

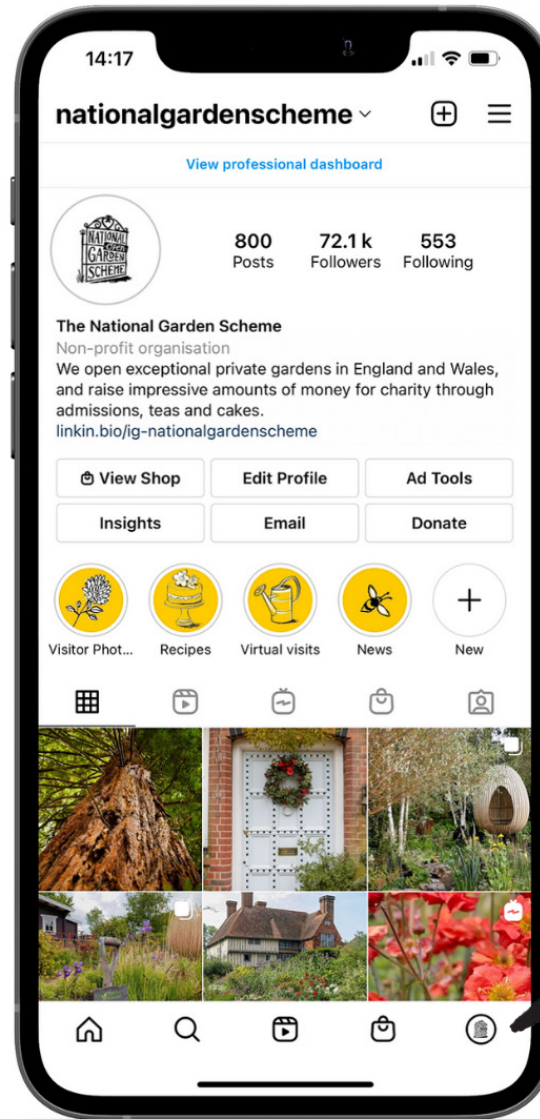
HOW TO ADD A LINK TO YOUR INSTAGRAM STORY.

Adding a link to your Instagram story is a great way to direct your followers towards a specific page you are wanting to promote.

Examples:

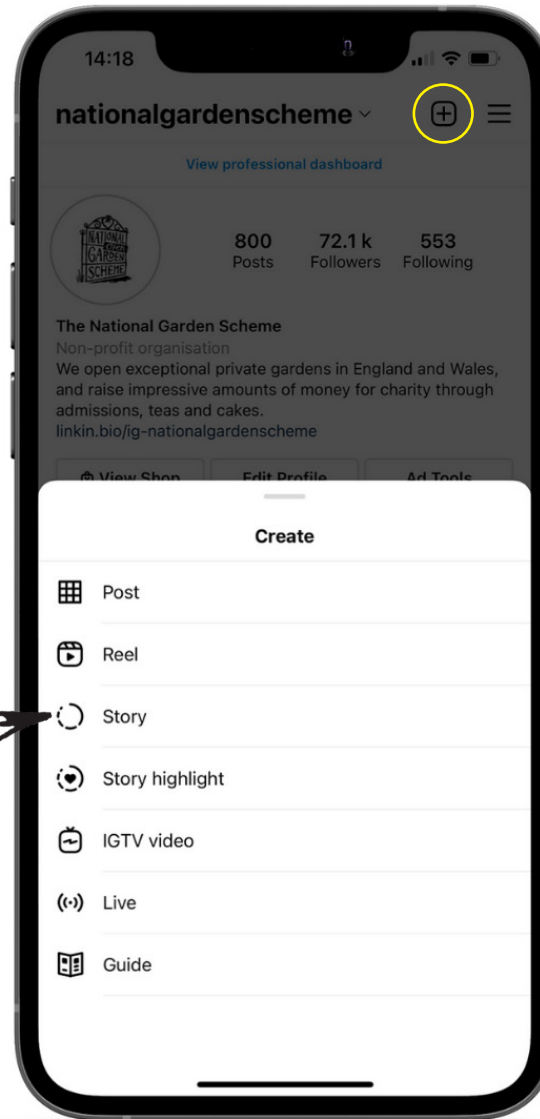
- To promote a garden opening
- To promote a news/lifestyle article from our website
 - To promote a virtual garden visit
 - Linking to our online shop
 - Linking to documents such as the impact report



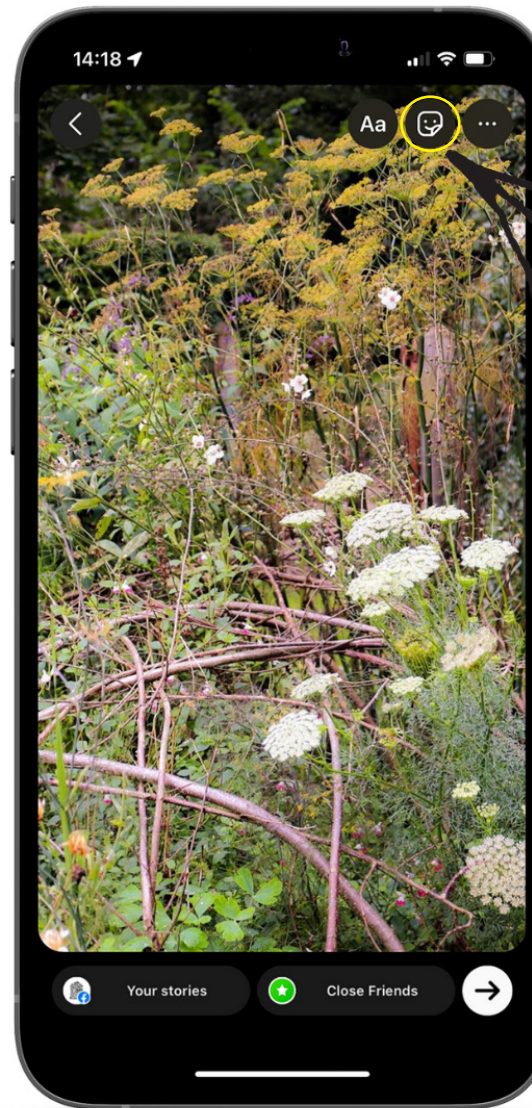


Open up the Instagram app,
log in and go to your profile
by clicking the icon in the
bottom right-hand corner.

Click the small 'Plus' sign in the top right and a menu will appear. Click 'Story'.



Following the 'How to create an Instagram story' guide, take an image using the camera or swipe up and choose an image.



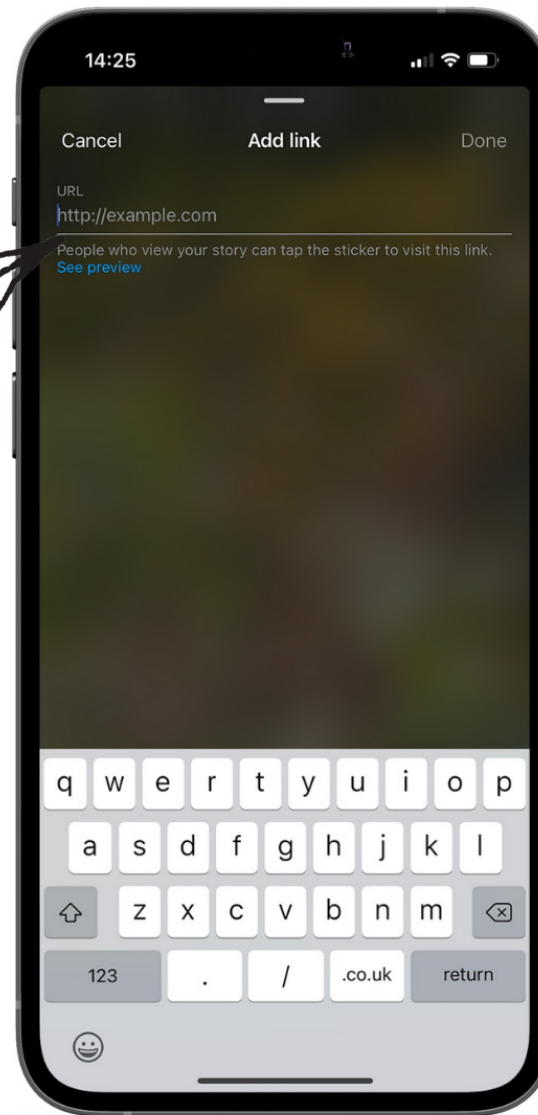
Once you have your image, click the 'Sticker' button, which is the middle button in the top right corner.

Once you have clicked on this,
a menu will appear. Find the
sticker that says 'Link'.



For example, go to the National Garden Scheme website and copy the URL which will show as: <https://ngs.org.uk>

This screen will then appear and ask you to 'Add link'. It is best to copy and paste the link you would like to use directly from the website.



Once you have input your link,
press 'Done', and your link will
appear like this onto your
story.



Important to note: If you have input
a long link, Instagram will shorten
this when it shows up on your story.
Don't worry, it will still take your
viewer to the correct place.

You can then move the link freely
and find a placement on your story.
Once you have done this, its good to
add text informing viewers they can
click the link to find out more.

