Storyboarding for Successful Stories
Stories And Storytelling

When Instagram started almost 10 years ago, it started as solely a visual platform where we could just instantly post photos on our grid, and probably using some outdated filters to show off where we were and what we were doing everyday. It’s safe to say that social media was such a different space a decade ago.

Just as we would not use old grainy Instagram filters and borders that are so 2010, we would hope that your content strategy isn’t stuck in the early ‘10s either. As social media and specifically Instagram has evolved tremendously in the past years, digital marketers have been elevating their strategies too. Instagram is no longer just a tool to share beautiful imagery, but with Instagram Stories and IGTV, it’s become social media marketers’ tool to exercise visual brand storytelling that helps create profound content that harnesses engagement and deepens brand loyalty from audiences.

So just as you would plan out your grid ahead of time and create a strategy for the content you’re going to put on your feed, so should you do the same for your content on Instagram Stories, and that starts with planning and creating a storyboard.

At the end of the day, we really want to make our social media channels be more powerful and get an even more engaged audience, right?
Why Is Creating a Storyboard Important?

When you are creating your Stories, imagine yourself as a director. And to be a great director, you have to have great direction and clear idea of what the end result of what your film will look like. One of the key elements to creating a great visual story is to create a storyboard and to show what the beginning, middle, and end of your story will be so your audience not only is engaged but sees that your story is also cohesive.

When you’re able to plan out how many frames your story is going to have along with what is going to be on each of your frames, you’ll know exactly what movie you’re directing when it comes to creating the content you need to meet your social media goals.

At the end of the day, creating a storyboard is to help you and your content strategy get better aligned with the goals that you’ve set for your brand, especially if it means creating more engaging content for your audience that gets their attention and actually resonates with them. And if you’re already planning out your content strategy ahead of time and using PLANOLY for...
Things To Ask Yourself When Storyboarding

WHAT IS THE OVERVIEW OF YOUR STORY, AND WHAT IS THE MESSAGE YOU WANT TO CONVEY TO YOUR AUDIENCE?

WHAT ARE THE KINDS OF STORIES THAT YOUR AUDIENCE CARES ABOUT?
Feel free to ask them yourself by including the questions sticker in your Stories to make them more interactive.

WHAT IS YOUR BEGINNING, MIDDLE, AND END?
How does your story tie in together with all the different images, clips, and copy that you’re sharing?

HOW DOES YOUR FIRST STORY BUILD UP ANTICIPATION FOR YOUR AUDIENCE TO WATCH TO THE VERY END?
Remember that as humans in the digital age, we have to fight to grab people’s attention span, so it’s critical that your very first story already makes your audience want to watch to the very end. A great way to start is by using one of StoriesEdit’s templates to create a visually intriguing story and adding copy to let them know from the get go what they’re about to watch in the coming up Stories. As a bonus, be sure to include an interactive Stories sticker to ask them something on the topic of the entire story to help build even more engagement.

HOW LONG IS YOUR STORY?
A good rule of thumb is to have at maximum 7-10 Stories up at a time. The more Stories you have, the less your audience will be engaged and the higher your drop off watch rate will be. We want to avoid that at best we can, so make sure that when you create your Stories and record them ahead of time, that you can look over them before you post and cut out any unnecessary content that could just be hindering your engagement in the end.

HOW SHOULD YOU POST YOUR STORIES IN A STRATEGIC WAY?
When posting on Stories, it’s important to space out your Stories throughout the day to make sure you stay on top of your audience’s feed. For example: if you’re posting 8 Stories throughout the day, post 2 every two hours so that your Stories will pop back up to the top of your follower’s feeds.

ARE YOUR STORIES VISUALLY APPEALING?
A great storyline and amazing and substantial content will allow your audience to know exactly what your brand is and it what it intends to do with its social content, but at the end of the day Instagram is a visual platform and we have to make sure that our Stories are able to stand out. With StoriesEdit, you’ll be able to create Stories that are not just great in the context that they hold but are able to visually inspire your audience. On top of that, they also give a clear identity of your brand to your followers, allowing all your social media content to be cohesive on all channels.
Storyboard Worksheet

When using this worksheet, you are welcome to either draw out your ideas or write out what each of your Stories is meant to have in each box.

**STORY SUMMARY & LENGTH:**

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Things To Consider

STORY #1

This should be your most captivating Story to make sure that your followers stay watching all your Stories all the way through.

Use StoriesEdit to create a Stories cover title page for what your Stories are about to see.

Give your followers an idea of what they will be seeing in the coming Stories or what they can anticipate - THE KEY IS ALWAYS TO BUILD ANTICIPATION.

STORY #2-#6

This is the plot of your story - the reason why your audience made it past the first Story so make sure that you're still keeping them watching.

Here is where you would include any interactive Stories stickers to make your Stories even more engaging.

If each Story is referring to a specific topic that has a link you can refer your audience to for example: if you're doing a roundup of your week's best reads from your blog, then you should include a link for your followers to “tap for more” so you can drive more traffic back to your site.

Make sure that interchange these with with a variety of images, videos, Boomerangs, different kinds of media that make your Stories even more dynamic and fun to watch.

STORY #7 (OR FINAL STORY)

Time to wrap up the story! This is your conclusion that ties in your entire Story together, so make sure you wrap it up with any final mentions you are to include in your Story, along with any “tap for more” or call to actions for what you want your followers to do.

And that’s it! The key to always remember is that your Story should always be intriguing, engaging, informative, and educational. At the end of the day, we have followers because of the value that we offer them through our content, so continue offering that through your Stories.