

# THE INSTAGRAM STAGE TO SPOTLIGHT SYSTEM



*Engagement  
Audience Worksheet  
& Remarketing  
Audiences Checklist*



# Story Engagement Types Checklist

## Polls

"This or that" question types

## Questions

Guide users on questions they can ask you, or ask them a question to answer.

## Reactions

Ask users to swipe up and react.

## Quizzes

Limit of 4 possible answers. (Emojis can be used!)

## Users/brands to tag

User testimonials, influencers who might be likely to share, etc.

## Countdown sticker

Encourage users to enable the reminder feature!

## Challenge sticker

You will nominate users. Works great with the users/brands to tag, or to hold students who pledge accountable.

## Ask for reactions

Ask users to swipe up for a quick reaction to your story.



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# Engagement Brainstorming

Poll Options

Question Options

Quizzes



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## Engagement Brainstorming

| Encourage a DM

| Brands/users tag options

| Countdown stickers



# Engagement Brainstorming

Ask for reactions (swipe up on Story)

Challenge sticker



## Remarketing Audience Checklist



Users Who DM'd: 30 days



Users Who DM'd: 60 days



Users Who Engaged:  
30 days



Users Who Engaged:  
60 days



Quick Reply set up



Users who watch video(s)



## Story Ads Best Practices



Vertical video/images only!



Video with sound, and subtitles



Make it look native using stickers & fonts



:15 second length



Keep margins above and below framing



Users who watch video(s)