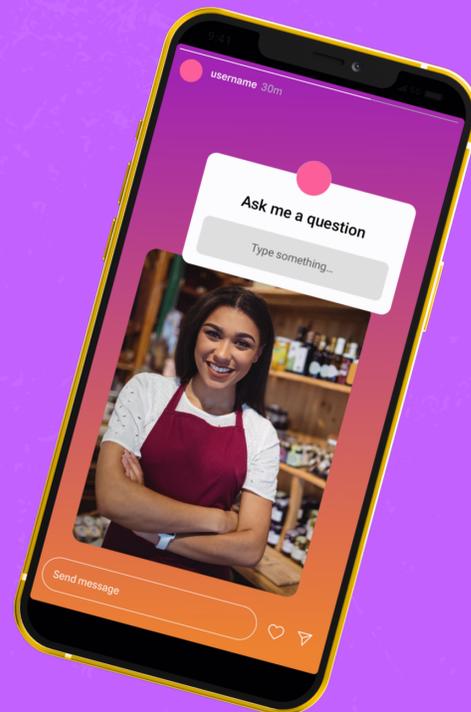


50 | STORIES INSTAGRAM | IDEAS



Nobody wants to stare at a blank screen when thinking of what to post for their Instagram Stories. Fortunately, this free guide has you covered! It's filled with a whopping 50 ideas you can put to use right away to grow your business on Instagram and start creating valuable connections with your ideal customers.

How to use this guide:

You don't need to go in any particular order. Choose any number whose topic appeals to you. Get creative and make the idea your own according to your style of writing and sharing.

Sounds great right?

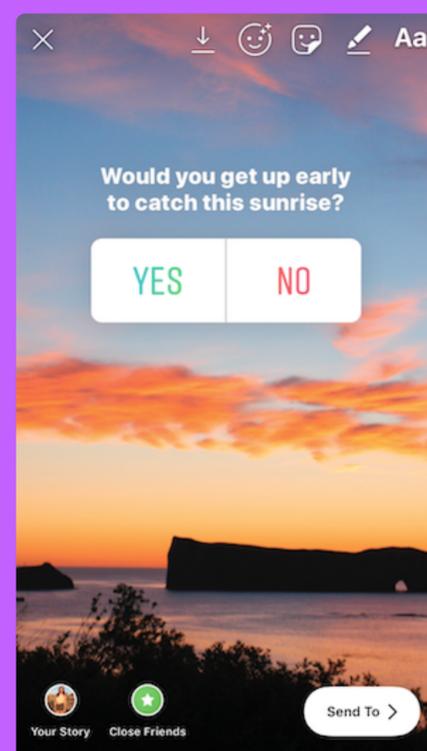
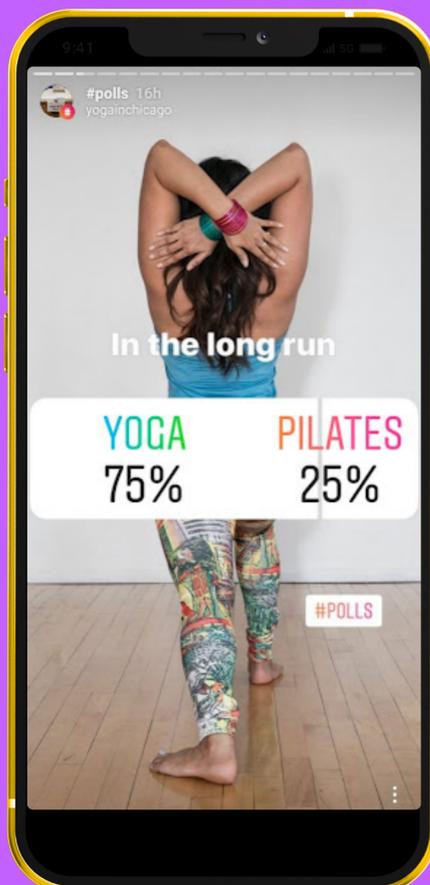
Let's jump right in!

And for even more great ideas on growing your business and marketing on Instagram while saving tons of time, be sure to check out [InstaClubHub](#) where we keep you up-to-date with what's working on Instagram.



50 | STORIES INSTAGRAM | IDEAS

- 1 **Introduce yourself or your brand:** Answer the questions Who? What? Where? When? How? Let people know why you're worth following!
- 2 **Introduce your team** - Tell us more about the people behind your team. What do they do? What makes them indispensable? What makes them unique?
- 3 **Post behind-the-scenes content** - Getting a look "behind the scenes" is a guilty pleasure for many of us. What happens before we see the finished product?
- 4 **Create "Shoppable Stories"** - You can add Shopping stickers to your products to let people browse and buy directly from Instagram. Try it!
- 5 **Use Poll Stickers** - Poll stickers are a great way to get your followers to interact with you. Ask them to choose between two options and see what kinds of results you get!





6

Use the Question Sticker – The question sticker allows you to let your followers ask you a question. Be creative and think about unique ways to use it, such as:

- If you're doing a collab with another expert in your field, ask your audience for questions you should ask them!
- Before a live event, ask your followers for questions to help jump-start the event and get them to tune in to learn the answers!
- Generate new product or service ideas by asking your followers what they wish your product included or what your service did.

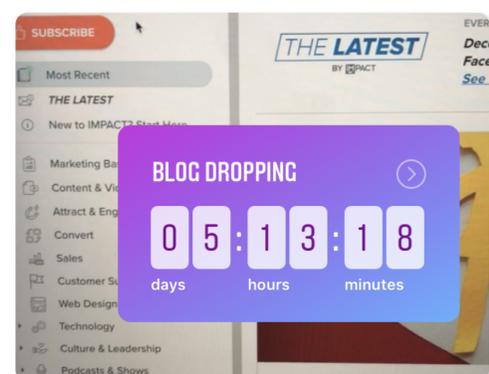
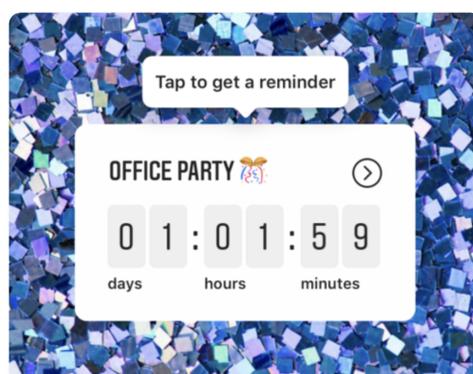


7

Share a Before and After – What is life like for someone before they use your product or service? What about after? Share the results and ask your followers to do the same!

8

Do an Event Countdown – The countdown sticker lets you set a time in the future (up to a year) and then count down until that event while letting users sign up for notifications when it goes live. Events can be anything you want: a new product reveal, a live event, or a webinar just to name a few.



9

Ask Your Followers for Help or Advice – From what new features they'd like to see on your product to potential new services or live event ideas, asking your followers for feedback can open the floodgates to some great ideas!



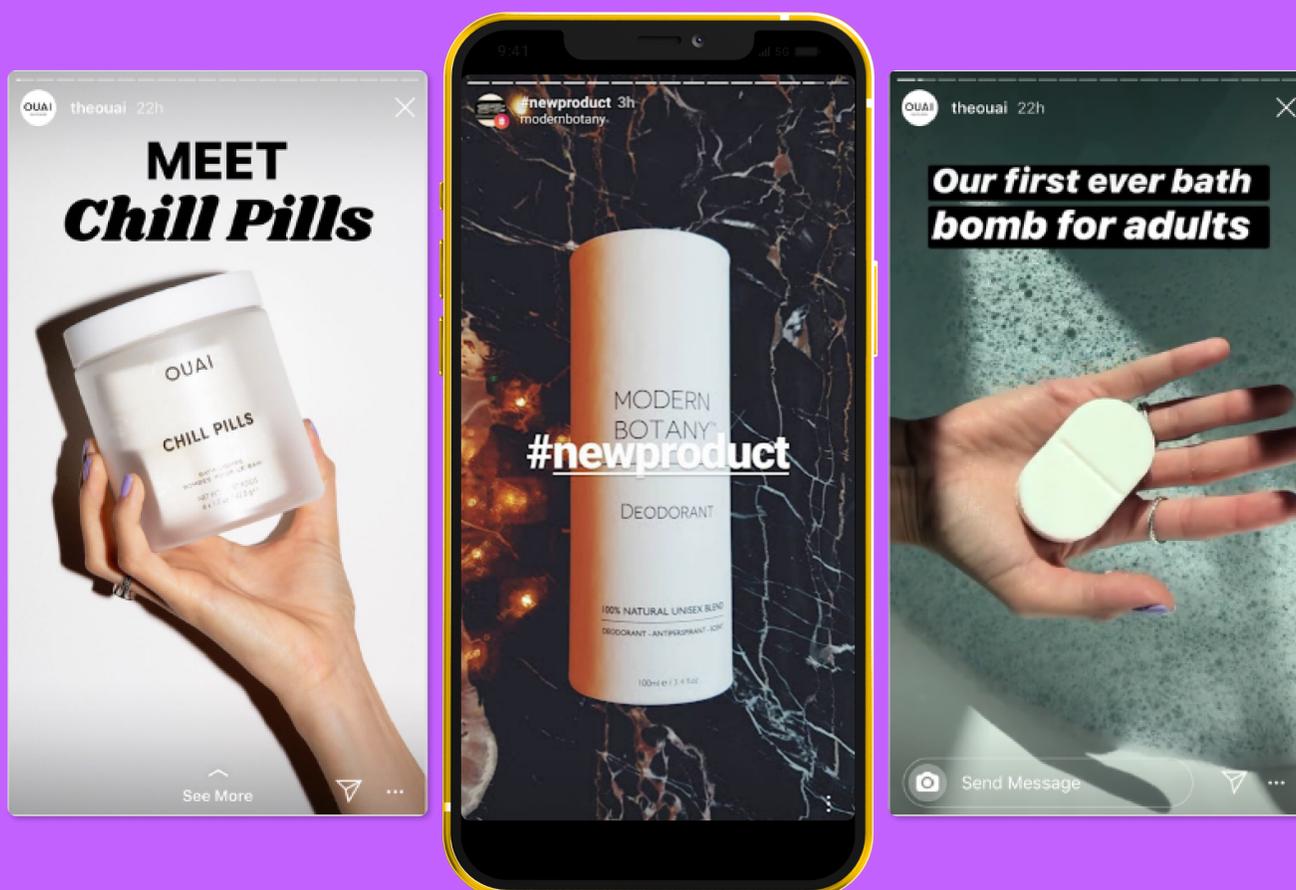


10

Be Real – We all have rough days or moments that didn't go as planned. Be real with your followers. Show your human side. When people know you feel the same way they do, it resonates with them, helping you to establish an even greater relationship with them.

11

Tease a Product Launch – If you've enabled Shopping on Instagram, you can tag products in your Stories, where users can tap to see the price, description, product name and more.



12

Small Biz Shoutout – We're all in this together! Shoutout to one of your favorite small business owners by @mentioning them in your Story!

Love these ideas? Want even more? We're always adding new trainings, templates and techniques that are hands-on like these 50 stories, to help you get the most out of Instagram. Plus 2 live events per month! Join the thousands of entrepreneurs in our inner circle at [InstaClubHub](#) now! Try it for just \$7.

13

Just Add Music – Stories are even more fun with a jazzy tune to go along with them. Just tap the Music button, type the song you want to have accompany your story and you're all set!



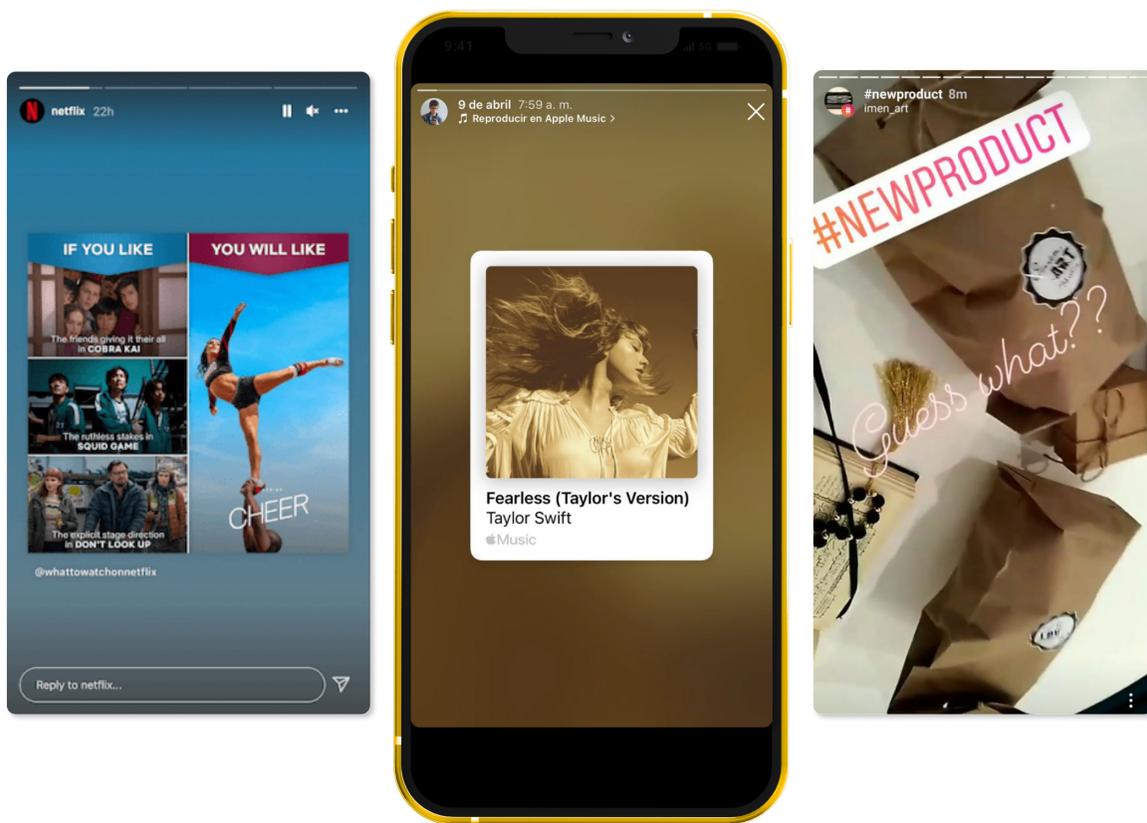


14

Let Your Team Takeover – Let members of your team take over your Instagram for a day and share their perspectives, insider tips and more!

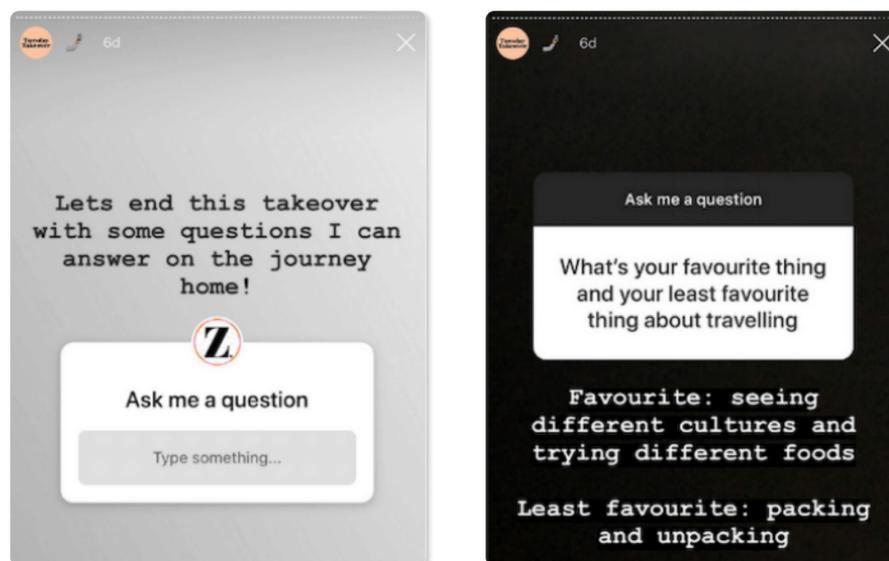
15

Share Your Favorite Recommendations – If your users are fans of certain products, you can recommend similar products of your own based on what they like:



16

Ask Me Anything – Share something about a topic that you want to ask a question and add the question sticker so people can give their answer.



17

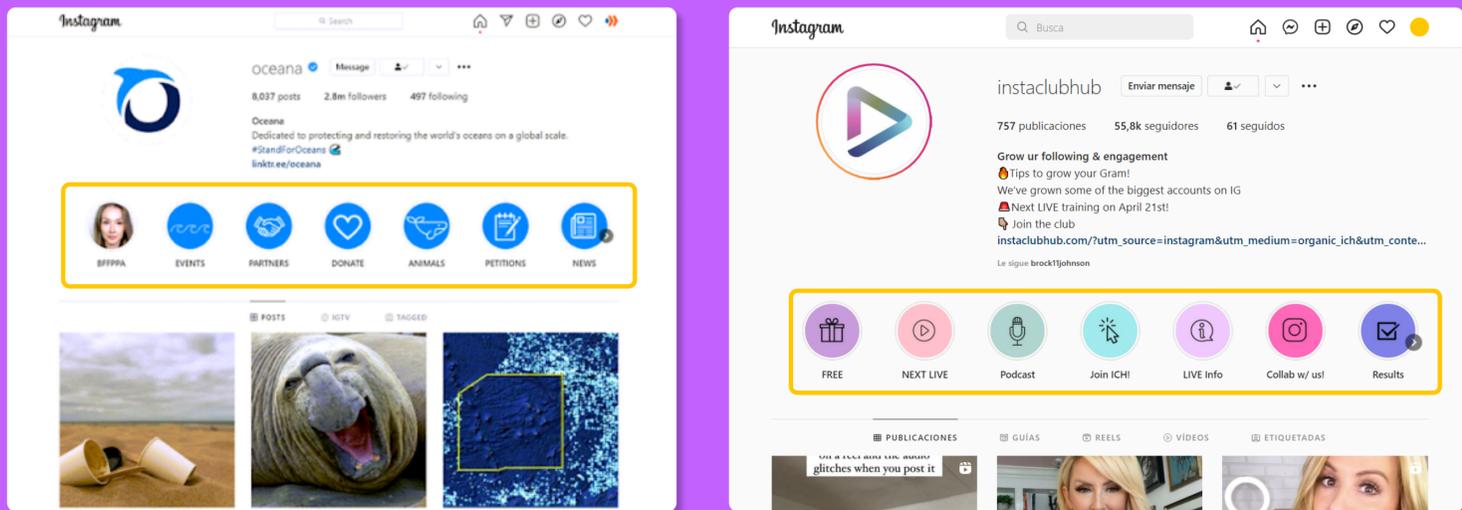
Repost Someone Else's Repost! – If you've done a contest or giveaway on Instagram or someone has shared a victory as a result of using your product or service, repost it!





18

Try a Story Highlight – Story Highlights are individual stories that you can make “sticky” and categorize at the top of your feed. This lets people get to know your brand better by learning about your products, what goes into them and more!



19

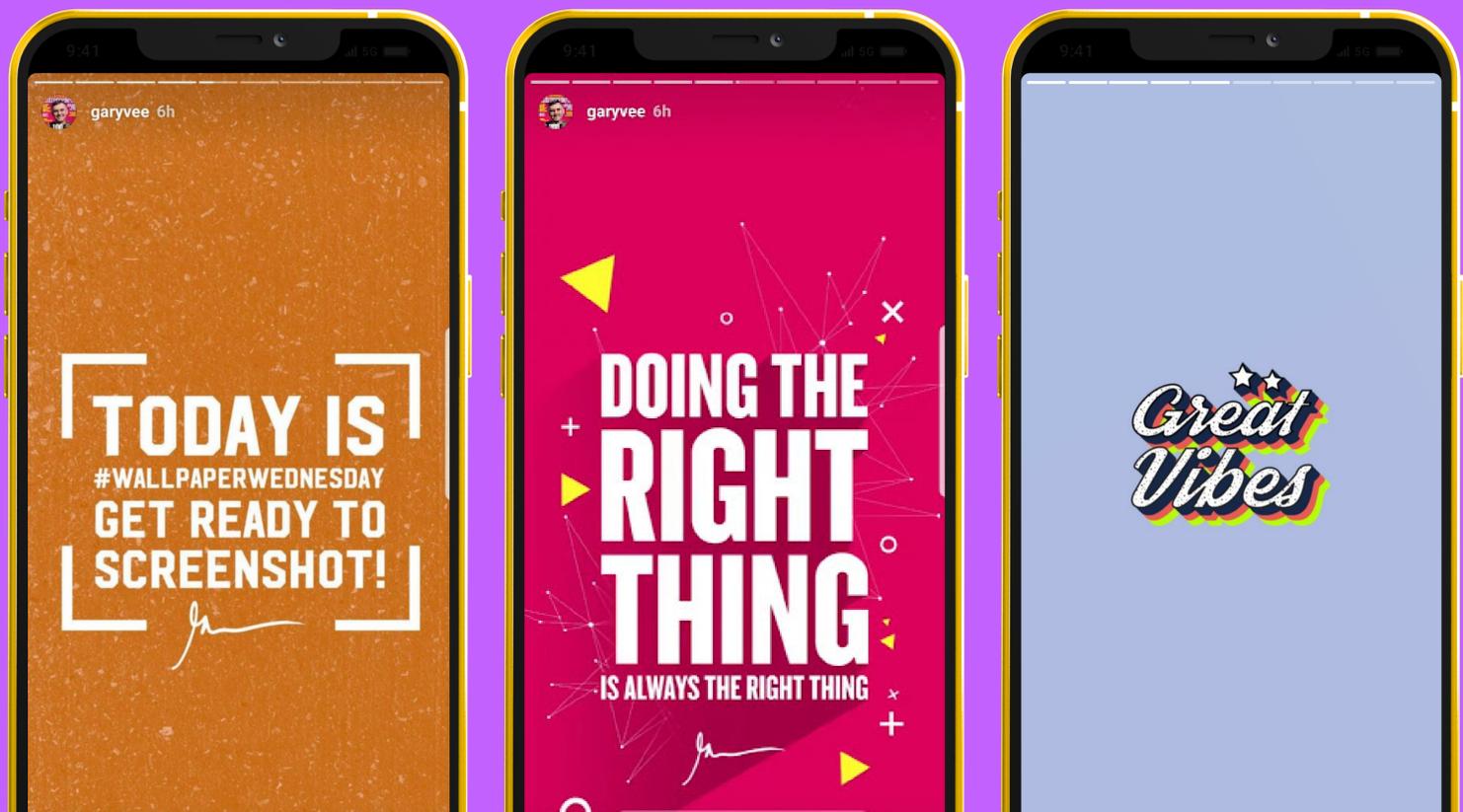
Share a Customer Success Story – Testimonials and customer success stories or case stories can be a great way to grow your business and credibility on Instagram!

20

Take Your Followers to Work Day – Let your followers virtually come with you to work! This is a “behind the scenes” look, but even better!

21

Create Wallpapers for Your Followers – Create a graphic using an inspirational quote (Canva.com is great for this!) and then share it with your followers so that they can take a screenshot of it and use it as their phone wallpaper!



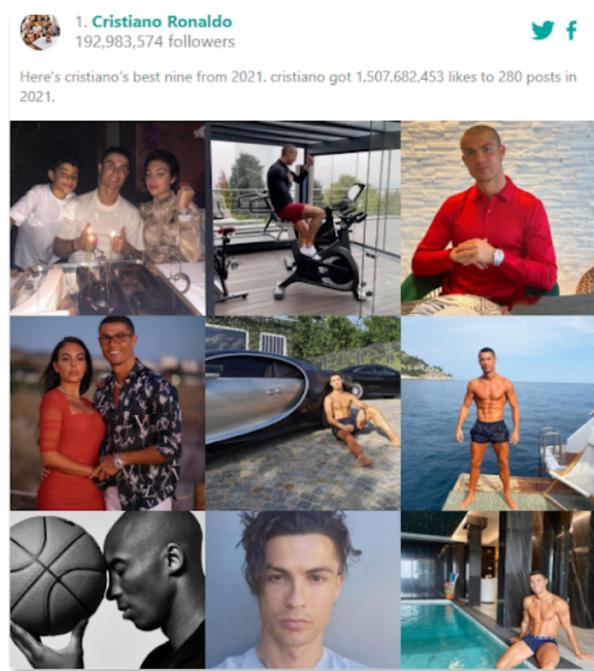


22

Promote Your Other Channels – Don't forget to let your Instagram followers know where to get even more tips, tricks and recommendations! Remind them to follow you on Facebook, Twitter, YouTube or anywhere else that you have an online presence!

23

Do a "Best Of" Story – Recommend your "Best Of" products or your "Best Of" moments in a 9 photo recap. This Story is also called the "Top 9".



24

Host a Live Story – Go live on Instagram and share a quick 2–3 minute tip as a Live Story.

25

Do an Unboxing or Reveal – Got a product or reveal you've been dying to show off? Do an unboxing or reveal for your audience!

26

Share a Before and After – Some of the top commented Stories on Instagram are Before/After photos. The best part is that they can be about anything: a messy closet turned organized, a mismatched ensemble turned stunning, a hair makeover, and more! The ideas are virtually limitless!

Love these ideas? Want even more? We're always adding new trainings, templates and techniques that are hands-on like these 50 stories, to help you get the most out of Instagram. Plus 2 live events per month! Join the thousands of entrepreneurs in our inner circle at [InstaClubHub](https://www.instagram.com/instacubhub) now! Try it for just \$7.





27

Create an Instagram Bingo Story – Use a free graphic design tool like Canva to create an Instagram bingo grid related to your niche or topic.



28

Tell the Story of Your Product or Service – What’s the story behind your product or service? What got you started in the industry? Share the story of how it all came to be.

29

Show the Process from Start to Finish – In the past, Instagram had helpful apps, like Hyperlapse, to help you speed up a process to show the finished product. They did away with this app and instead made it an integral part of the Instagram app itself. You can simply adjust the time by using the speedometer icon. Just click and slide the bar to speed up or slow down.

30

Encourage Customers to DM You – Relationship-building on Instagram happens in the DMs and this goes doubly so for businesses. Ask followers to DM you questions they have about your products, your process, your offers and more!

31

Create a Story Series – Turn your Stories into a weeklong (or longer) series! Offer a tip a day, showcase an accessory a day, a recipe a day, whatever you want to get users to tune in regularly.





32

Create a Boomerang! – Like Hyperlapse, Boomerang was an Instagram app that would let you make very short animated clips for your stories. Since then, Boomerang has been integrated into the Stories feature itself and you can create one by clicking the infinity sign when you create a story. Then just move your phone to create a short little animation. There are lots of attention-getting possibilities with this Story idea!

33

Promote Your Recent Blog – If you blog regularly, your Instagram followers may not even know you've posted recently. Let them know about your latest blog post and don't forget to ask them to comment and share it!

34

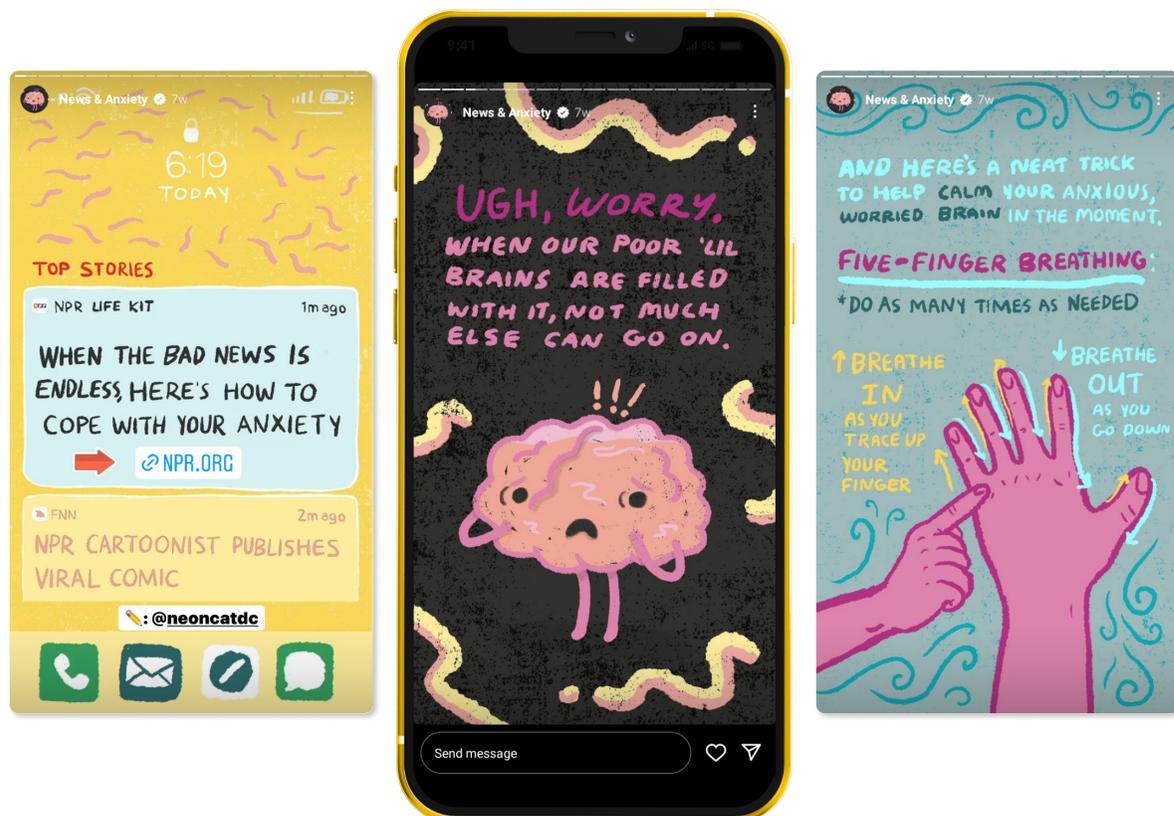
Promote Your Reels – Although this guide is devoted to Stories, it's also a great idea to promote your Reels to your followers and invite discussion and comments.

35

Have Fun with Trending Hashtags – You've probably heard of #ThrowbackThursday and #WorkoutWednesday, but there are plenty of other daily hashtags you can co-opt for use in your business too, like #MondayMotivation, #TransformationTuesday and even just #FridayMood. Friday? Fri-YAY!

36

Share a Cause You Care About – Draw attention to a cause you care about and invite your followers to share the causes that are important to them too.





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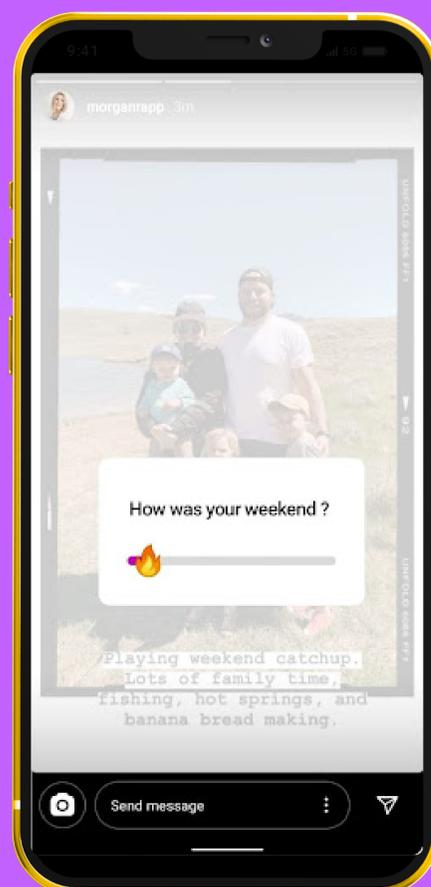
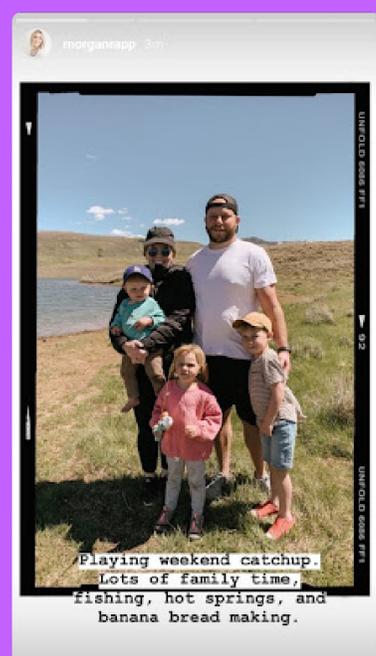
Try a Multiple Choice Game – The Quiz Story Sticker lets you create multiple choice “games” about anything you can imagine. It’s a fun way to quiz your users and have fun testing their knowledge about your niche.

38

Instagram Roulette (A New Spin on Giveaways!) This Story idea requires a bit more preparation in that you’d need to use a third party app called Easy Promos to make it possible, but you can make it happen and get a lot of people participating to win!

39

Add an Emoji Slider



40

Q & A Videos – Share a story on Instagram where you answer a user’s question. Ask your followers to submit their questions for a chance to get them answered in the next Story post.

41

Claim a Hashtag for Yourself – Create a Hashtag for yourself or your brand and encourage your followers to use it! We did this with the hashtag #14Reels for our 14 Day Reels Challenge and it became off-the-charts popular overnight!

Get even more templates, trainings and actionable steps you can take to boost engagement and grow your business on Instagram! At [InstaClubHub](https://www.instagramclubhub.com), we make it easy to get more of what you want out of Instagram. [Try it now for just \\$7!](https://www.instagramclubhub.com)



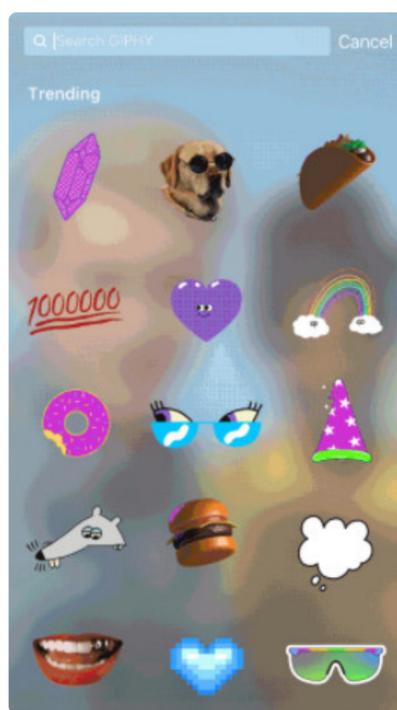
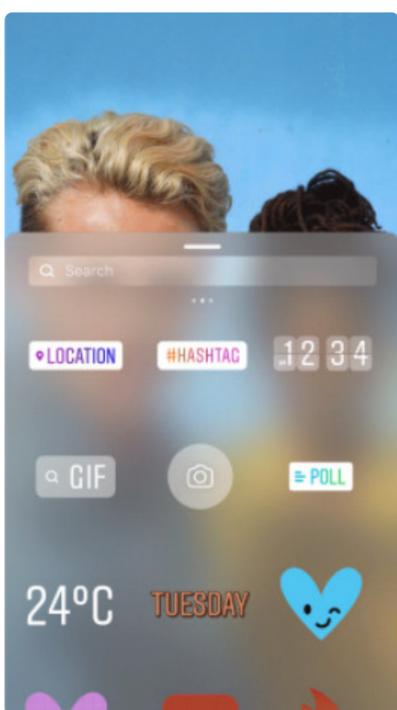
42 | **Did You Notice...?** – Share a story with an “Easter Egg” or a hidden feature of some kind in it. In the following Story, ask your readers if they noticed the hidden thing.

43 | **Insider Tips and Tricks** – What are some little-known tips and tricks in your industry or niche that most people don’t know about? People love helpful tips, especially when it comes to saving time or money!

44 | **Get Your Followers In on the Action** – Ask your users for their suggestions or ideas. What should you add to that recipe? What’s the coaching topic they struggle with most? What accessory would completely pull together that outfit?

45 | **Do a Collab with Another Industry Expert** – Reach out to another industry expert to promote an upcoming collaboration that will benefit both accounts by expanding your reach.

46 | **Have Fun with GIF Stickers** – GIF stickers are fun, interesting ways to jazz up your photos and stories. Add a touch of spice with animated designs to stop the scroll and grab people’s attention!





47

Go Beyond the Quote – Lots of people share powerful quotes on Instagram, but you can go one step beyond by “Storifying” quotes, Twitter-style. You simply take any public, permanent Instagram post and embed it into your story. You have the option to turn this feature off if you don’t want it happening to your own posts. You can also highlight (or not) the original author, resize the image and more.

48

Create a Short Explainer Video – Use your Story to create a short explainer video that demystifies a term or shares common pitfalls or myths in your niche and how to overcome them.

49

Create a Mini Tutorial – A short little visual tutorial lets your followers get hands-on and interactive with your Stories. What can you teach someone in just a few seconds?

50

Join InstaClubHub! – If you enjoyed these Story ideas, you’ll love all the amazing tools and templates waiting for you inside InstaClubHub! Join today and get INSTANT ACCESS to helpful trainings, live events, Q & A and more to help you market your business and grow on Instagram!

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