



OUTSHINERY

15 Prompts to help you leverage your beverage and tell your story

an Instagram Stories handbook for breweries

TEASE

- ☐ Use **stop motion** to share the arrival of a new shipment of ingredients (hops, unique flavor additions, etc.)
- ☐ Skip the photo and tease your customers by sneak-previewing only the name of your soon-to-launch brew, with **type mode** (text only)
- ☐ Capture the addition of ingredients to your beer recipe using **rewind**, for a whimsical and unexpected peek at the making of your latest beer
- ☐ Create a **boomerang video** showing the first pour of your new brew (don't forget to keep the label under wraps until the big release!)
- ☐ Sneak your fans into an industry-only pre-launch party by sharing a video captured in **live mode**

RELEASE

- ☐ Unveil the look of your new brew with **superzoom** mode, and make a splash with your launch announcement
- ☐ Stop people in their tracks by sharing an **animated label video** (call Outshinery, *cough cough*)
- ☐ Communicate your beer's taste profile with **type** (i.e. bold, hop-forward, 75 IBU's)
- ☐ Create a **video** showing an impressive tower of packaged product, ready to be shipped
- ☐ Make a fun **hands-free** video of your team cheering their hard work and enjoying the fruits of their labor

AMPLIFY

- ☐ Show your customers enjoying your new product by creating fun stories with **normal mode**
 - ☐ Create eye-catching **stop-motion** content of your product "in the wild" (think: liquor stores, local bars, beer festivals, sporting events, etc.)
 - ☐ Capture spontaneous, positive reactions from your customers' enjoying your new product, with **video**
 - ☐ Use a **stop-motion** sequence of your tap room filling up with patrons
 - ☐ Share a short Outshinery **product video** of your new beer joining the family
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Get an Instagram-worthy bottle shot for free from Outshinery!

outshinery.com/free

Instagram glossary + how to

- **Boomerang:** a burst of photos that loops forward and backward. Tap “boomerang” at the bottom of the screen, then tap the circle at the bottom to take.
- **Hands-free:** a video set on a timer so you don’t have to tap and hold your phone. Swipe left at the bottom of the screen and tap “hands-free.” From there you can tap to start recording a video, or tap and hold to see.
- **Rewind:** a video that plays in reverse. First tap “rewind” at the bottom of the screen. From there, tap and hold to take a video, or tap once to record hands-free.
- **Superzoom:** a video that automatically zooms in on an object and plays a dramatic sound. Tap “superzoom” at the bottom of the screen. Tap anywhere on the screen to select an area or object to zoom in on, then tap the circle at the bottom to start recording.
- **Stop-motion:** a video using a series of individual photos. Tap “stop-motion” at the bottom of the screen. Tap the circle to take your first photo, then keep tapping to take additional photos. You can tap and hold the last photo you’ve taken to see an overlay preview and align your next photo. When you’re finished, tap Done to see your stop-motion video.
- **Type mode:** share what’s on your mind with different text styles and backgrounds—no photo or video required. Tap “type” at the bottom of the screen and tap the button at the top to change the text style, or tap the circle in the bottom left to change the background color.

Instagram best practices

- ☐ Always include **hashtags** (and **location sticker** where appropriate)
- ☐ Add **stickers** and **animated GIFs** on top of your videos for extra fun and storytelling
- ☐ Use **preset filters** to enhance the quality with a simple finger swipe
- ☐ **Highlight** your most relevant content to have it visible on your profile beyond the 24 hour mark
- ☐ **Save** any content created on the Instagram app to repurpose on other social media platforms