

# VickiMcLeod

## Instagram Stories: What content should you share?

- **How-to's**  
*Show us how to do something that you are good at and we'd love to know!*
- **Blog Snippets**  
*Tease us with your upcoming blog posts. Direct us to a link in your IG bio or post the link URL in the story.*
- **Interviews**  
*Do a quick 10-sec interview (or more than one) with a related expert, or a client*
- **Podcasts**  
*Tease us with info about your upcoming podcast or podcast interview*
- **Previews**  
*Give us a sneak peek at what's coming next in your life or business. We love the inside track.*
- **Takeovers**  
*Have a client, expert, board member or fan take over your account for a day.*
- **Event Highlights**  
*Show us what's going on at your special event or grand opening—highlights, or iconic photos of details (think: posters, flowers, badges, pins, people)*
- **Behind-the-Scenes**  
*Give us the real goods on what it takes to support your business, cause or service. We like to see behind the curtain. Give us a backstage pass.*
- **Exclusive Deals or Specials**  
*Offer us something special just for following you or being a fan.*
- **Resources**  
*Who or what are your favourite go-to resources that could help others. Share the love. Amplify their success. Tag them.*
- **Life Lessons**  
*What is the wisdom or insight you have to share? Tell us about your triumphs and also your challenges. Be real.*
- **Company/Org Culture**  
*What defines your business or organization? How do you put your values into action? Show us.*
- **Funny Moments**  
*Share your happy highlights. Tell a joke, or share a blooper reel of video.*
- **Customer or Stakeholder Stories**  
*These are the best – what do your clients, customers, stakeholders or volunteers have to say about your product, service or casue? Have them say it in your story or quote them. What about your team or employees?*
- **Go live with a Q&A.**  
*Promote it in advance and then take questions.*
- **Special Moments**  
*Share your special moments with us, milestones, anniversaries, memorable times.*

*Also: use hashtags, geotags, polls, stickers, gifs, emojis and changes in text and font to make your stories interesting but do stay on brand. If you are quiet and serene, don't use a LOUD font or colour. Strive for consistent thematic elements as a through-line in your stories. Mostly, have fun! (It's contagious)*

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