



# STAYING CONNECTED THROUGH STORIES

**Instagram Stories Covid-19 Playbook**

In the wake of the COVID-19 pandemic, businesses are dealing with uncertainty about how to reach and serve their customers in authentic ways that provide value and reassurance.

One way to stay connected with your customers is through Stories. Stories' real-time and authentic nature can help humanize your brand, drive entertaining engagement and garner support for your business.

Here are some tips on how best to use Stories during this challenging time.

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# MAKE IT EASY FOR PEOPLE TO SUPPORT YOU

## Deliver the goods

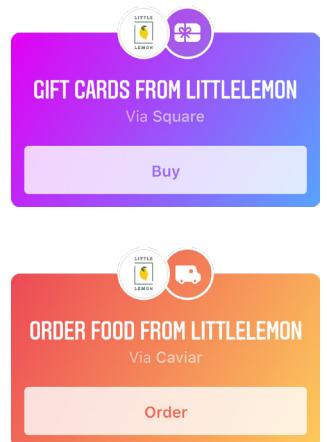
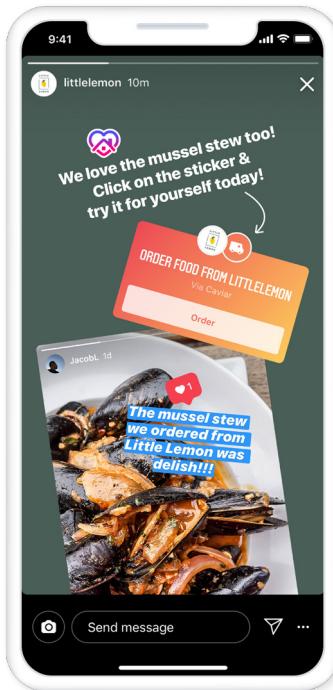
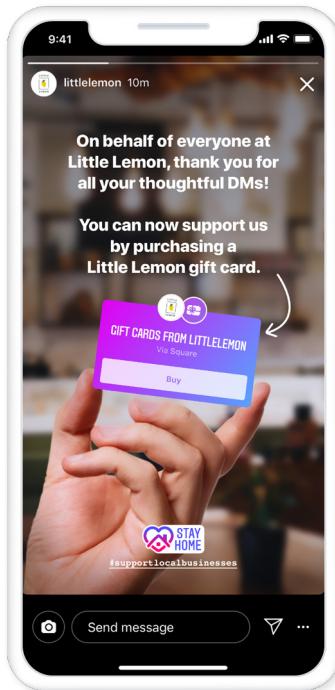
Use the food order sticker so people can order food from you directly in Instagram. Excite and entice them by introducing new items on the menu. Encourage people to re-share to help spread the word.

## Gifting made easy

The gift card sticker gives people an easy way to support your business. Show your appreciation. Let people know how much their support means to your business and your crew.

## Share the love

Acknowledge and involve your supporters by reposting their Stories, shoutouts and reviews to inspire diners.



## Drive awareness of your fundraiser

Easily let people know about your Facebook fundraiser by sharing it to Instagram Stories.

## Highlight your offers

Save your Stories as "Highlights" so they appear in the tray on your Instagram profile. That way, people who don't see it in the first 24 hours can still see your content and ways to support.

Learn more about gift card and food order stickers for businesses [here](#).

# BE TIMELY AND CONSIDERATE

## Use appropriate imagery

Think about the videos or imagery you're using and whether they contradict the social reality many are experiencing. For instance, showing people touching or high-fiving can feel off given the current situation.

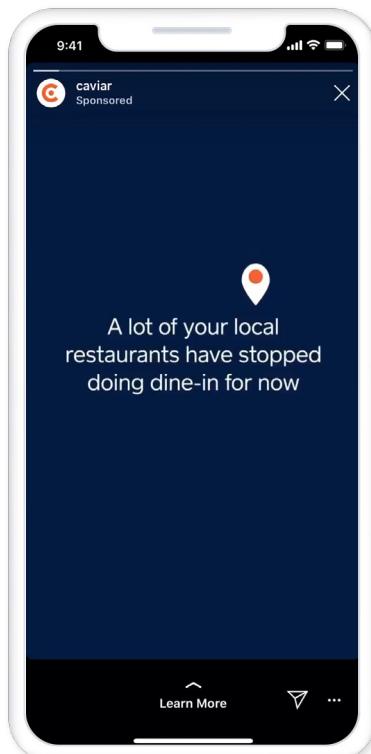
## Show empathy

Evaluate what may be top of mind for people, and highlight products that can help people adjust to changes, like working from home.

Green Chef ([@greenchef](#)) encourages people to avoid grocery store lines by opting for their meal delivery kit.



Caviar ([@caviar](#)) reminded people to support local restaurants by ordering takeout and delivery.



# STAY IN TOUCH WITH YOUR CUSTOMERS

## Share important info

Proactively communicate important information and changes with your customers, like updated hours of business or digital events you're hosting.

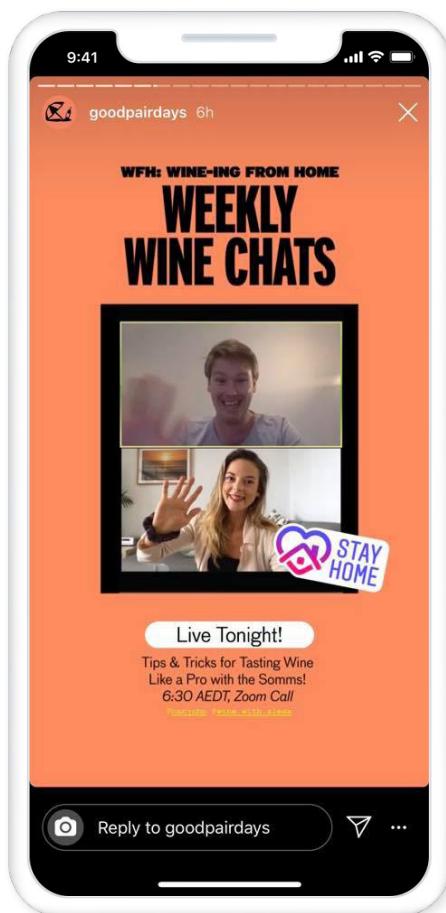
## Answer FAQs

You may not have time to answer every message in your Direct inbox, or via email, so you can share the answers to common questions. Consider creating a Highlight with answers to FAQs.

Wine company Good Pair Days ([@goodpairdays](#)) shared how people can join weekly wine chats they are hosting.

The US Embassy in Turkey ([@abdbuyukelciliği](#)) addressed an FAQ by sharing how people can get in touch with them.

Cheese company Curds & Co. ([@curdsandco](#)) is hosting virtual classes dubbed "Cheese Therapy."



# UPLIFT AND ENGAGE YOUR AUDIENCE

## Help people smile with good news

Re-share positive content from your community coming together to inspire others.

ADT Security (@adtsecurity) featured uplifting stories of human kindness and selflessness.

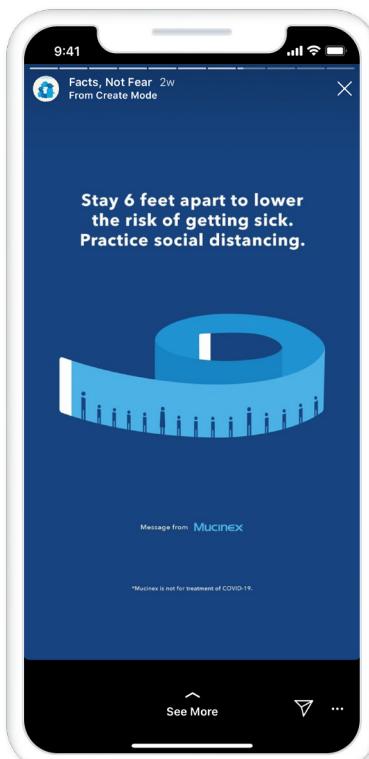


# SUPPORT HEALTH AND SAFETY MESSAGES FROM TRUSTED SOURCES

## Keep people informed

Help get the word out about important information and recommendations from verified organizations, like the World Health Organization.

Mucinex (@mucinex\_us) helps people understand facts and reminds viewers of the importance of social distancing.



# KEEP IT REAL AND PURPOSEFUL

## Be authentic

Take people behind-the-scenes of your business to show them what's really happening and how you're feeling in this uncertain time.

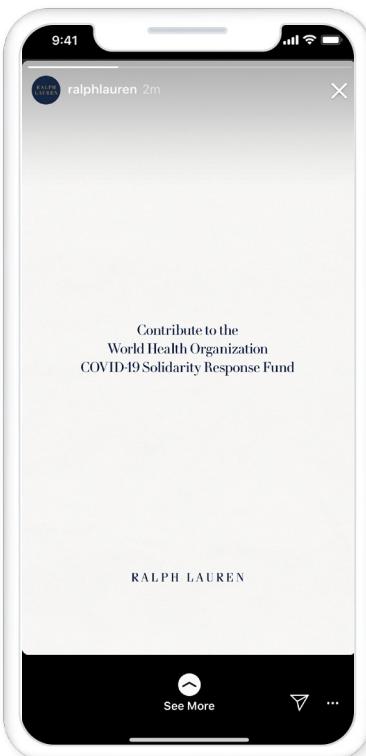
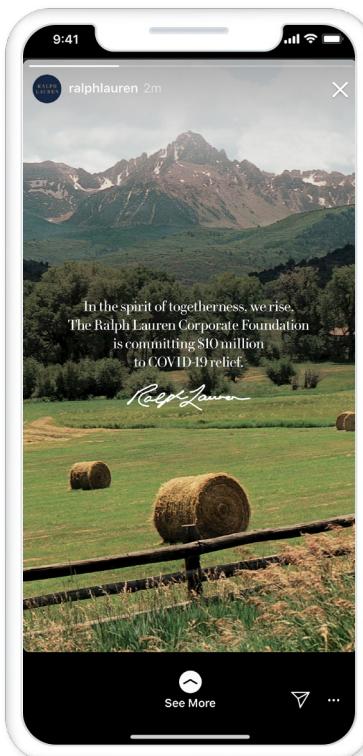
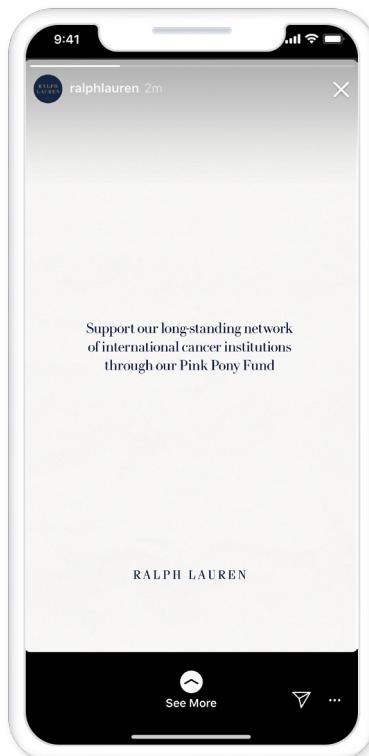
## Share your support

Let people know how you're helping your community and encourage people to get involved if appropriate.

The Bouqs Company ([@thebouqesco](#)) offered a discount to healthcare workers and their families as a thank you for their sacrifices.



Ralph Lauren ([@ralphlauren](#)) shared how they are generously donating to COVID-19 relief.



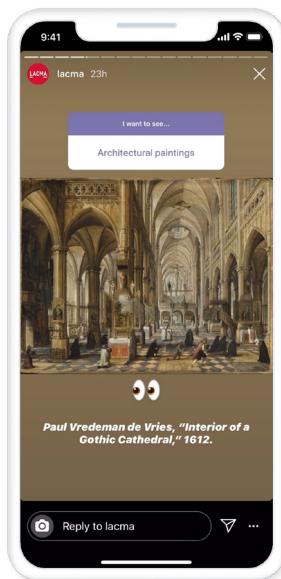
# MAKE IT PARTICIPATORY USING INTERACTIVE STICKERS

## Start a conversation

Use the question sticker to ask your audience how they're feeling and what they'd most like to hear from you.

## Create excitement

Try the Countdown sticker to build anticipation for a moment or digital events.



LA County Museum of Art (@lacma) is using the question sticker to ask what type of art their followers would most like to see.

# UNITE PEOPLE BY STARTING A "CHALLENGE"

Stories is where people like to sing, dance and express themselves. Create challenges for people to re-share in their stories and @ mention their friends.



Klook (@klooktravel) is encouraging people to recreate their favorite travel pictures, by using anything they can find in their home and including #TravelFromHome.

# INSPIRE EXPRESSION WITH YOUR OWN TEMPLATE

Create a fun quiz or questionnaire that your audience can fill in and share to their Stories.



Square (@square) encourages followers to highlight small businesses they love and tag others to do the same using this template.