

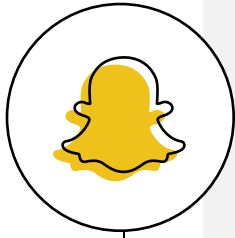
Get Your Stories Straight

The Platform

The Basics

The Appeal

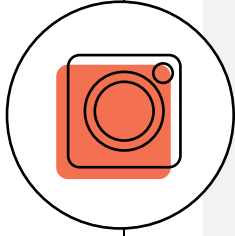
Snapchat
Stories



60 second limit
24 hour run time

- They are the OG story platform
- Multiple, full-screen ad formats

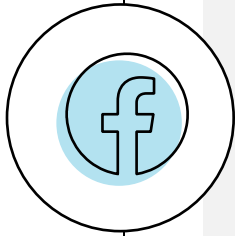
Instagram
Stories



15 second limit
Live capabilities
24 hour run time

- Can be used for Page Highlights
- Can be used for ad campaigns
- Growing button and sticker features
- Automatic cross-posting with Facebook

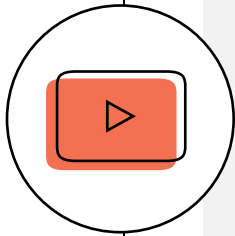
Facebook
Stories



20 second limit
24 hour run time

- Call-to-action buttons
- Growing ad options
- High organic reach
- Automatic cross-posting with Instagram

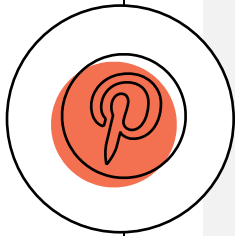
YouTube
Stories



15 second limit
7 day run time
Comment section
Mobile-only

- Longer lifespan stories
- Maintains conversations
- Another level of engagement
- *Note: This is only available to channels with over 10,000 subscribers*

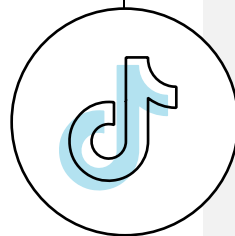
Pinterest
Idea Pins



60 second limit
No run time limit

- Can act like Highlights on Instagram
- Makes content more at-the-ready

TikTok
(TBD)



Possibilities:
24 hour run time
Comment section
Video-based

- Creators and advertisers could see a whole new set of options for audience reach and boosted content