

A Pregnancy Center's Guide to Instagram & Facebook Highlights & Stories

We're diving into the world of Instagram and Facebook marketing to shed light on two powerful features: Stories and Highlights.

Whether you're new to the social media landscape or seeking ways to elevate your center's online presence, understanding the functions and benefits of Stories and Highlights is key.

These features are not just trendy additions; they play a crucial role in engaging your audience, starting conversations, and building a stronger connection with the community you serve. So, let's explore how leveraging Stories and Highlights can be a game-changer for your pregnancy center, providing you with practical insights and strategies to make the most out of these tools.

CHOOSE *life*
marketing



The Instagram/Facebook Stories feature has become truly powerful for marketing. It's not just a trend but an essential tool for effectively reaching your audience.

Here's why Stories are a game-changer for your center

MASSIVE REACH

Stories have reached a whopping 300 million daily users, surpassing Snapchat. This reach means there's a vast audience available for you to connect with social media.

START CONVERSATIONS

Stories have proven to be a powerful way to start conversations. Studies show that one in five Stories triggers at least one message from a follower. It's an excellent platform for engaging with your audience.

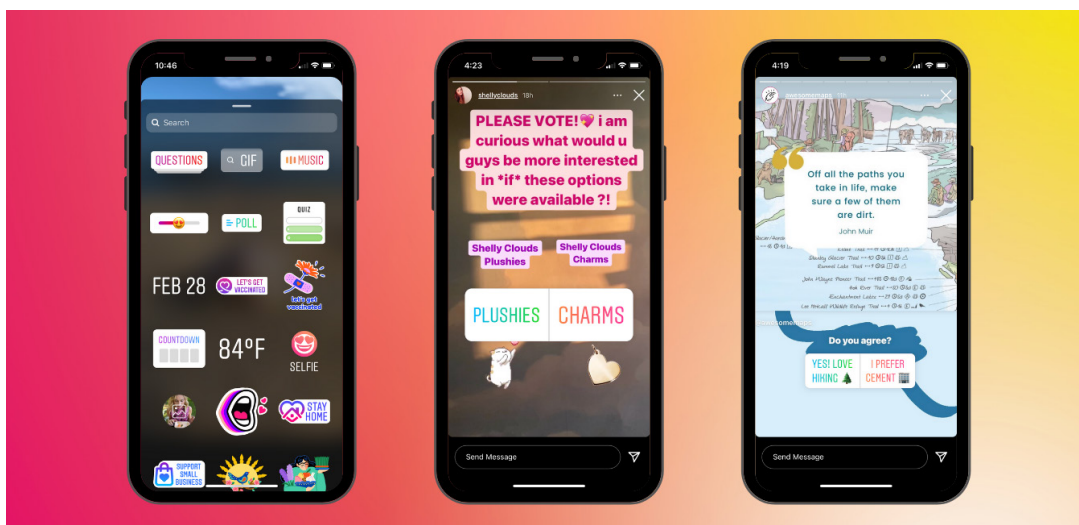
COST-EFFECTIVE RESULTS

If you're running ad campaigns, Story Ads have been found to drive cost-effective results, including clicks, better than traditional feed ads. It's an efficient way to get your message across.

Now, let's dive into how you can make the most of Stories:

USE STICKERS TO GET RESULTS

- » Hashtag Stickers - Share your branded hashtag, encouraging user-generated content.
- » Location Stickers - Drop your location, building brand awareness.
- » Poll Stickers - Engage your audience with real-time polls for more social proof.



GO LIVE ON INSTAGRAM STORIES

- » Going live will alert your followers and show up at the top of your profile, where your stories make you easy to reach!
- » Conduct live Q&A sessions to interact with your audience. Your center can cover topics such as early signs of pregnancy, health and nutrition, emotional well-being, common concerns, and partner involvement. Encouraging audience participation and providing accurate information in a supportive environment is key. Topics should range from debunking myths to fostering an open dialogue around pregnancy-related matters.
- » Collaborate with others by adding users to your live session. Reach out to healthcare professionals or influencers with relevant expertise. Consider partnering with local organizations or support groups.

USE MORE VIDEO CONTENT

- » While images are great, consider incorporating more videos into your Stories. They are easily digestible and help increase engagement.

STORIES ANALYTICS

- » Track Your Stories Insights.
- » Check the “content” tab in Instagram’s Insights platform to see how many people viewed your Stories. This data will show you what kind of Stories your audience prefers!
- » Incorporating these practices into your Instagram strategy can significantly enhance your center’s online presence, engage your audience, and provide valuable insights. Don’t miss out on the potential of Instagram Stories for your Pregnancy Resource Center!

Instagram Highlights and Why You Should Be Using Them:

Instagram Highlights are curated collections of Stories that you can showcase on your Instagram profile beyond the default 24-hour lifespan of a regular Story. Unlike regular Stories that disappear after a day, Highlights offer a more permanent way to share and organize content.

Highlights are a great tool as they are one of the first things displayed on your Instagram profile, usually located below the bio section. They provide a quick and accessible way for visitors to view important content like services offered and resources your Pregnancy Resource Center can provide.

HERE'S WHY YOUR CENTER SHOULD USE INSTAGRAM HIGHLIGHTS

DRAW IN YOUR AUDIENCE

The first step is creating a highlight cover or name that catches attention. This attention-grabbing label is crucial for attracting users to your highlights.

KEEP THEM ENGAGED

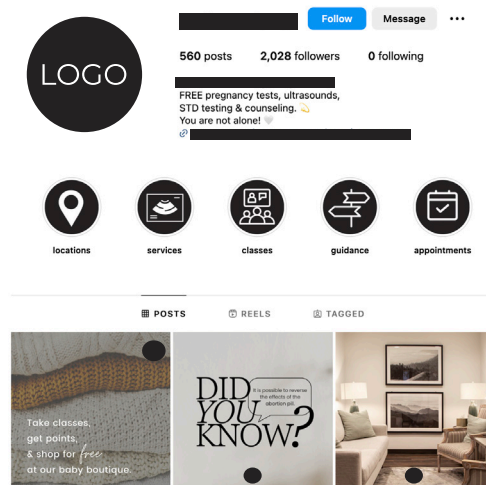
It's not just about getting them there; it's about keeping them interested. The content of your highlights is key to retaining viewers on your Stories.

CONNECT WITH YOUR COMMUNITY

Choose highlight categories that resonate with your audience. Your strategic selections help you build a stronger connection with the community you serve.

SHARE IMPORTANT INFORMATION

Use highlights to share valuable information about pregnancy, resources, and support. It's a fantastic way to reach and educate your audience.



The Bottom Line

Integrating both Highlights and Stories into your social media approach is crucial for building awareness and reaching women even before they realize they may need your services. Highlights allow you to curate lasting content that organizes vital information for women navigating unexpected pregnancies.

By consistently updating and organizing Highlights with informative content, you establish your center as a reliable resource. Stories, on the other hand, provide a real-time and interactive way to engage your audience, sharing time-sensitive information, testimonials, and updates.

By strategically utilizing these tools, you ensure that women become familiar with your center's resources, values, and support options, creating a foundation of awareness well before they may require your services.

As a full-service agency, we specialize in creating social media strategies for pregnancy resource centers. We focus on reaching women before they even recognize their need for support.

Ready to enhance your outreach? Contact us today to get started.

Get More Information



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