

# FACEBOOK STORIES



## WHAT IS A FACEBOOK STORY?

A "Story" is simply a photo or a short video clip up to 20 seconds in length that you create with the Facebook App's built in camera. Think of a Story as a collection of short visual pieces of your day that are strung together to showcase a 24 hour period of your life. The Stories section is completely separated from the normal Feed. Essentially, Facebook now has two different Feeds - one across the top for Stories and the normal main Feed that we are used to scrolling through:



Can post to "Your Story" or as a Timeline "Post" or both

The New Stories Feed

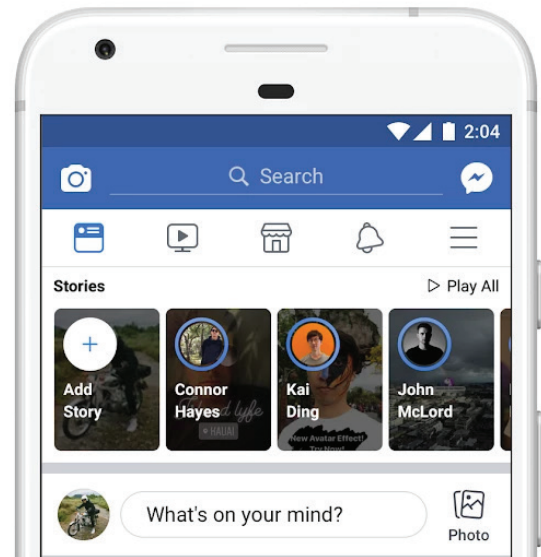
The Original Feed

Fun masks, frames and creative elements available to create your Story

Videos and photos posted in a Facebook Story will NOT post to your Timeline or show in your friends' Feeds UNLESS you choose that option. You will see this option every time you create a new video or photo Story.

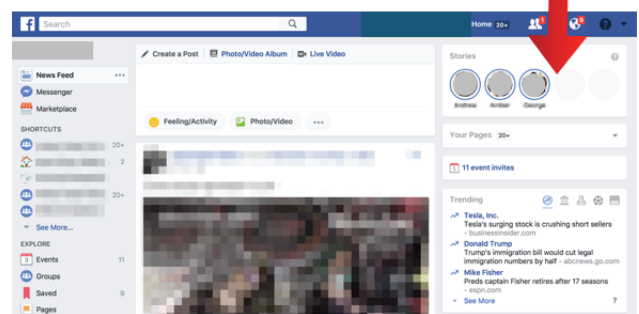
You can tap to on each photo or video to "fast forward" through a friend's Story and swipe to skip to the next Story.

Yes, if you watch a Story, your friend will be able to see that you have viewed it.



Stories only stick around for a 24 hour period so once you've shared a post to your story, it will be viewable for 24 hours (each Story can only be viewed twice within that 24 hours) and then it will disappear. Facebook features Stories both on the mobile app AND on the desktop version.

Stories viewable on desktop



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## IS IT LIKE A SNAPCHAT STORY OR AN INSTAGRAM STORY?

Yes, almost exactly the same concept and functionality as both of these other platforms. If you know how to create a Story in Instagram or Snapchat, you should be easily able to navigate Facebook Stories.

## WHY DID FACEBOOK MAKE STORIES?

Facebook created Stories and changed their algorithm because they claim to be focused on:

1. Camera first communication
2. Meaningful engagement from people we care about
3. Real time visual interactions
4. Storytelling - documenting and creating ORIGINAL user generated content

In a nutshell, Facebook started to see a big decline in original content sharing or user generated content like videos or photos from their vacations or daily life. People were moving away from Facebook because it was too noisy, too political or too “old” for some users. Younger audiences were moving to “dark social” platforms meaning ones that gave them control over what content they consumed and who could see their content like Snapchat.

Facebook needed to attract users back to their platform so they changed the entire focus to visual, video and camera giving users a variety of new tools like Live video and Stories to encourage them to create original content and come back to sharing the raw, authentic moments of their lives with friends and family.

Believe it or not, flooding users’ news feeds with “viral content” aka kitten video, political headlines, and posts from big brands about their products wasn’t working out for Facebook as well as they had hoped.

Founder, Mark Zuckerberg said,

*“We expect Stories are on track to overtake posts and feeds as the most common way that people share across all social apps. That's because Stories is a better format for sharing multiple video clips throughout your day. The growth of Stories will have an impact on how we build product and think about our business, including WhatsApp and Instagram, which are the No. 1 and No. 2 most-used Stories products in the world.”*

## WHAT'S THE VALUE OF STORIES CONTENT?

- Attention - once it's gone, that's it!
- Real time/in the moment - content that exists for only 24 hours represents who you are in that 24 hour time period and what happened during that day.
- Unedited/raw = authentic - no need to shoot on a camera and edit, just open the app and go!
- Allows you to post a lot of content. If you love to post, do it here not on your Timeline which becomes annoying and overkill for your friends to constantly see multiple posts a day.
- Faces take you places - showing your face every day and looking people in the eye builds trust.

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## WHAT KIND OF CONTENT SHOULD I SHARE HERE?

- Personal - people want to relate to you first before they work with you
- Creative - this platform is about being the real you and it's visual so be creative!
- Educational - share your expertise and real life situations
- Exclusive - sneak peeks of new listings or projects
- Behind the scenes - we always are curious about what its like to —

## STORIES FAQs

### Can I make Facebook Ads and place them between Stories?

Not yet, but I assume that's coming soon as Instagram allows ads between Stories

### Can I save my Stories to my Camera Roll?

Yes, when you have created the photo or video, you can save it to your camera roll or post it.

### Can I add photos and videos from my Camera Roll to Facebook Stories?

Yes, if you've taken a photo outside of the Facebook app or perhaps have a photo from Instagram or Snapchat you would like to share on Facebook Stories, you can access your camera roll from the main Facebook camera screen. Tap on the bottom right hand of the screen to pull up your saved images.

### Can I see who has watched my Story?

Yes!

### How can I tell who's seen my story?

[Computer Help](#) [Mobile Help](#) ▾

[Share Article](#)

If someone has seen your story, 👁 will appear in the bottom left. Open your story, then tap 👁 to see who has viewed your story.

When someone views your story:

- A blue dot will appear beside both the view count and the name of the new viewer.
- Your Facebook friends who have viewed your story will be listed first.
- If your privacy settings allow [Messenger connections](#), the names of your connections will show up below your list of Facebook friends.

If your story privacy is set to **Public**, you'll be able to see the number of [followers](#) who have viewed your story, but not specific follower names. [Learn more about who can see your story.](#)

### If someone sends me a Direct Message or a Story where will I find it?

All messages/replies to your Story will go to your Facebook Message section within Facebook Messenger. You can easily send a reply to a friend by tapping on the message box at the bottom of their Story.



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### Will I know if someone takes a Screenshot of my Story?

No, not at this time, but that feature may be rolled out

### What if I don't want everyone to see my Story?

You can adjust your settings by accessing the Facebook camera, then tapping on the (...) in the top right corner:

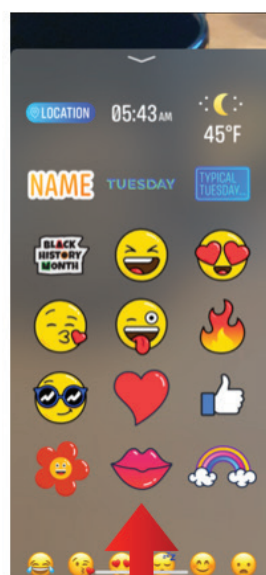
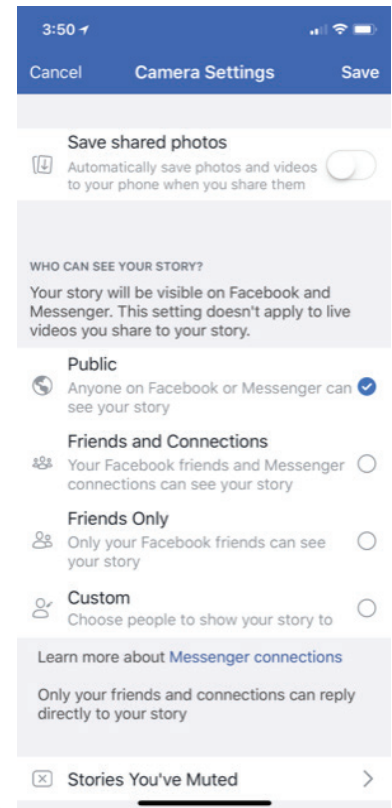
### Can I stop someone's Story from appearing in my Stories Feed?

Yes, you can tap on the (...) and select "mute" - they will not be notified.

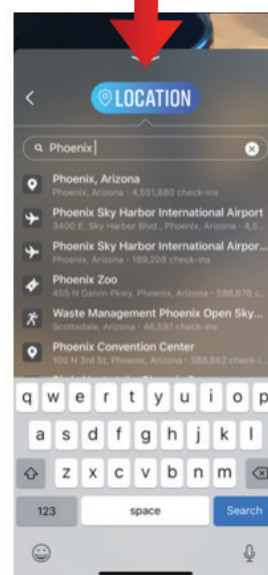
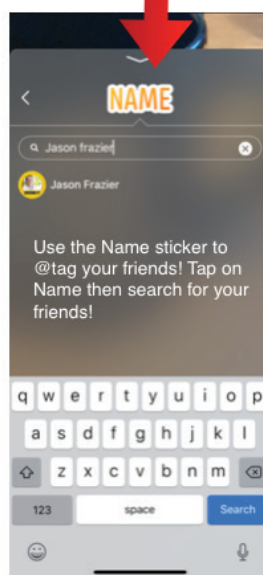
### What are the creative elements available?

(This list could change at any time):

- Drawing: Variety of styles, colors and sizes of drawing tools
- Stickers: Location, @tagging "name" and Emoji stickers that update based on day of the week and season.
- Text: Different colors and fonts available
- Augmented Reality Filters: selfie masks that overlay onto your face for videos, live or photos
- Decorative Filters: enhance your photo or video with tons of colors and options
- Facebook "frames" made by other users
- Geotagged location filters for certain places
- Sponsored (paid) filters



Stickers: Location, Day, @tagging (name), Emoji



Tap on Location to find any location by GPS

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## Can I post a Live video to my Story?

Yes, you can share a live video to your Story HOWEVER, it will only be viewable WHILE you are live. Once the live broadcast has ended, it will not be posted to your Story.

This is an excellent option for truly exclusive content - tune in or miss it forever!

## Can I delete my Story or parts of it?

Yes, go to your Story and find the one you want to delete. Tap on the (...) and select delete.

## I Tapped on the “plus sign” at the top of my Feed to add to my Story but when I try to do that again, it won’t let me?

Instead of tapping the add to Story button, simply swipe right and open the camera to add to your Story.

## Is there an algorithm to the Stories as well?

All Stories (for now) are posted in chronological order, meaning the friends that posted to their Story most recently will appear first. If you want to stay at the front of the queue, then you may want to post more frequently.

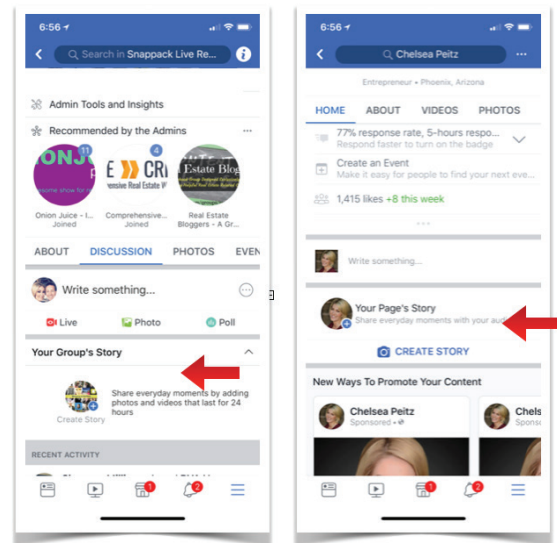
## Do Pages or Groups have Stories?

Yes! Pages, Groups and Events now have access to their own Stories.

Groups and Events will offer collaborative Story where people attending the event or members of the Group can add to the Story.

Event and Group Stories will appear in the Stories feed as well intermixed with your friends' Stories.

Facebook Stories posts will follow rules set by admins for the standard wall posts. So admins can either allow posts from everyone and delete ones they don't like, or they can require approvals of posts. And to encourage people to kick off a Story, Facebook will show an open bubble atop the News Feed for you to add to if you're RSVP'd for an event happening right now.



## Here's how to use them

**Go to the Page, Group or Event page and tap on “Create Story” or From your Facebook Camera App:**

Create your Story post, then tap the Next button in the bottom right corner Tap “Change” by your name to access more Pages or select the group or event you want to post to by scrolling down under “Group Stories”