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Create your own instagram story template

Instagram Stories have more than half a billion users watching them everyday. Half. A. Billion. That’s more than everyone who has ever suffered through one of my improv shows combined, if you can believe it! If you’re a social media manager, these are some seriously compelling numbers. (Also: will you come to my next show?) Instagram Stories are a golden opportunity to reach your audience. And with the growing suite of apps that help make stories even more captivating, the potential for creativity is endless. If you’re new to Instagram Stories or are just struggling to get your stories to convert, read on for our favorite cool tools to create unique, eye-catching content. (And if you’re looking for some inspiration for engaging Instagram posts, too, head over to our Instagram Apps blog post.) Download your free pack of 20 customizable Instagram Stories templates now. Save time and look professional while promoting your brand in style. 15 Instagram Story apps marketers should know 1. Spark AR Studio What to use it for: Though filters have been around since 2017, we are in the midst of filtermania—and with the release of the Facebook-owned Spark AR Studio, you don’t need to be a coder to create your own interactive augmented reality experience. Whether you’re creating a virtual makeover filter for your cosmetics brand, or a healthy snack company launching a cheeky “What Nut Am I” AR quiz, this is an opportunity to put your stamp on users’ Stories. Key features: Free sample projects and assets Icon templates for your Instagram or Facebook effects Robust tutorials Use face, hand tracking or touch gestures, and add audio, light or 3D objects Price: Free Download: Creator on Windows or Mac, Spark AR Player for iOS or Android 2. Hootsuite What to use it for: Scheduling your Stories Plan and create your Story content in advance, and then use Hootsuite to post it at the optimum time for maximum eyeballs. Here’s the how-to guide if you’re really keen to master the art of Story scheduling in advance. Key features: Create content in advance to post at your own pace Edit your images directly in the dashboard Upload Stories from desktop or mobile Price: 30 day free trial Download: Desktop, iOS and Android 3. VSCO What to use it for: This is the gold standard for photo editing (whether or not you identify as a VSCO girl), with professional-looking editing presets and highly detailed tools for adjusting color, texture, light, and perspective. High-definition RAW photos from your professional camera can be easily imported and tweaked on the go, so your snaps can look good even if your phone-tography skills aren’t perfect. Key features: 10 free presets (200-plus available for paid subscribers) Editing tools and textures Video editing, including color control Build montages with videos, photos and shapes Price: Free, with paid premium features Download: iOS and Android 4. Unfold What to use it for: Unfold bills itself as “a toolkit for storytellers,” featuring a variety of photo and text layout templates that make every Story look like a mini digital magazine. Key features: Over 200 template options (some paid) Advanced text tools offer a variety of font and styles Built-in photo-editing tools For paid subscribers, early access to new templates Price: Free, with paid premium features Download: iOS or Android 5. Patterator What to use it for: Create playful animated backdrops for your stories using a library of gifs and quirky images, or add in your own photo stickers to really customize the experience. Tweak the speed and movement of the cascading graphics to complete your delightfully dizzying personalized video wallpaper. Key features: 23 pre-set pattern options, plus tools to tweak movement and layout Export as a gif, video, live wallpaper, or HD image Price: Free, with paid premium features Download: iOS and Android 6. Lifestaps What to use it for: Attention-grabbing stop motion videos. The in-app academy walks you through best practices and techniques for a perfectly polished final product. Key features: Ghosted image overlays for easy shooting In-app video editing tools Add music (premium only) Interval timer and one-shot timer Price: Free, with paid premium features Download: iOS and Android 7. Storyluxe What to use it for: Stylish photo collages for daaays. Templates mimic the look of film strips, or taped together photos; neon elements add some serious punch. Key features: Custom branding watermark (premium only) Themed templates: choose from categories like “paper,” “collage,” or “tape.” Add text and patterned backgrounds Export directly to Instagram Stories Price: Free, with paid premium features Download: iOS only 8. Enlight Pixaloop What to use it for: Can’t decide between a video and a photo? This editing app offers the best of both worlds, animating static pictures to create dynamic ones. Add elements and overlays, then adjust the speed for customized movement. Move the clouds in the sky, make hair blow in the wind like there’s a magic Beyoncé wind machine, whatever you want! Magic! Download your free pack of 20 customizable Instagram Stories templates now. Save time and look professional while promoting your brand in style. Download the templates now! Key features: Add moving elements to still photos with user-friendly functionality Control movement, direction, speed, and style Sky replacement technology and AI water animation Price: Free, with paid premium features Download: iOS and Android 9. Typorama What to use it for: They say a picture is worth a thousand words. But what about a picture with words on it? A thousand-plus! Yowza! Typorama layers beautiful typographic elements atop your photos for a stand-out blend of photo and text. Key features: 100+ different fonts and typefaces 3D distortion and shadows for text Gradients, overlays and adjustment tools On-trend color palettes Price: Free, with paid premium features Download: iOS and Android 10. Boosted What to use it for: Craft sleek videos (tutorials, Q&As, whatever!) using eye-catching video templates, and easily layer in text and music to really make your content pop. Key features: Stylish video templates Add branded filters, fonts, music, and color Combine multiple video clips Access the Getty Images video clip library Price: Free, with paid premium features Download: iOS and Android 11. Clipomatic What to use it for: Caption your video with automatic live voice-to-text translation. This isn’t just important to reach the high percentage of users who are watching Stories with no sound (guilty)—it also makes your content accessible to users with hearing challenges. Key features: 40 different languages to choose from Editing capabilities, to make sure your message is nice and clear A variety of caption styles Record in square or full-screen format Price: \$4.99 Download: iOS only 12. Hype-Type What to use it for: Add a little drama to your copy with this video text animator. Flip it, reverse it, speed it up, slow it down: just get those words moving. Key features: Combine multiple video clips or apply to single photo or video shots Control of text placement A variety of font styles and animations Price: First week is free, then \$20 for the year Download: iOS and Android 13. A Design Kit What to use it for: Between the brushes, the fonts, the design details, the collage templates and the stickers, this might be your ultimate design toolkit. Its sister app, A Color Story, is a great companion if you’re looking for influencer-approved Insta filters and effects. Key features: Tons of super fun stickers 60+ fonts and 200+ designs Realistic brushes to add texture and color Bold background options like metallics and marble Price: Free, with paid premium features Download: iOS only 14. Seen What to use it for: Seen from the makers of Facetune, so you know it’s all about flawless presentation. Though there are templates and stickers here, the real highlight is the dramatic transitions. Images dissolve into one another, text fades in and out, and photos slide away fluidly. Key features: Slick transitions Trendy templates (including seasonal options) A huge sticker library Mix video and photo within the same layout Price: Free, with paid premium features Download: iOS only 15. Adobe Spark (App Family) What to use it for: It’s a suite of tools from the folks at Adobe that just work together super seamlessly. Spark Video lets you add effects, audio, or animation to your clips, while Spark Post is a foolproof graphic design tool: tweak images, incorporate text, or track down the best stock photography for your brand. Key features: Add animation your videos Backup your masterpiece to the cloud Access tons of text and effect options Import audio from your phone, or from Adobe’s extensive collection Price: Free, with paid subscription options Download Adobe Spark Post: iOS, Android, or Desktop Download Adobe Spark Video: iOS or Desktop These are just a fraction of the tools available to make your Instagram Story pop. Download one, download them all, but remember that Stories are the perfect place to experiment—so get creative, try new things, and see what works best for your brand first-hand. It’s Story time: let’s get messy. Ready to start scheduling Instagram Stories and save time? Use Hootsuite to manage all your social networks (and schedule posts) from a single dashboard. Get Started Is it hard for you to keep up with so many social media trends and features emerging continuously? Me too. Still, one feature seems to have the throne in the last couple of years – Instagram Stories. Looking for proof this Story format is definitely worth your time? Just watch how the Stories format is being applied to the most popular social platforms nowadays. There is a lot to love about Instagram Stories, and Story templates make it easier to create excellent and engaging content that your followers will adore. If you want to create Instagram Stories that stand out, Instagram story templates are a no-brainer. We created this guide to show you how you can create branded content without the time-consuming process and doubts whether your new Story will resonate with your audience by using Instagram Stories templates. What are Instagram Stories templates? Instagram stories templates are editable image layouts where you can add text, captions, shapes, graphics, adjust colors, change background images, and much more. Once uploaded to Instagram Stories, you can add even more text, filters, GIFs, stickers, buttons, etc. You can find built-in customizable and free Instagram Stories templates in design platforms like Canva or create your own template on software programs Adobe Spark or Adobe Photoshop. Whatever method you choose, you won’t be wasting your time. The benefits below will show you why. Benefits of using Instagram Stories templates If you are still doubtful about using Instagram Story templates, here are the top reasons why they can supercharge your business’ presence on the Instagram app. Consistent branding Just like you want your website, social media posts, and email list to be recognizable, you want your Instagram Stories to have a cohesive look, too, right? Using a Story template allows you to apply brand colors, fonts, and your logo to every Instagram Story. Consistent branding helps your Instagram Stories make an impression on customers and gives them insight into who you are as a brand and what to expect from you. Time saver In addition to the branding benefits, using a template makes it easier to create dozens of Instagram posts at once. Since you aren’t starting from scratch every time, this will divide the amount of time it takes to make your stories. Please make sure to experiment with mockups because using the same one repeatedly can make you dull and lower your engagement rate. You don’t want that. Increased brand awareness Followers will notice your consistency with the branded assets you are using through Instagram Stories templates. Using the same style throughout each Instagram Stories template will help users spot your content a mile off. That’s incredible for brand awareness. They will recognize your brand style elsewhere – no matter which other marketing channels you are in. Can I create my own Instagram Story template? Absolutely! Many design apps offer free templates using the drag and drop method. Our favorite template apps are Canva and Unfold. The best part is that you don’t need any advanced graphic design knowledge to get started. You can create great templates within your free account or, if needed, proceed with a premium subscription for more advanced design options. No matter what program you use, don’t forget the Instagram Story dimensions: Video or image: 1080 pixels wide and 1920 pixels in height.Aspect ratio: 9:16 We tested dozens of Instagram Stories apps for marketers. It includes tools for creating Stories templates, animating Story videos, scheduling posts, generating hashtags, creating Story ads, embedding Stories on your website, etc. We summarized the findings in this guide where we bring you high-quality Instagram tools that proved with trying and some tips on getting started. Make sure to check it out and find the tool that will fit your needs best. Best practices to create a great Instagram Stories template Consider these tips while creating Story templates for your Instagram account: Stick to the same colors and fonts, rather than picking on depending on your mood.Follow a similar layout for each Instagram Story – show the brand logo, same headline format, similar borders for each image, etc.Add finishing touches like locations, hashtags, mentions, GIFs, Q&A boxes, polls to engage your audience. Instagram Story Templates examples to get inspired Here are some brands I have encountered during the research for this guide. They are nailing the Instagram scene with their authentic templates and you can see why. Culture Hijab Instagram Story Template You don’t need flashy images or details to encourage sales. Instead, use simple templates to create the finest shopping experiences. See how this fashion brand uses minimalist, robust borders, and simple text style throughout each template they are making. Lush Cosmetics Instagram Story Template Story templates can be a great way to inspire others with stories that matter. Using eye-catching background and powerful quotes on the history of braids in order to honor Black History month, this cosmetics brand is mastering the storytelling. Social Bakers Instagram Story Template To acknowledge the great work of marketers that impacted the BIPOC (black, indigenous, and people of color) movement, this social media marketing platform uses catchy, colorful layouts and simple images to show their appreciation. Airbnb Instagram Story Template This vacation rental online marketplace company is always fun to follow. To show the most wish-listed Airbnbs in the USA, they create cartoon layouts with the most wanted types of houses by state. Anthropologie Instagram Story Template This clothing, accessories, and home retailer brand uses stunning collage layouts to promote their latest candle collections, including a powerful CTA at the end to swipe up to see more. Do more with Instagram Stories: Embed Instagram Stories on your website You have tried hard to create beautiful Instagram story templates, but they disappear in 24 hours. How can you bring them to life after that? We got your back! There are tools like EmbedStories that can help you re-use your Instagram Stories, such as displaying them on your website in the form of Stories or highlights widgets, transforming them into Story ads or shoppable content will bring you more sales. The opportunities are endless. This can be an excellent solution for marketers, bloggers, influencers, large or small business owners that want to engage website visitors by implementing the format they love to see – Instagram Stories. It’s entirely mobile-optimized to work flawlessly on every Android and iOS device. Here is how an Instagram Story widget will look like on your website: Check the stories widgets live demos > Like what you see? Here is a detailed tutorial with steps on generating Stories, creating a widget, and embed it on your website. To wrap up Now that you are aware of the power of using templates for your Insta Stories, it’s time to get to work and start creating your own! No matter if you are using pre-made, customizable templates or a DIY approach, remember to make every template consistent — in terms of the color palette, fonts, and logos. At first, it can look like a considerable time investment to find your perfect template, but once you have a solid basis of templates, you will wonder why you didn’t think of this before. This is why we are always here for you. EmbedStories makes it easy to capture, save, and embed Instagram stories on any website! 7 days free trial · Easy setup · Cancel any time

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