

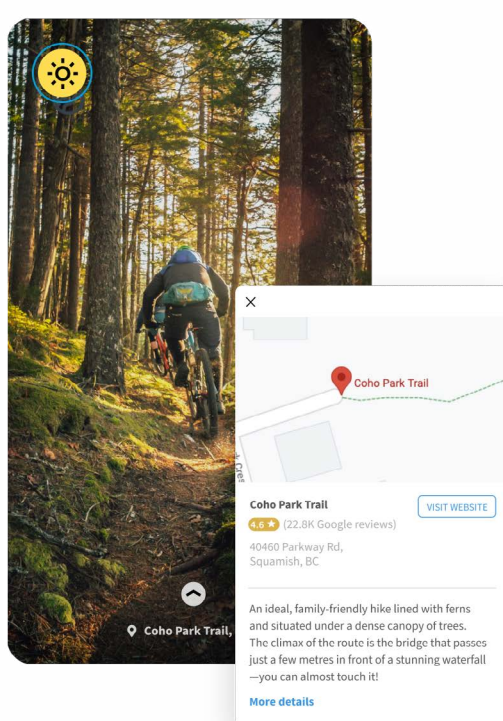
Tips for Creating a Great Story

Create a strong narrative

Pick a theme and stick to it

Make sure you have a clear narrative or theme across your story pages. If your story is about the best mountain biking trails in your destination, make sure that each page relates to this theme.

Using lists is a great way to engage viewers. E.g., 11 Brag-Worthy Mountain Bike Adventures or Top 5 Hikes to See Fall Colours.

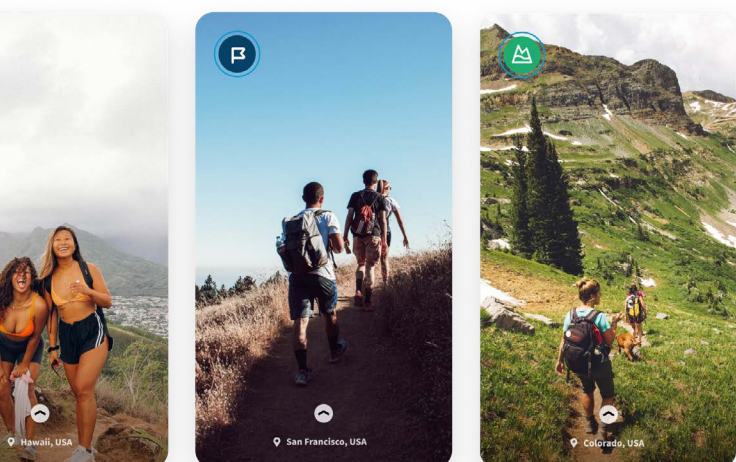


Short & sweet

We recommend a story length of 4 - 10 pages. This allows you to build enough of a narrative to hook your viewers.

Use the swipe up feature

The swipe-up feature allows you to add more context about the experience in your photo or video, like links to buy, support or learn more. Creators that use this feature tend to have higher engagement.



Portrait mode

When you frame your photo or video in portrait, you have a better chance of capturing and showcasing what's important.

Choose visuals thoughtfully

High quality visuals

This means a few things. For one, they shouldn't be blurry. Make sure the subject matter is clear and in focus. You want crisp shots that are aesthetically pleasing.

Authenticity

Viewers gravitate toward authentic visuals, so try your best to use UGC.

Audio

When people are speaking, ensure the speech is audible and aim for good sound quality where possible.

Video & images

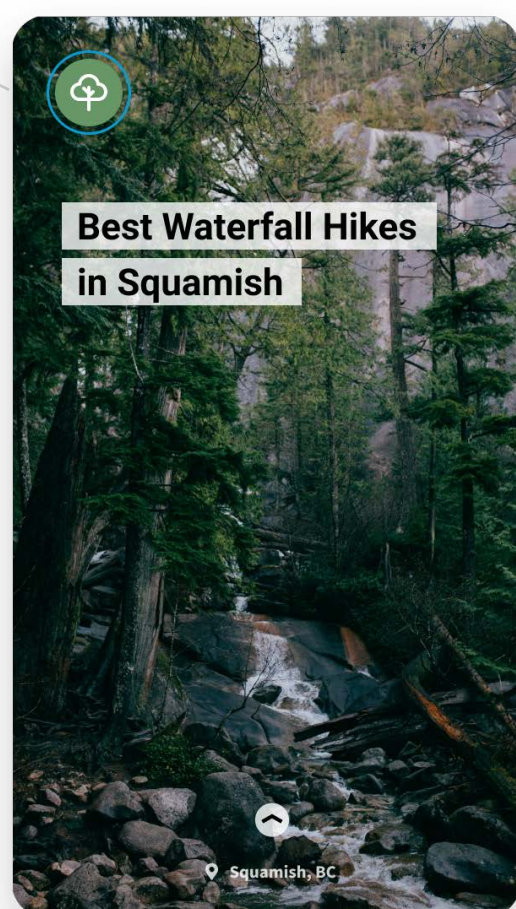
We recommend you at least one video for every 2 - 3 photos.

Enrich visuals with text

Create text in Story Creator

Avoid using burned-in text on your imagery — this means text that's a part of the image itself. This will ensure that the text is always visible, preventing it from overflowing off the side of the page when resized to different devices. What's more, Google can't read burned-in text, so to improve your SEO ranking, make all your text in Story Creator!

Titles should be a maximum of 40 characters and body text should be a maximum of 280 characters per page.



Check for contrast

Ensure there is enough contrast between your text and the background. Instead, choose a photo or video that is not busy. If your text color is white, and the background photo is too light, it could be hard to read what it says.

Include location name

To help your viewer orient themselves, and to increase your rank on Google, it's best to call out the location of your story in your title. The location or point of interest is something most viewers want to know right away.