

Create a story

A story is a type of post that will exist for 24 hours then disappear.

Stories can be used to promote a regular post, to remind your audience of an event (for example: "We're meeting tonight at 7 PM"), for breaking news, for information you don't want to post permanently to your timeline, to interact with your followers etc.

Note: you can share links in your stories which you can't do in a regular post.

You will find stories at the top of the Instagram app when you open it.

► **Watch the tutorial to learn how to create a story** (2 minutes):

https://youtu.be/uQk6AVo53_Q
