

Leveraging Facebook Stories for Audience Engagement

Facebook stories are a wonderful way to share content with your community and grow your reach. If you're not sure how to get started, here's what you need to know...

- **Decide between picture and video.** Stories can have either pictures and text or video. But you can't have both in the same story, so you want to decide in advance what you plan to do.
- **Choose your content topic.** The next thing you need to decide is what you'll cover in your story. You can choose to make a story announcing a new product, sharing a behind-the-scenes moment, or a glimpse into your business.
- **Don't start from scratch.** You can create images for your Facebook Stories using [Canva](#). This tool makes it simple and easy to design beautiful graphics that will catch your audience's eyes.
- **Introduce yourself.** Use a Facebook story to introduce yourself and your brand by putting together a few photos that capture the essence of who you are and what you do.
- **Show off your team.** Let your audience see the faces behind your brand by showing off your team members in a Facebook story.
- **Let your personality shine.** Some brands worry that they have to be sterile and uninteresting in their content. But audiences prefer Facebook stories where you shine your personality proudly.
- **Use filters.** Stories with filters get more views and more engagement so be sure to use filters when you post image driven stories.
- **Add overlays.** Overlays create visual interest and capture the attention of your viewers. But don't go overboard or you'll overwhelm your audience. Instead, pick one or two overlays at the most.
- **Create a style guide.** Once you have a few stories under your belt, try to use the same filters and overlays on each video. This is a way to subtly brand your content, so your audience begins to recognize your format.
- **Celebrate a milestone.** The next time your business hits an important milestone, invite your community into the celebration by using a Facebook story to mark the occasion.
- **Share a tutorial.** Show your audience how to do a task related to your niche. For example, if you're in the beauty industry, then a tutorial on how to create a killer cat-eye is sure to engage your community.
- **Post about an event.** If you're attending an event that's relevant to your audience, share it in your Facebook stories. Not only is this great content, it gives you something new to post.

- **Welcome influencers.** Get an influencer to take over your Facebook stories for a day. This can result in hundreds of new followers and create a valuable, professional alliance.
- **Showcase a special sale.** If you really want to show your Facebook fans they're special, create a sale just for them. Make a coupon code or discount they can only access if they watch your Facebook story.
- **Be a tease.** Before a new product drops, let your audience have a sneak peek by sharing a shot of it in your Facebook story.
- **Post an interview.** Sharing good feedback and reviews of your product makes your audience associate positive feelings with your brand and entices them to buy from you.

Good luck with your stories!