

4 Free, Fast & Easy Ways to Get More Engagement on Your Instagram Stories



A FREE BUSINESS RESOURCE FROM SOCIAL MARKETER

How to get more engagement on your Instagram Stories

[Instagram Stories](#) are a great way to get people to know, like and trust your brand, as well as boost the visibility of your content. And guess what? There are some fast, free and super-easy things you can do right now to increase the engagements your Instagram Stories get. ([Learn how to create a simple Instagram Story here.](#))

Enter: Instagram Stories Stickers!

The in-app Story builder offers all kinds of stickers you can add to your Story. Below we'll review the benefits of the Poll, Emoji Slider, Question and Quiz stickers--add-ons that make it easy and fun for your target audience to interact with you, helping to increase those engagements that both your brand and Instagram's algorithm will love.

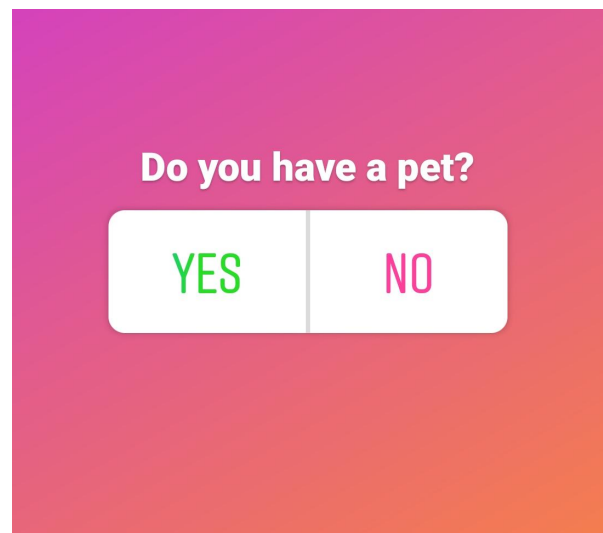
[Click here to read more](#) about the benefits of these Stories stickers, the kinds of things you might ask in a poll, question or quiz, and other important Stories best practices to add to your strategy.

The Poll Sticker

Use [the Poll Sticker](#) to ask a question with two possible answers. Yes/No are the default answers, but you can customize them to ask a "this or that" question too!

The benefit here is that you're asking very little of people in order to engage: they simply have to read and click.

Do note, though, that while the easier the interaction the more replies you'll get, sometimes you get more *valuable* replies by asking a bit more of people.



Question Stickers, for example, require people to read, think *and* type. That'll likely result in fewer replies, but you'll get more intel about your audience.

Poll Sticker Ideas:

- Ask your audience what they want to see more of (ie: on your feed, on your blog or in your product/service list)
- Ask how your audience feels about something, either a trending topic or something specific to your industry
- “Should I...?” Invite people to share their opinions on something you’re wondering about or considering doing
- Get people thinking by asking a “Would you rather...?” question

The Emoji Slider Sticker

[The Emoji Slider](#) is like a poll, but it’s a bit more fun and interactive and allows for more than just two possible answers.

Here, people rate something on a scale by sliding the emoji from one side to the other.

Consider asking things like:

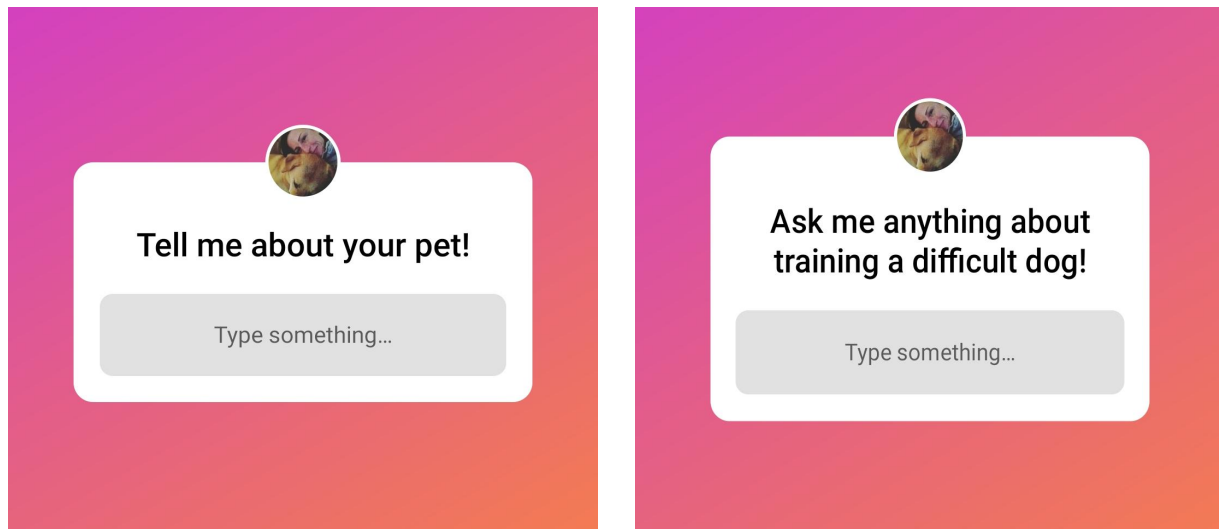
- How much do you love...?
- How much do you struggle with...?
- How likely are you to...?
- How long did it take you to...?

With the slider, the idea that the left-side represents a least/worst vote and the right-side represents most/best is pretty intuitive; however, some brands add text below it to give hints about what possible answers might be.

In doing so you can create a slider that asks “bigger” questions than just a single choice “on a scale of...”



The Question Sticker



[The question sticker](#) requires a little more of your audience because it's not just "a click or a slide" to respond. But the value of the information you collect and the depth of the relationship you begin to establish will be greater!

You can ask a question with this sticker, or invite people to ask or tell you something--lots of options! And because the question can be absolutely anything, the possibilities are endless.

But give this good thought. It takes a lot to get people to engage in this way, so make sure to get as much as you can out of that engagement. And do not forget to use the information you collect—maybe by sharing answers in a new, fun Story, influencing new product or service offerings, or giving you an excuse to contact members of your audience.

The Quiz Sticker

Quiz stickers are fun too, though maybe the trickiest of these sticker options. They will require a fair amount of creativity on your end (ie: purpose, theme, questions) and some effort from your audience (more than just a click or slide.)

But if you can come up with an engaging concept, you can learn a lot from people's answers! Your quiz can be a real quiz (ie: with right and wrong answers), or just another way to gather information about your audience.



Quiz Sticker Ideas:

- Ask “What do you want to see more of?”
- Ask about a favorite thing or biggest challenge
- Quiz your audience on something that requires them to learn more about your first, which can be a good way to drive traffic to your profile, website or blog.

Viewing results, responding and sharing

Results: Depending on the type of sticker you use, you’ll view, respond and share results a little differently. But, in general, you simply view your live Story and either Swipe-Up or click “Seen by”. You’ll be able to see out who’s viewed your Story, who voted and which option got the most votes. Your Story will disappear after 24-hours, but if you’ve got your Stories archived you can come back to results later.

Responding: Did you use a Poll? Someone’s answer might be a perfect opening for a private conversation. Simply them, mentioning their answer and providing some value. If you used a Question sticker, you get a few more options: 1) Share the question and answer in a *new* Story, or 2) Send a message via DM to the respondent.

Sharing: You can “Share the results” of all sticker types in a new, customizable Story (by swiping-up from the bottom of your screen and clicking the blue button). As above, this is good practice: you get two Stories from one and show your audience that you’re listening!

Ready to give it a try?

Expert Tip: Take inspiration for your next Story from your curated [Social Marketer captions, photos and templates](#), and then add a Poll, Slider, Question or Quiz sticker to amp up engagement. And tag @gosocialmarketer so we can give you a thumbs-up!

Happy posting!
Brent Purves, Founder