The majority of parents are on Instagram. Posting Instagram stories may be seen more than a typical post since they appear at the top of the app. Here are step-by-step instructions on how to add photos to an Instagram story and customize it by adding GIFs and hashtags.

**1. Find the Instagram App on your phone and click on it.**

**2. When you open the app you will see a feed of other accounts’ posts, and stories are all at the top of the app. To add your own story, click on the camera icon in the top left.**

**3. You will be brought to a page where you could take a picture using the camera on your phone or add a photo from the photos saved on your phone. To add a photo, click on the bottom left icon, this will take you to your saved photos.**

**4. You can then scroll through your photos and select the campaign photo you would like to add to your story by clicking on it.**

**5. Now that you have added your photo, you can add hashtags and gifs in order to make the post more appealing to viewers. Click the square smile at the top of the post to do this.**

**6. A list will pop up with a selection of things you can add to the post. You can add a hashtag by clicking the #HASHTAG option.”**
A box will pop up and you can add a hashtag by typing it in. If there is a hashtag that already exists, it will show up at the top of the keyboard and you can click on it. Otherwise, finish your hashtag and click "Done" on your keyboard or on the top right of the screen.

The hashtag will be added to the photo and can be moved anywhere on it by dragging it around the image with your finger. You can also click on it and it will change between several different font color options.

You can also add a GIF (moving picture) by clicking the smiling square again at the top of the picture and then selecting the GIF icon from the list that pops up.

A new page will pop up where you can search the available GIFs by related terms by typing those terms into the top search box.

By searching the term "mask" for example, you are given a list of options of GIFs. You can select one by clicking on it and it will be added to your campaign photo.

The GIF like the hashtag can be moved to any location on the photo by putting your finger on it and dragging it around the photo.
**INSTRUCTION STORIES CONT'D**

1. Upload a photo to your Instagram Story, and then click the icon at the top right that looks like a chain.

2. Click “+ URL” to add a link to a web page.

3. Type url into the text box. Click “Done” in the top right. Click the “+ Story” button at the bottom right of your Story. Now, your published Story has a “See More” swipe up link.

Add a link to your story:

**13** You can also add any messaging you would like by clicking on the “Aa” symbol in the top right.

**14** A keyboard will pop up and you can type a message. You can change the color of the text by selecting any of the colors at the top of the keyboard. You can also add more hashtags by using typing # and then your tag.

**15** Once you are done with your edits, you can add the story to your account by clicking the icon on the bottom left that has your profile picture and “Your Story” beneath it.

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