

## Instagram Story Project – DUE M, 10/28

Through your crowdsourcing project, you have collected some insights to inform a story. Now we are going to take that information, write and create an Instagram Story. **This will not be a group project.** I want to see individual stories from everyone. I want to see everyone's unique perspective and creativity from the crowdsourcing project. Yes, you can help each other, but your stories should sound/look different and have different insights.

I want to see:

- Min of 6 slides
- Max of 9 slides
- Must have a minimum of 1 SOT from an interview
  - o Some of you will need to have 2 SOTs because you choose controversial topics, meaning you will need to get both sides/opinions in order to avoid bias/slant.
- I want to see a variety of photo(s), video(s), and graphic(s) (data charts) to compliment your story.
  - o This means you will have to go out and take pictures and video to compliment your story and the data you collected.
  - o Refresh yourself on how to take good photos and video. Think about good lighting, framing, and composition. (<https://jeanetteabrahamsen.com/2017/08/10/photography-videography-basics/>)
  - o Remember, there are iPads available for you to check out.
- You can use Canva to create your charts. If you search Instagram stories in Canva, it will give you the proper size (horizontal) to work from. Save your charts to OneDrive or Google Drive. Download chart to your phone or tablet's gallery/camera roll. Upload to Instagram from there.

### Part 1 – Storyboard your story

Using the template that I provided, follow the steps of storyboarding your IG story. Spend time thinking about exactly what you are going to say, how you are going to say it, what quote you are going to use from an interview. Remember to be clear, concise, use proper grammar, and AP style (when appropriate). Write all of your captions out in word so you can catch any potential spelling or grammar issues. In the notes section, give me the Instagram handle you will be using to post this story. I need to know where to go to grade.

Here's some other helpful tip to get your started:

<https://blog.hootsuite.com/storyboard-instagram-stories/>

### Part 2 – Build your story in Instagram

- Make sure you save all your story slides to a highlight with the title of your story. That way I can grade it after the 24-hour limit.
- This mean you will need to make your Instagram account a business account.
  - o Go to your profile and tap in the upper right corner.
  - o Tap Settings.
  - o Tap **Account**.
  - o Tap Switch to Professional **Account**.
  - o Tap the **Business** option.
  - o Follow the steps to connect your **business account** to a Facebook Page associated with your **business**.

## **Worth 20 Points**

I am looking for a well-written, planned out story that has a solid interview(s) (expert source if appropriate), nice photos and video (broll). I will deduct points for not following instructions, grammar errors, poor quality of photos/video, poorly written/planned out story (remember, inverted pyramid!). Don't forget to use quality hashtags and to tag yourself or anyone else when appropriate.