

Instagram Cheat Sheet



Content types for Posts, Stories, Reels & Live Streams

If you are new to Instagram *or have been using Instagram for a while* but are having a hard time keeping all the different posting options straight, you will want to check out this Instagram Cheat Sheet.

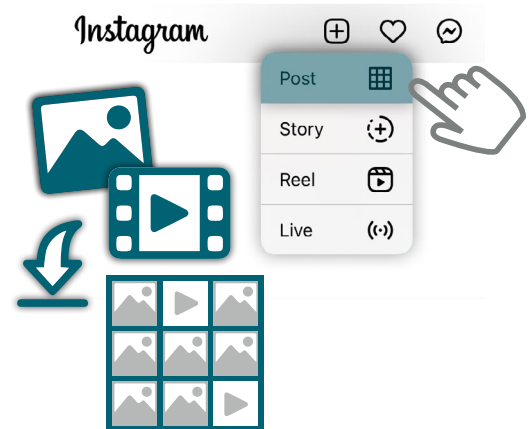
After reading, you'll better understand what types of content can (and should) be posted in Feeds, Story, Reel & Go Live.

What's a Feed Post?

What types of Content can be posted in your feed?
Photo, Video or combination of both - up to 10 items

Things to Note:

Feed posts are appear on your profile grid and **stay in the grid** unless you delete or archive them

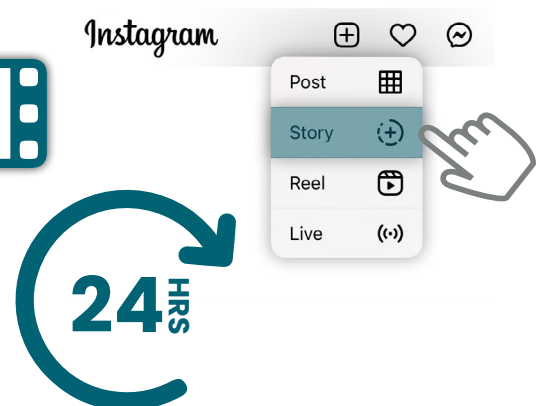
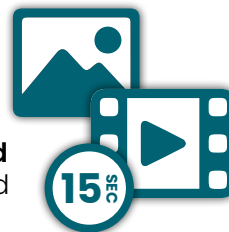


What's a Story?

What types of Content can be posted in your stories? Photos and 15-second video segments

Things to Note:

The best stories are *"In the moment"* style content. Stories are only visible for 24-hours before they disappear. **Unless** you save them into a highlight.



Have Questions?

We are here to help – call 416.788.6153 or via email at hello@think3creative.com

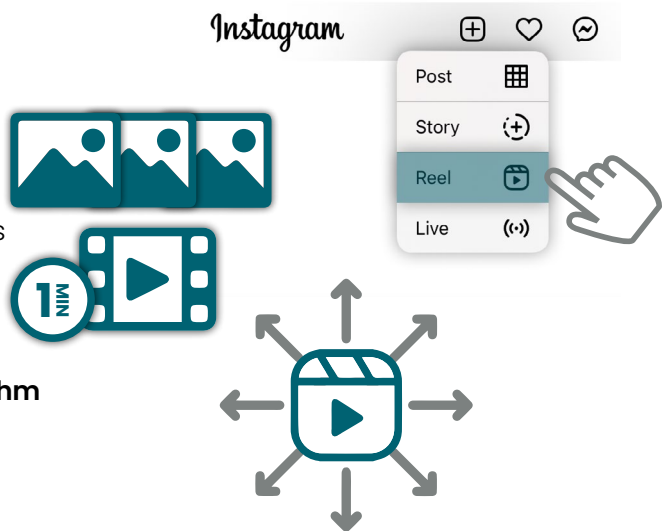
www.think3creative.com
[@think3creative](https://www.instagram.com/think3creative)
[Think3 Creative](https://www.facebook.com/Think3Creative)



What's a Reel?

What types of Content can be posted in your reels? Reels allow multi-clip photos and videos for up to 1 minute

Things to Note:
Reels are featured & prioritized content in the Instagram app. **Reach in the algorithm for reels is high.**



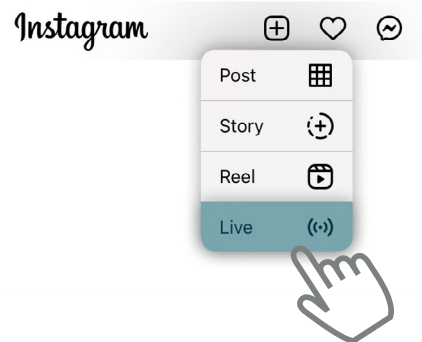
What's "going Live?"

What is a live stream?

Live streams are videos with a 60-minute time limit.

Things to Note:
Live interaction with your community - when you start your live stream you can see how many of your followers are currently online.

Those watching your stream can comment, like and engage. You can broadcast live in collaboration with up to 3 other accounts.



We hope this has helped you know more about the ins and outs of Instagram content types. If you have questions, send us an email at hello@think3creative or call 416.788.6153 – we are here to help!

**Social Media should be an effective tool, not a hard task...
Think3 Creative will make your digital marketing shine.**

Have Questions?

We are here to help – call 416.788.6153 or via email at hello@think3creative

www.think3creative.com
[@think3creative](https://www.instagram.com/think3creative)
[Think3 Creative](https://www.facebook.com/Think3Creative)

