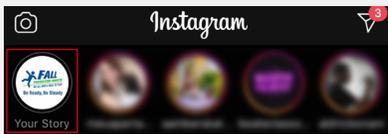# HOW TO USE INSTAGRAM STORIES

Instagram Stories allow you to engage with your audience in an interactive, personal manner. This Instagram feature allows you to share photos and videos as well as polls and questions through short-lived clips that vanish after 24 hours.

To sign up for Instagram, you may use your Facebook account or create your own username and password.

How to Post an Instagram Story

1 Download and launch the Instagram app on your mobile device.

2 Login to the app using your Instagram or Facebook account.

3 On the top left of your home feed, click the **Your Story** button that has your profile picture.

4 Once the Story feature launches, you can choose to take a photo or use a pre-existing one by clicking on the square in the bottom left corner.

5 Edit and customize your chosen image or photo by using Instagram Stickers, face effects, the drawing tool or text—all available on the top right side of the app.
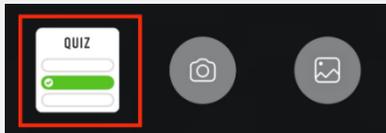
How to Create an Instagram Quiz

The Instagram Quiz sticker lets you ask multiple-choice questions to your audience and track results in real-time. Your followers will immediately know if they got an answer right, making it an interactive, fun way to engage with them. Once you have added a story, follow these simple steps if you would like to use the Instagram Quiz sticker.

1 Once you have chosen your background, click on the peeling **Square Smiley Face** button on the top right corner.

2 Click on the **Quiz Sticker.**

3 Type in your question and options; select your answer and change the sticker colour to your choosing.
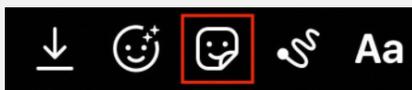
4 Click **Done**, then click on your profile picture at the left bottom of the story and share the quiz with your audience.

5 To check results and insights, open your story and swipe up on the screen. Here you can see how people responded to each option.
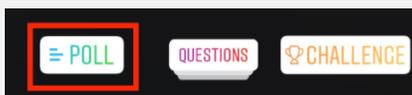
How to Create an Instagram Poll

Instagram Polls allow you to ask a question about a particular topic to your audience and see real-time results you can later on share. You can also add an Instagram Poll Sticker to your Story.

1 Once you have chosen your background, click on the peeling **Square Smiley Face** button on the top right corner.

2 Click on the **Poll Sticker.**

3 Type any relevant question and answers for your poll.

4 Click **Done**, then click on your profile picture at the left bottom of the story and share the poll with your audience.

5 To check the results and insights of your poll, open the story and swipe up on the screen.

6 After your poll has been up for your desired length (24 hours or less), click on the **Share** button on the story to share the poll results with your audience.

How to Use Instagram's Ask Me A Question Sticker

Instagram's Questions Sticker allows your audience to ask you questions about any topic you choose. Once you have added a story, follow these simple steps to use the Instagram Questions Sticker:

1 Once you have chosen your background, click on the peeling **Square Smiley Face** button on the top right corner.

2 Click on the **Questions Sticker.**

3 Type in your desired topic and change the sticker colour to your choosing.

4 Click **Done**, then click on your profile picture at the left bottom of the story and share the quiz with your audience.

5 To check the questions being asked, open your story and swipe up on the screen.

6 Answer questions privately through direct messages or share the question and your response in a new story.

HOW TO USE FACEBOOK LIVE

Facebook Live allows you to live-stream video content to your followers directly from your mobile device. You can use this feature to host a Q&A with your audience or to stream a conference or event.

How to Host a Facebook Live Event

1 Download and launch the Facebook app from your mobile device.

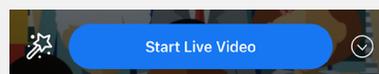**2** Login to the app using your Facebook credentials.

3 Click on the **Live** button with a red camera on the top left corner of the app.

4 Click on the top left corner once Facebook live has launched to select your audience (public, friends or a personalized friends list).

5 Add a description to your Facebook Live event and click on **Start Live Video** to begin streaming.

6 After the event, find your Facebook Live on your feed and feature it on your page to increase its views.

7 Facebook automatically saves your live event, so you can share it at a later date to reach a new audience.