

25 Instagram Story Ideas To Keep Your Audience Engaged With Your Brand

You love Instagram Stories because it gives you a space to publish vibrant images and videos and connect with your audience in a completely authentic way.

But coming up with ideas? Totally not your thing. Never fear, SJC has you covered with a grab bag of great topics and posts that will keep your audience coming back for more!

- 1 Answer a Question:**
Whether you create a video or do it with a text image, this is a great place to get your followers involved by inviting them to put their burning questions in the comments.
- 2 Host a Contest:**
Have your followers post pictures of a creative or silly way they've found to use your product and tag your account when they post.
- 3 Customer Takeover:**
Invite one of your brand advocates to take over your Instagram Stories for the day. They can provide a testimonial, post a video of themselves visiting your location and show their favorite feature of your product.
- 4 Employee Takeover:**
Your marketing team shouldn't have all the fun! Turn over your profile to your head of operations or a delivery driver to show their side of the business.
- 5 How It's Made:**
If you sell a product, give an insider's view of it in production. Or, if a service is what you provide, think about a part of your training that may be what makes your company special.
- 6 Behind the Scenes:**
A tour of your plant. A showcase of your quirkiest employee's office. A ride-along for a delivery.
- 7 Goodwill Offerings:**
Do you have a competitor that's got Instagram Stories down? Showcase their Story to build goodwill in your industry. They might just return the favor sometime!
- 8 Deliver a How-To:**
Whether it's a little-known feature of your product or a service that you think doesn't quite get the attention it deserves; a how-to video is a great way to demonstrate the best of your brand.
- 9 Get Feedback:**
Want to know which features would be best in an upgraded product, what kinds of content your audience wants or what service your customers wish you offered? These questions can be posed in a Story.
- 10 Take a Poll:**
These can be related to your brand, or something fun, such as oatmeal raisin versus chocolate chip. But your followers will have an opinion, which delivers engagement!
- 11 Promote Content:**
Did you post a new blog or create a great e-book? Use the swipe up feature to offer your followers instant access to your new content.
- 12 Share Your Location:**
This is a fun idea if you have branch offices or tend to be on the road often. Add your location sticker to boost engagement and show off what you love about the place you're visiting.
- 13 Sneak Peak:**
Got a new product in development? Give your followers a glimpse of the new color, finish or a feature button, just to keep them excited about your big roll-out. If you've got a big event coming up, this is a great teaser to get people excited about it.
- 14 Promo Code:**
Reward your followers with a special discount that gives them insider access to a customized sale.
- 15 Embrace a Theme:**
Develop a series of Stories where you handle FAQs, share little-known tips or showcase your most loyal customers.
- 16 Post a Quote:**
Not sure what to say? Let someone else say it!
- 17 TBT:**
From sharing your first logo idea you sketched out in colored pencil, to posting an early company holiday photo, a throwback is always good fun.
- 18 Countdown:**
If you're hosting a live event, celebrating a milestone, or rolling out a new product, a countdown builds excitement and anticipation.
- 19 Employee Interview:**
Is one of your most dynamic personalities tucked back in R&D? Showcase them on Instagram Stories to share how their job impacts the final product.
- 20 Go Shoppable:**
Take your followers directly to your product page with a swipe up. Just be sure you comply with the Instagram product rules.
- 21 Before-and-After:**
Services can be harder to show off on Instagram, but a before-and-after post lets your work speak for you!
- 22 Be You:**
Share a shot of your favorite funny mug, the weird habits of your family dog or the way your coworker launches into songs from Hamilton every time they do the accounts receivable.
- 23 Take a Tour:**
Your place. Your customer's place. Your vendor's place.
- 24 Go Live:**
Many of the above ideas can be combined with going live on Instagram Stories to boost your authenticity.
- 25 Show Off a Good Cause:**
Does your company partner with a charity or cause? Showcase them on your Instagram Story.