



# Standout Stories

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**Dakota Snider**

Digital Marketing Coordinator  
Mammoth Lakes Tourism



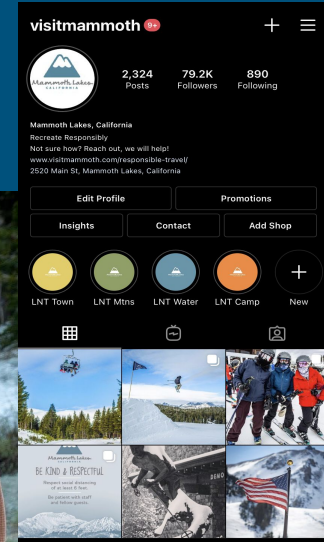
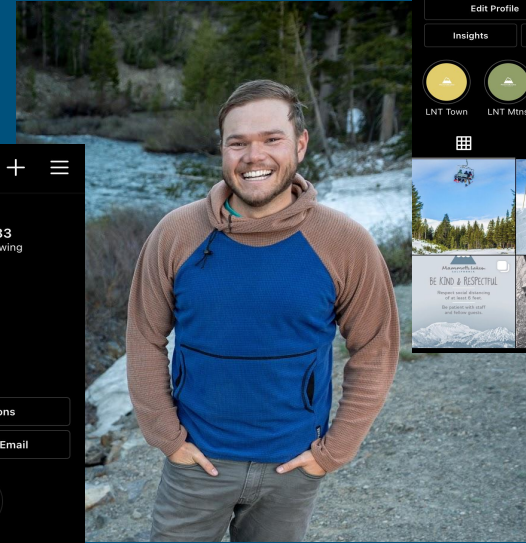
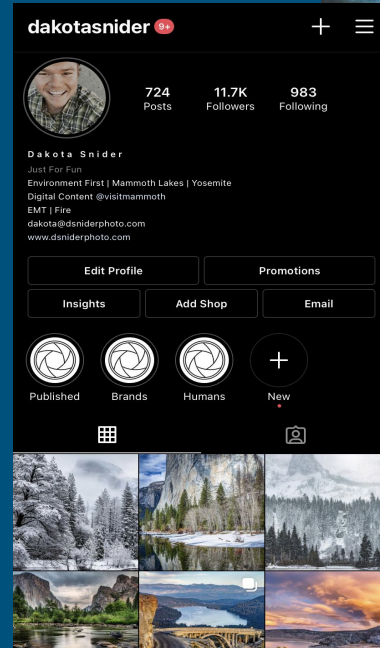
# About me:

## Dakota Snider

Professional Photographer  
Mammoth Lakes, California

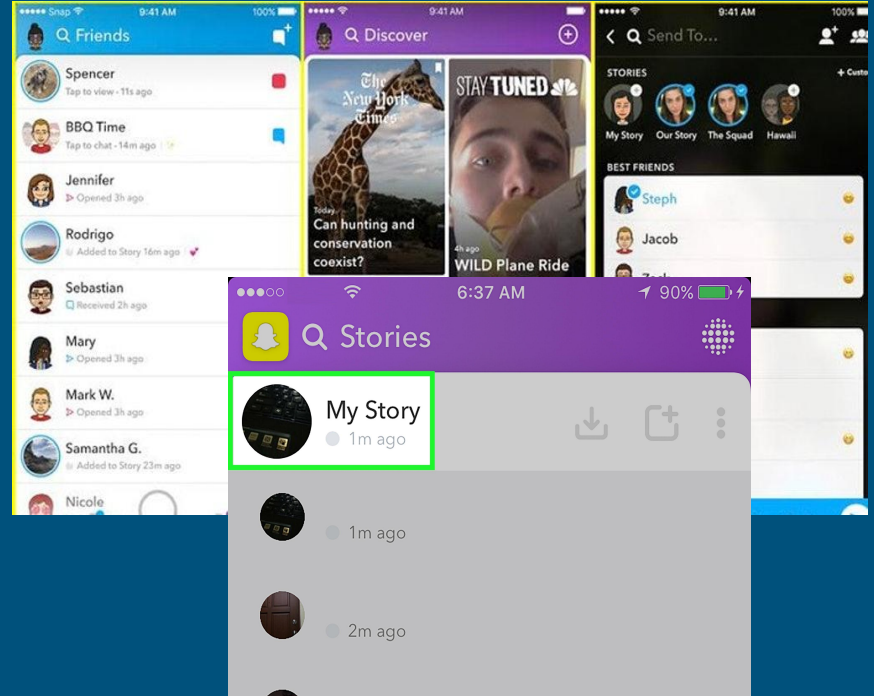
Digital Marketing Coordinator  
Mammoth Lakes Tourism

-170,000 cross-platform followers



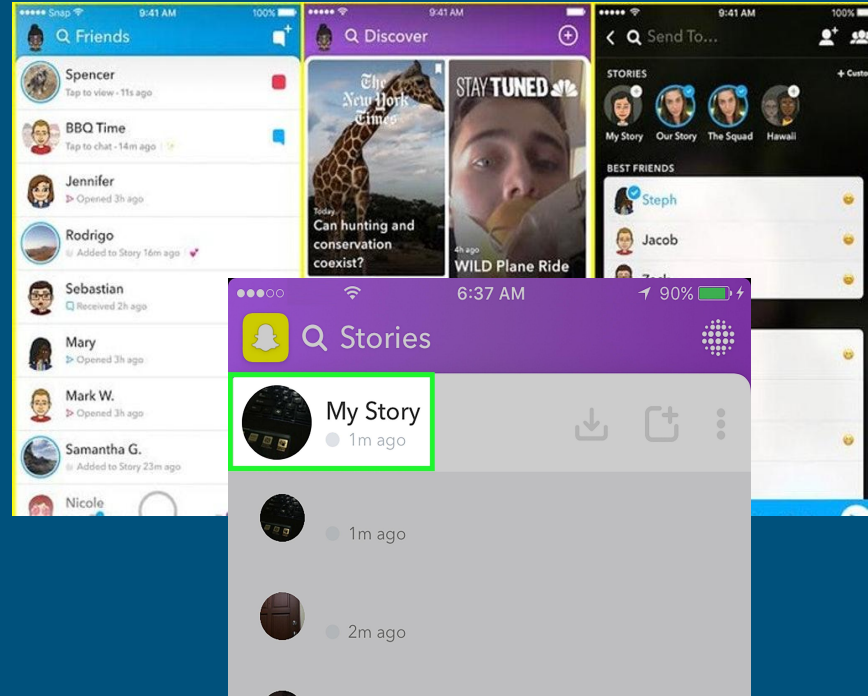
# History of Stories

- Snapchat
  - October 2013
  - They were onto something, right?
    - Hard to imagine social without stories.
- Evolution of Instagram
  - Too polished, not “Insta-worthy”
  - Stories, Fall 2016
  - Facebook
  - Twitter?



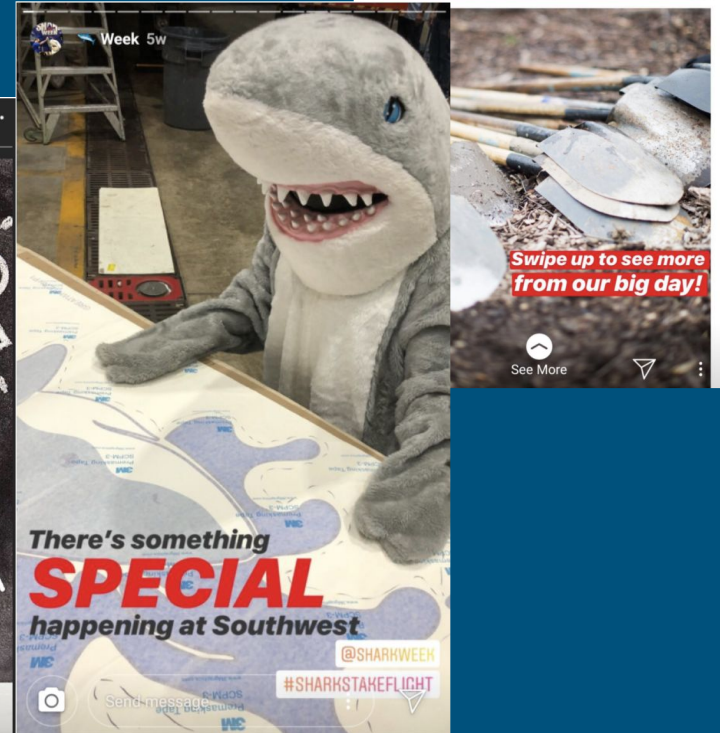
# History of Stories

- 90% of accounts follow at least one business on Instagram
- 83% of IG users discover new products and services
- 500 million accounts use IG stories every day
  - 190 million people on snapchat



# What is a story? Nuts and Bolts

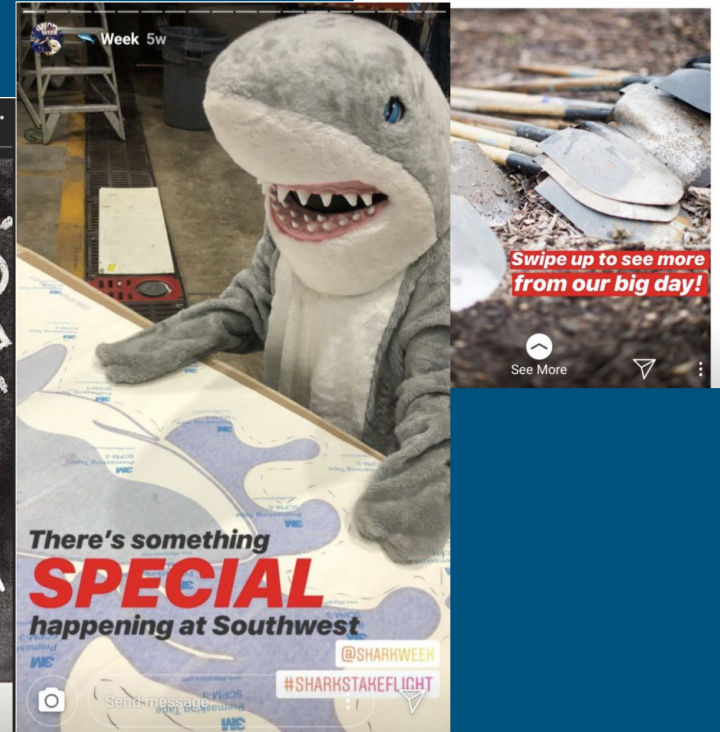
- A linear way of presenting a topic
- Able to be real time
- Convey multi-part information in easy to consume ways
- Disappearing (24 hour time)
  - Highlights





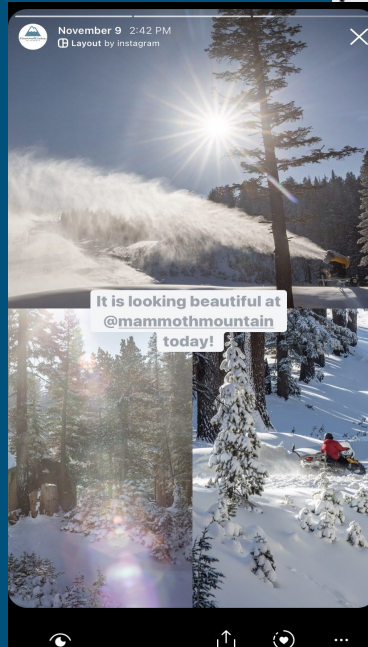
# Group Question:

- What makes an attractive story?
- Open Instagram and find a current brand story.
  - What are they talking about right now?



# How can DMO's use stories?

- Sharing Information
- Engage / Educate
- Sharing UGC
- Behind the scenes / Unedited Content
- Time Sensitive
- Announcements

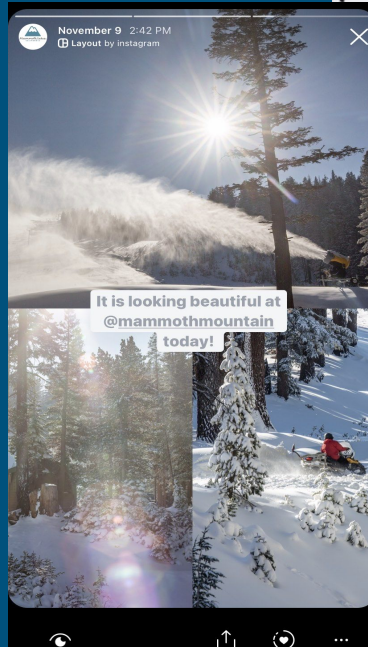


Share Highlight More

Share Highlight More

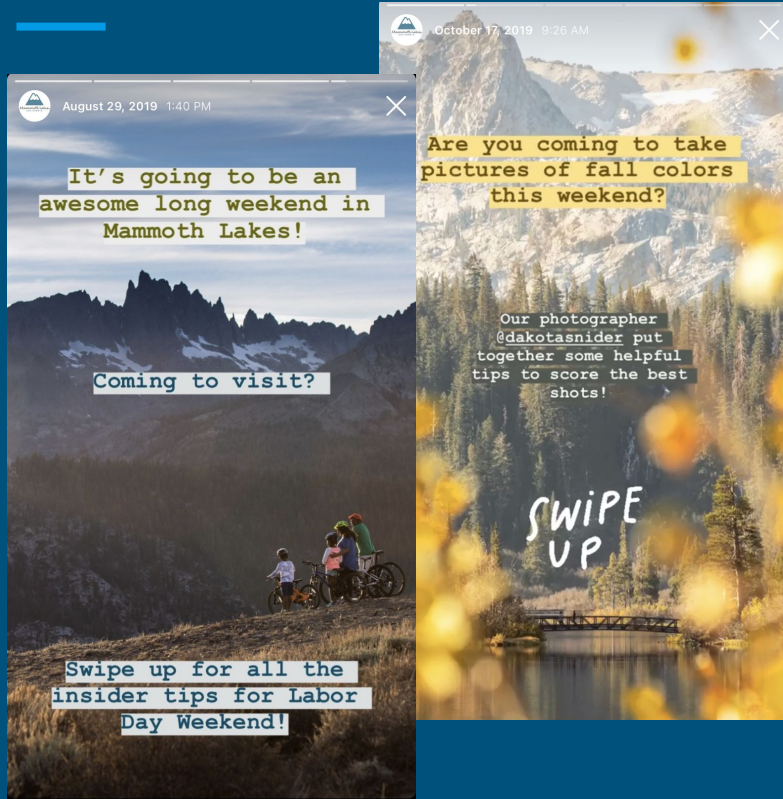
# How can DMO's use stories?

- What do you use stories for most often?
- Do you post every day?
- Are you engaging your audience?





# What makes a good story?



- Personal / Get a face on camera
- Keep it light / bright colored
- Use imagery when possible
- Stickers / Gifs
- Engage
  - Important!
  - Interactive
- Simple text
- Links

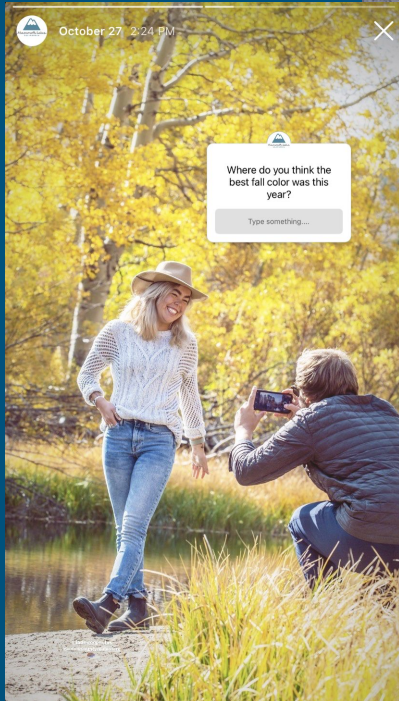
# Personal / Get a face on camera



- Better yet, get multiple faces on camera.
- Show proper Covid education
- Keep a voice for your brand.
- Engage in LIVE stories.
  - How long?

\*These photos were taken pre-covid.

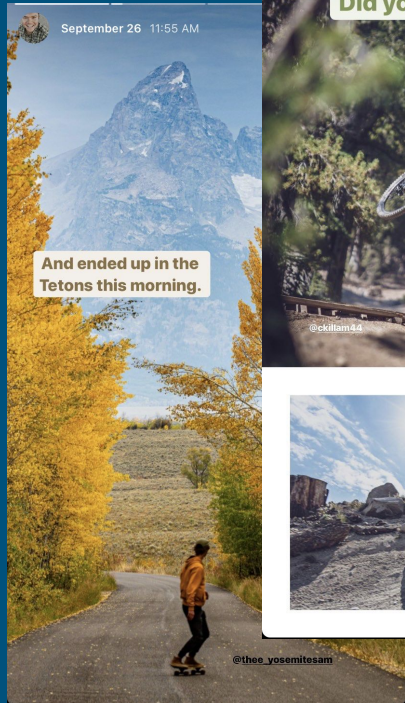
# Keep it light / Bright colored



- No one wants to engage with dark or heavy feeling stories.
- Simple is key.
  - Easy to consume



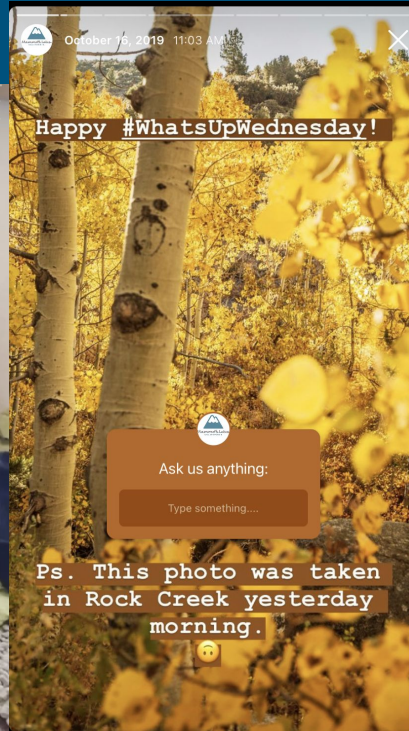
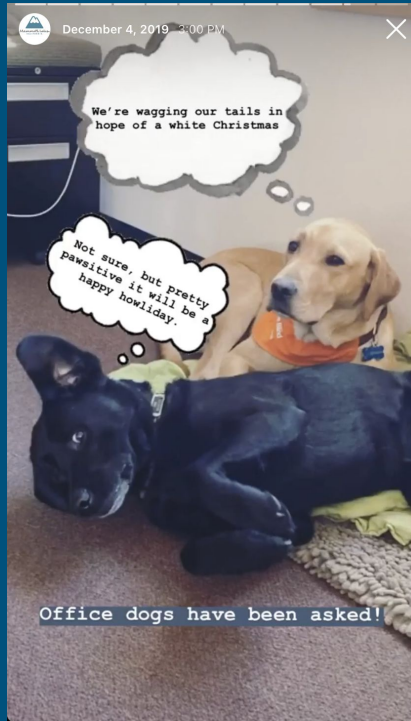
# Use imagery



- Photos are key
- Screenshot for clarity
- Link it out!
  - Push users to your website

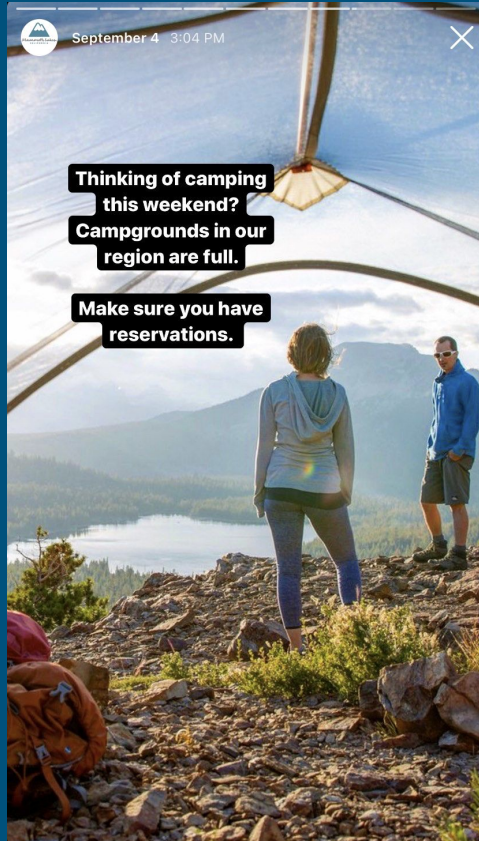


# Stickers / Gifs



- Engage
  - Engagement is very important to keep your audience top of mind.
    - Ask questions
    - Use surveys
    - Any sticker that receives a click
    - Use emojis
    - Create movement

# Always use simple text



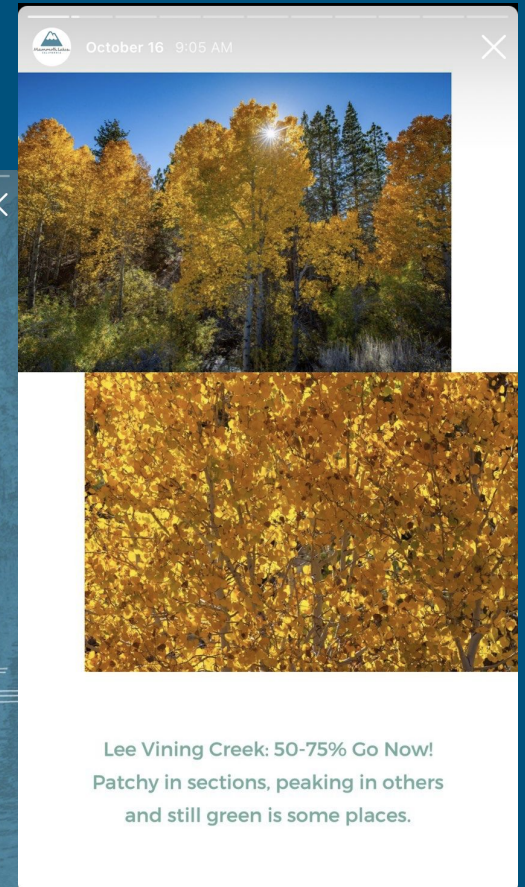
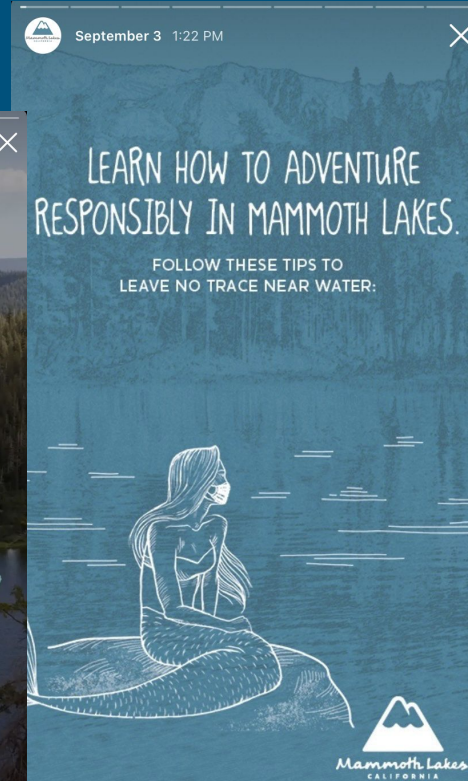
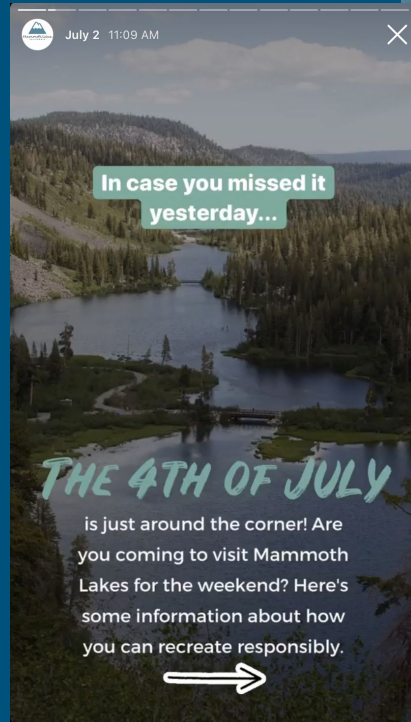
- No one wants to read a huge block of text on a story.
- “Tap to pause” reduces engagement.
- Ask questions!
- Let your audience know when you are about to make a long story.



# Programs to Help:

- Adobe Spark
- Unfold
- Hype Type

Professional stories



# Reels / IGTV

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- One of IG largest competitors: YouTube
  - How do you get people to stay on your platform for longer?
    - Engage them with longer videos
- Brands have their work cut out for them.
  - What story to you tell?
  - IG Live lives on Reels now.
    - Major upgrade from old story format.



# Reach out!

Please feel free to reach out for specific questions.

Dakota Snider

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