**Telling your story:**
Instagram is a platform to showcase a passion behind your beliefs and the personality behind the politics. It doesn't matter how big or how niche the account is, speaking with a consistent, genuine authenticity is key.

Remember to have fun while showing the seriousness of the issue, stay true to your tone, and create content that people want to engage with. Focus on the quality of the content rather than the quantity. Below are some new features to help.
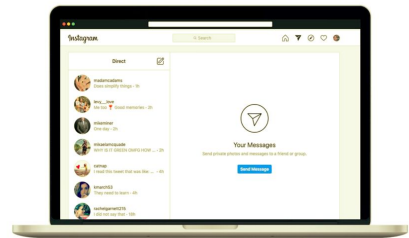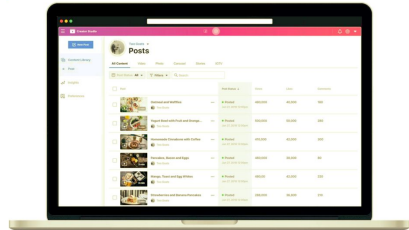
Manage Comments in Bulk

Stories About You: Collects stories @mention of your account in one place. View them sequentially in a "reel" like you would someone's story.
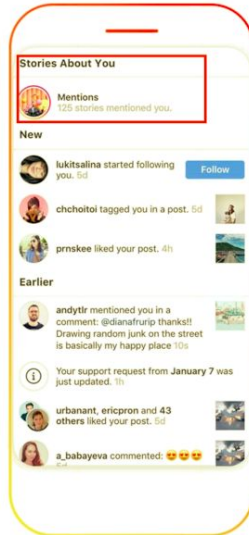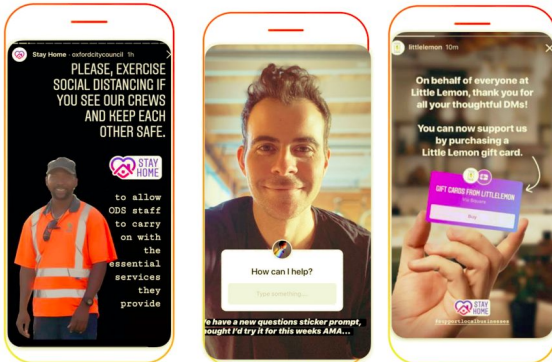

Watch Lives and Manage DMs from Desktop

Creator Studio for Desktop

Bringing People Together: Stay Home & I STAY Home for stickers. Thank You Hour Sticker and Live Story. Thank Health Heroes sticker. Question sticker updated to "How can I help?" Gift cards for small businesses.

Restrict Feature: Block Troublesome users with the restrict tool. Users don't know they're blocked from your page. A user is able to approve or delete the comment.
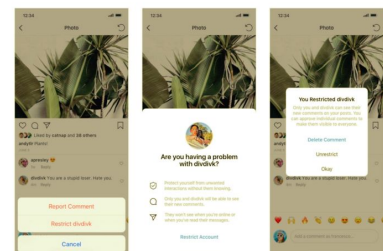
Tage Management

Co-Watching & Media Sharing


Going Instagram Live

Instagram Live is an incredible channel for driving audience expansion, engagement, and connecting with constituents in a direct, transparent way.

Hosting an Instagram Live can also help boost your discoverability on Instagram. For example, every time you go live on Instagram your followers will receive an in-app notification, and your Live will be bumped to the front of their Instagram Stories feed.

Always give your Instagram Live a boost by promoting them on Instagram Stories in advance.

Check Your Settings

Before you jump into your Instagram Live, it's a good idea to check your settings are exactly as you want them to be. To access your Instagram Live settings, open the Instagram Stories camera and swipe across to the "Live" mode. Tap the wheel icon in the top left-hand corner to open your controls.
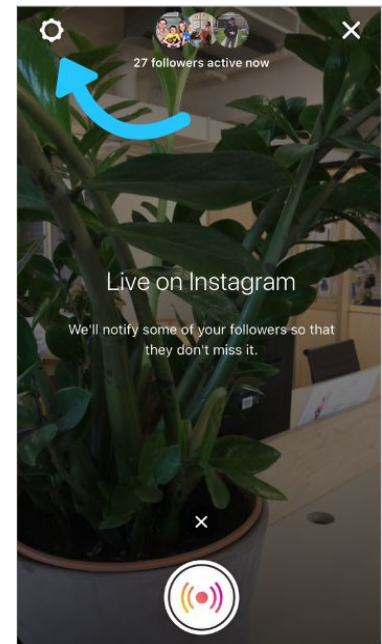
Automatically hide offensive comments & words. Open settings, scroll down to "Privacy," select "Comments," and then toggle "Hide offensive comments" from "Off" to "On."

To filter out comments that contain specific phrases, toggle "Manual filter" from "Off" to "On" and then type the words or phrases you wish to filter out separated by commas.

Open the Instagram Stories camera and swipe across to the "Live" mode. You will be able to see how many of your followers are currently active in the Instagram app, which is a good indicator of how many people will receive an in-app notification if you go live straight away. Tap the live icon. Once your live is underway, you can choose from a number of features to make your broadcast more engaging.
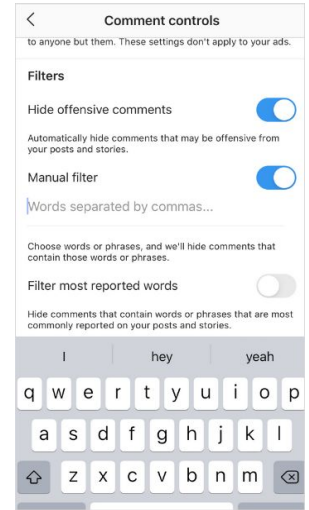

LIVE   LIVE WITH   LIVE Q&A

1. Share questions from your viewers to the screen by tapping the question mark icon. Note – you can only share a question once a viewer has submitted it during the broadcast.

2. Send a Direct Message to someone about your Instagram Live by tapping the paper plane icon.

3. Invite someone to co-host your Instagram Live (like anyone from the Colorado delegation) by tapping the faces icon.

4. Share an image or video to your broadcast screen by tapping the camera roll icon in the right-hand corner of the screen. (When you add an image or video from your camera roll, your video live stream will move to the top right-hand corner of the broadcast screen, on top of whatever media you've chosen to share).

5. Tap "Comment" to add a comment to the live stream. You can also pin a comment to the top of the feed by tapping and holding it.
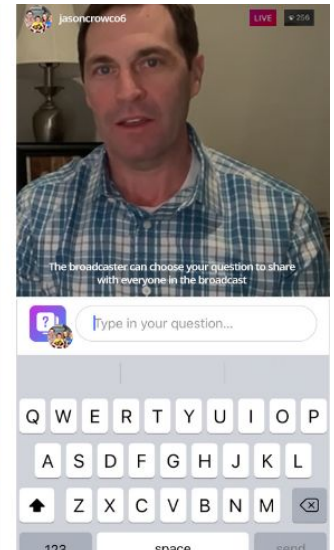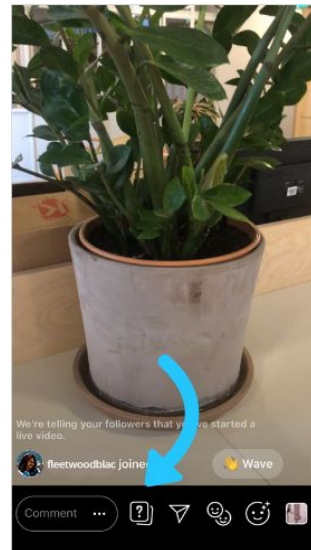
Regularly and strategically promoting an upcoming Instagram Live can make all of the difference when it comes to securing more eyes.

To do this, you could share Instagram Stories that detail the time and date of your Instagram Live, and even use an Instagram Stories countdown sticker to mark the event.

The countdown sticker does exactly what it says on the tin — which makes it an awesome tool for building hype around an upcoming live broadcast.

Make this sticker even more effective by encouraging followers to tap the sticker and set a reminder for when the countdown ends.
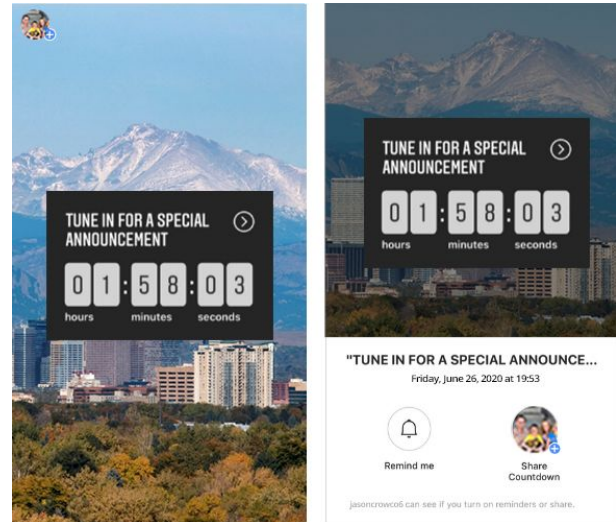
Tip #1: Go Live When People Are Most Active
Going live when your followers are most active is one of the easiest ways to make your Instagram Lives more successful.

Instagram will send an in-app notification to all your followers who are online at the time of your broadcast, so the more people that receive this prompt, the better!

The best way to do this is by studying historical data trends to understand when people are typically most active on Instagram. **You must have a business or content creator account to see insights.** To take a look at your Instagram Insights. Under the Audience tab, you'll find a breakdown of when your followers are most active online broken down by day of the week and time of day.

Tip #2: Have a Clear Content Plan
As with any video content, it's important to have a clear vision of what you're going to cover in your Instagram Live broadcast. Having a clear plan will help prevent any awkward pauses, and will also make sure you're hitting all the important points for your agenda.

One of the best ways to plan your live stream is to think of it as having a beginning, middle, and an end — or more specifically, an introduction, focal point, and conclusion — and making a note of the most important messages to get across during the broadcast.

It's equally important to decide what format you'll follow in advance, so that your broadcast is as smooth and professional as possible. Instagram Live allows you to share images or videos, invite others to co-host in a split screen, or simply share your camera screen to your viewers.

Whichever format you decide on, it's always worth doing a quick run through ahead of time, so you're comfortable with the flow and know roughly what you're going to say during each segment. It's also a good idea to consider what could go wrong in a "worst case scenario." For example, if your live broadcast relies on viewers' questions, have a backup plan in case you don't receive any. This could be a list of questions that you've gathered earlier from Instagram Stories, or an alternate talking point.

Tip #3: Introduce Campaign Elements (GOTV, Special Events, Anniversaries)
One of the main advantages of going live on Instagram is that you're providing an unedited and direct channel for your followers to engage.

However, that doesn't mean that you can't introduce some branded campaign elements to make your live broadcast feel more aligned with your values.

This could be as simple as having cue cards in your campaign's color palette, holding a branded mug, or choosing a backdrop that fits with your creative aesthetic. If you're sharing an image or video to your broadcast, consider how to make this feel more "on brand." Simply adding a colored border or a text overlay in your campaign style can be effective.

You can add new templates to your next Instagram Live by tapping the camera roll icon (in the bottom right-hand corner of the screen) and selecting your saved designs. Your live video stream will reposition to the top right-hand corner of your screen and will sit perfectly on top of your custom Instagram Live template.
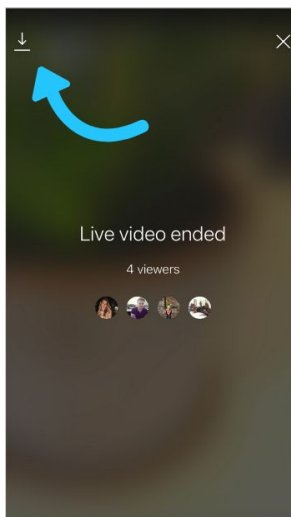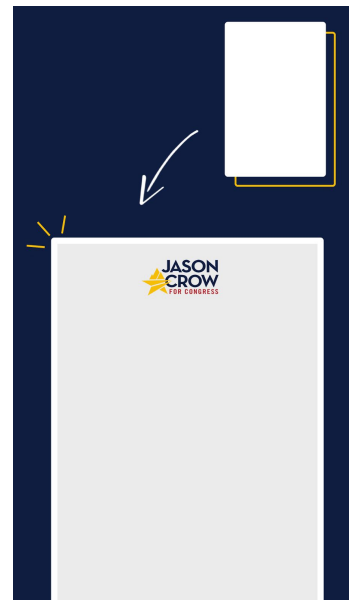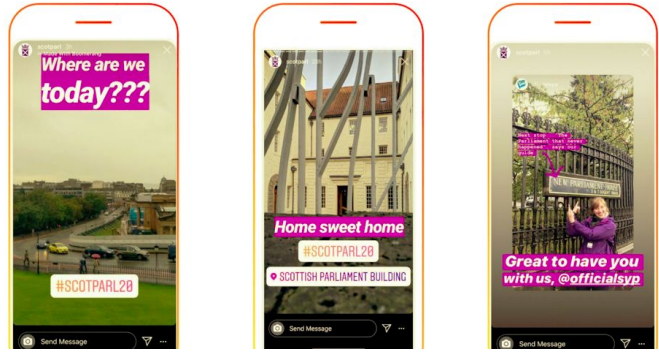
How to Repurpose Instagram Live Videos
Once you've ended an Instagram Live, the fun doesn't have to end there. You can share your live to your stories for 24 hours, or tap the "save" icon in the top left to add the video to your camera roll. Keep in mind that only the video is saved, and not comments, likes, or viewers. You're only able to save a live video right after you've ended it. Once you've saved your video, you can always repurpose this content into 15 second clips for Instagram Stories, 1 minute clips for Instagram feed video, or even use it for a longer IGTV edit. Only a small percentage of organizations and candidates are going live, so there's a ton of opportunity to grab your followers' attention.

Adding Highlights to save memorable IG story moments & branded icons

Engaging IG stories should show [a beginning, middle, and end](#). Instagram Stories Highlights are an incredible tool for organizations and candidates to showcase and promote your mission. Turn on Instagram's Auto-Archiving Feature to get started.


To do this, head to your Instagram profile, open your settings, tap on Privacy and Security, and then Story Controls.	Here you can toggle the Save to Archive option to on.	NEXT: Now that your Instagram Stories Archive is set up, you can create your first Instagram Stories Highlight!
		To create an Instagram Stories Highlight, go to your Instagram profile and on the down-arrow next to "Story Highlights" and then tap the "New" or "+" button. Next, select the Instagram Stories that you want to add to your highlight. THEN: After you've selected your stories, you'll be prompted to choose a title and select your cover photo.

As long as you keep the auto-archiving feature turned on, you can save and re-share your very best Instagram Stories even after the 24-hour period has passed.

Your highlights live front-and-center on your Instagram profile, so they're perfect for helping new people discover what your campaign is all about.

Choosing an icon

After you've selected your stories, you'll be prompted to choose a title and select your cover photo. You can either choose a thumbnail from one of the stories in your highlight, or you can upload an image from your camera roll. Creating
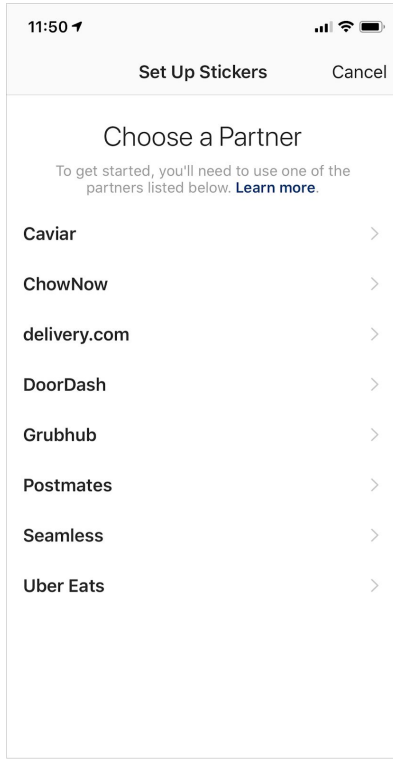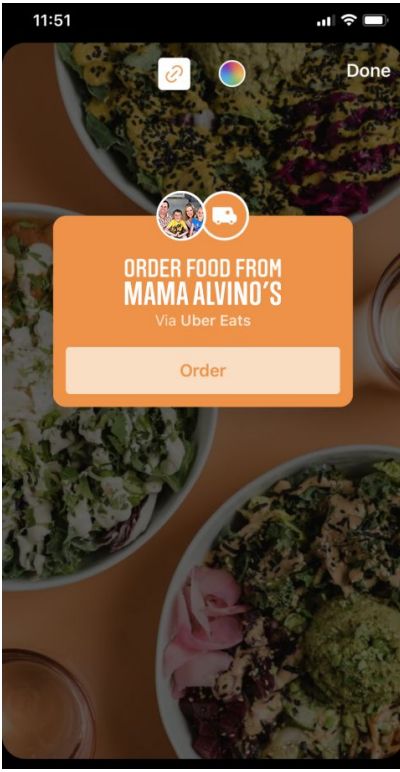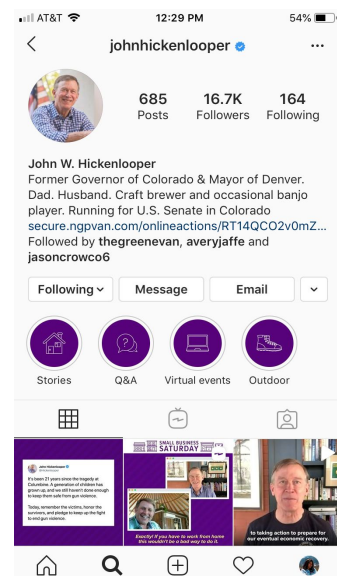
campaign-branded highlights covers will help keep the look and feel of your Instagram profile page consistent with your overall aesthetic

---

More Tools for Engagement: Dinner with the campaign
What it is: Use Instagram's new food delivery & gift card stickers to support small businesses and increase engagement.

How to do it: Ordering in? Take a photo of your food with a short personal story and encourage your followers to support small businesses as well.

Step 1: To share a gift card, food order, or fundraiser stickers on Instagram Stories, just create a story as normal, open the stickers tray, and add one to your story.	**Step 2:** Next, select your gift card or food delivery partner.	**Step 3:** And then publish! Once your story is live, anyone who views it can tap to make your purchase.

More Tools for Engagement: Create Mode
Create mode is designed to help you reach out
to your followers in a flash — it brings together
all Instagram's creative engagement tools in
one place, making it easier to post without
having to source new content.

From pre-populated questions and templates,
to easily creating animated videos with GIFs
and sharing an Instagram throwback, you can
post and engage with your audience with just a
few taps.
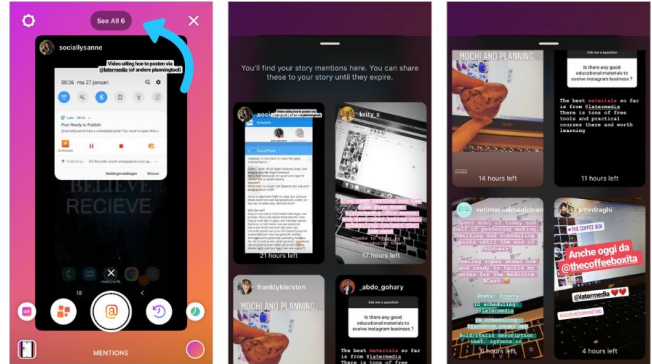
Stories Camera Feature #1: Mentions
The new mention feature pulls together any active Instagram Stories that tagged your profile,
and enables you to easily re-share them into your own stories posts.

When you tap on the @ button in Create mode, you'll see the most recent Instagram Stories
post that tagged you. And if you've been mentioned more than once, you'll notice a "See all 6"
at the top of the screen which highlights how many Instagram Stories @mentions your profile
has at that time.

Stories Camera Feature #2: GIFs
Now you can search through millions of
fun GIFs in the GIPHY library and share
them on your Stories, directly from Create
mode.

But the best part of the new Instagram
camera update is that it automatically
creates a cute animated video with a
collage effect
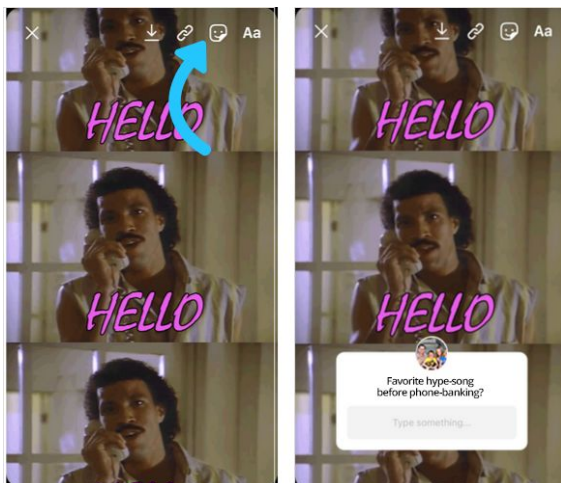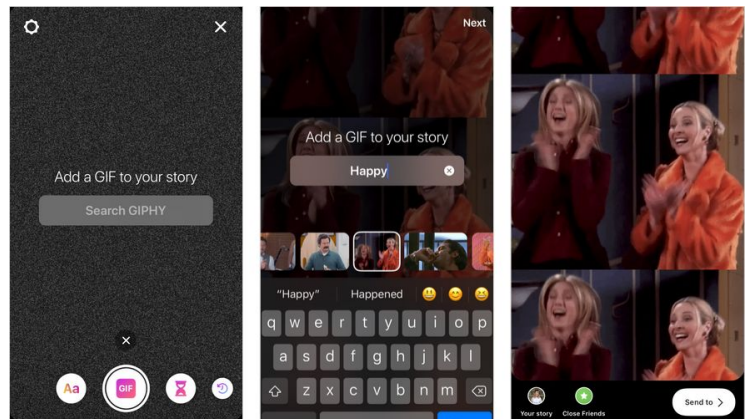
Once you type in your search term, you can scroll
through the results to find your favorite.

When you've picked your GIF, Instagram will
automatically resize or horizontally stack it, creating
a cool film reel effect. From here, you can add text
and links, or tap the sticker icon to add more
features, such as polls, countdowns, or questions.

Stories Camera Feature #3: Templates
Templates feature in Create mode has 8 simple and fun Instagram Stories template designs to choose from — just tap the dice at the top of the screen to rotate through the options. From here, you can add in your own text, and add in any extra creative features like GIFs, stickers or tags.
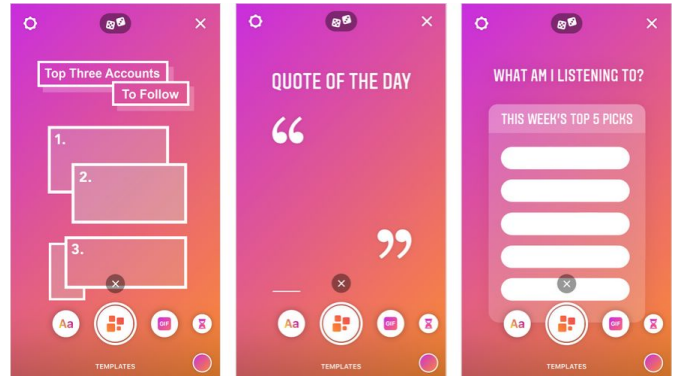
Templates like "Quote of the Day" and "Top Three Accounts to Follow" are a great starting point into the world of templates, or an easy-to-share story if you're not sure what to post. Some of the Instagram Stories templates are not customizable in terms of color or font options, so it may be hard to make them work for certain campaign themes. Don't like the text? After selecting the template, head over to the text option and write copy over it.
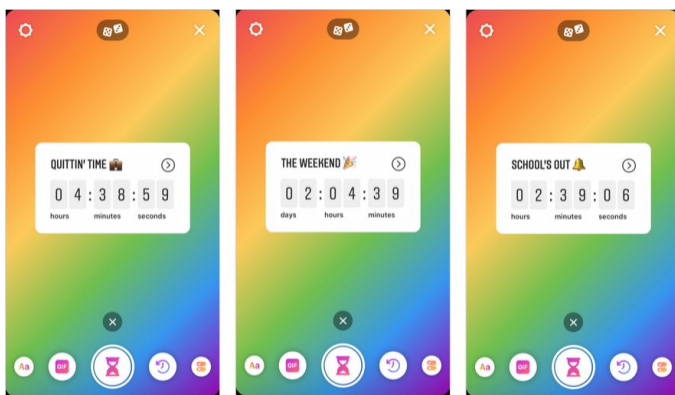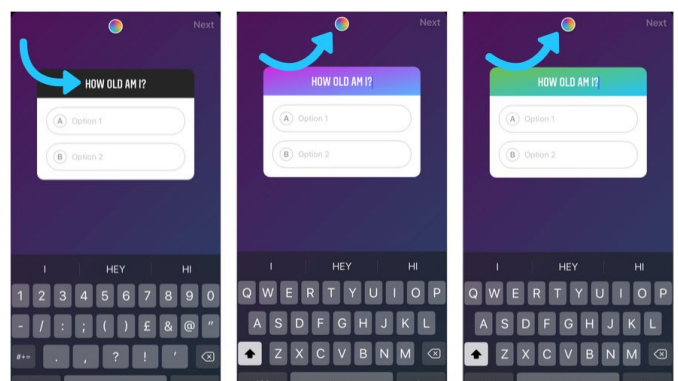
Stories Camera Feature #4: Countdown
Countdowns are a great way to build hype and drive engagement on Instagram Stories.

With the new Countdown feature in Create mode, Instagram has pre-populated three countdowns to look forward to — School's Out, Quittin' Time, and The Weekend! (The titles, countdown length and color can be edited). Just tap the dice icon on the top of your screen to rotate through the pre-populated options.

Instagram Stories Camera Feature #5: Quiz
The next three features in Create mode are all about creating conversations on Instagram Stories. When you slide to this option, Instagram has created 3 quiz topics to choose from — all you have to do is roll the dice to see the options.

To change the quiz question, and colors, just tap the sticker to start editing, just as you would with the quiz sticker in the standard camera mode. Quiz on campaign ideas so followers can give their opinions or keep it light-hearted.

You can change the size and positioning of the quiz — just tap the quiz icon in the Create mode line-up to confirm you want to use it, and then pinch the screen to resize and move the sticker.

Instagram Stories Camera Feature #6: Poll
Want to get your followers' opinions on something?
Share a poll in Create mode! If you're limited on ideas
— you can easily tap through a whole range of
suggested polls from Instagram. Customization is
slightly limited here, as you can't change the font or
colors of the poll sticker. However, you can change the
background colors — or add an image from your
camera roll
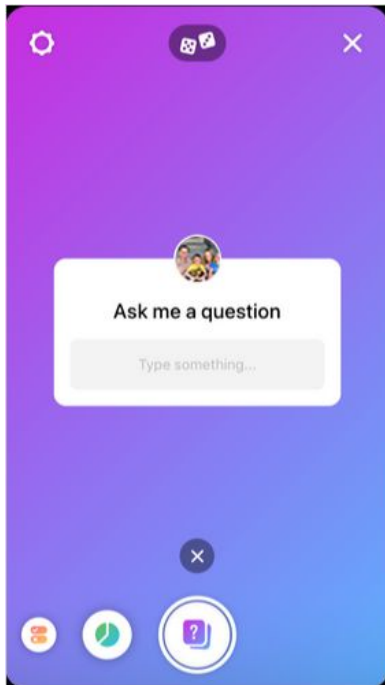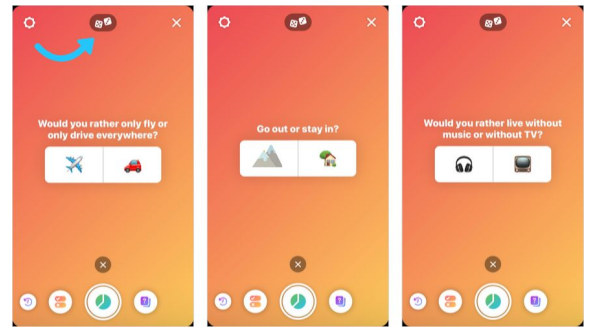
Instagram Stories Camera Feature #7: Question
Alongside interactive polls, you can also engage with your audience
with the Instagram question sticker. You can keep your question
sticker as generic as "Ask me a question", choose a more focused
question, or choose from one of the 10 pre-populated questions that
Instagram has created for you.

One of the best things about the question feature in Create mode is
that now all your responses are quick and easy to find.

When you have a live Instagram question sticker, you'll find a new
option in Create mode where you can create a post with the latest
response — just scroll to the very end of the line-up to find the yellow
question mark icon.

Your latest response you received will be automatically added to a
story so you share the answers to your question with just a few taps.

Instagram Stories Camera Feature #8: Type
While this isn't exactly a new feature, the Type
function has been jazzed up a little now that it's part
of Create mode on Instagram Stories. The Type
feature allows you to send text-based messages to
your followers, which are especially useful if you
want to share important information — or give
some extra details that would otherwise get lost in a
photo or video post. You can choose to change the
font colors or the font background colors, just like

you would with a normal Instagram Stories post. From here, you can add any of the Instagram
Stories tools and stickers by tapping the sticker icon:
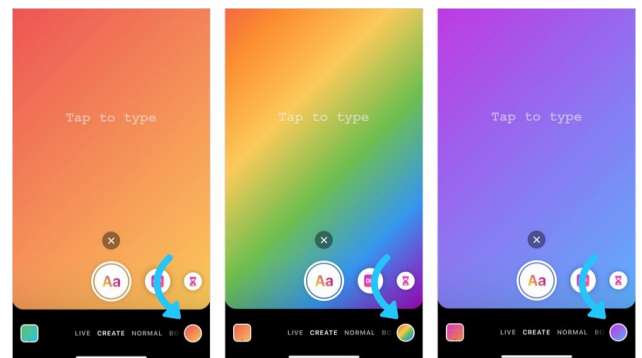
As normal, you can choose between Instagram's 5 fonts — typewriter, strong, classic, modern,
and neon. If you want to change the background color, just tap the circle in the bottom right
corner! There are 8 color shades and gradients to choose from.