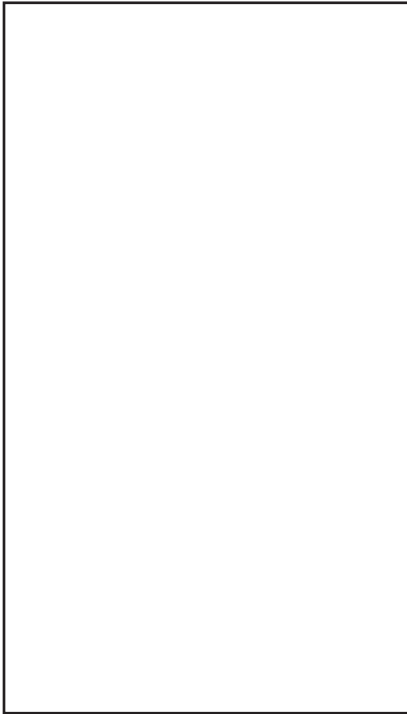
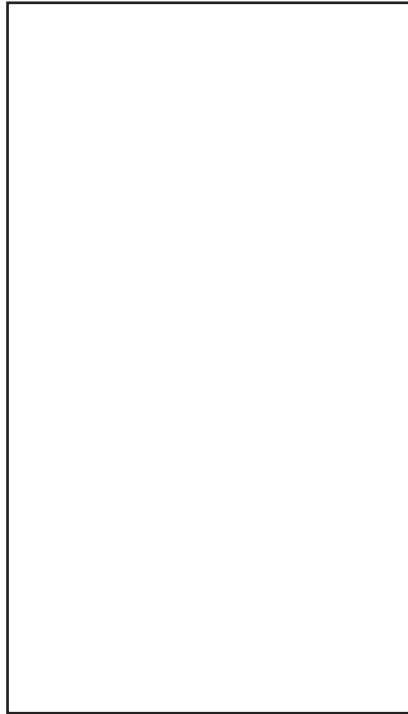


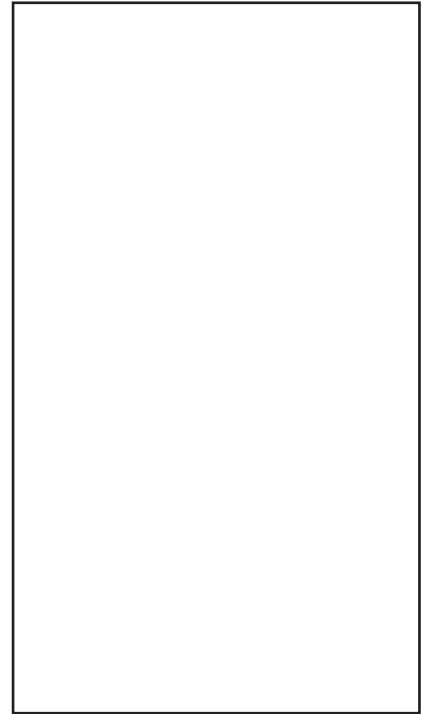
INSTAGRAM STORY BOARD



FRAME 1



FRAME 2



FRAME 3

TIPS & STRATEGY:

- ▶ Keep stories simple and clear (1-3 frames)
- ▶ Utilize brand colors and clean design
- ▶ Utilize features such as polls, quizzes and stickers for engagement (**#EKU Stickers are available!**)
- ▶ Optimize assets to 1080 x 1920
- ▶ Include call to action when appropriate
- ▶ Post visual, timely, and relevant content
- ▶ Track analytics and evolve strategy
- ▶ Story templates are available, contact office of Communications and Brand Management.

EXAMPLES:



brand.eku.edu/social-media