

## 50+ Instagram Story Ideas & Examples 2022

If you're a social media user, you've probably seen [Instagram stories](#) in your feed already. But, if you didn't know, it's an Instagram feature that allows users to post content that only lasts 24 hours. It has proven to be highly engaging, which may have something to do with the sense of urgency with which people viewed them, given that they only lasted a day.

**To create an Instagram story of your very own, follow the following steps:**

- Browse through several Instagram story designs for inspiration and ideas for your own Instagram story.
- Customize Online or Download in your preferred File format and Print As Required.

Now, are you looking for cool Instagram story ideas to help you fuel your social media calendar, or you need creative ideas that help you wow the audience? Here are 50 plus Instagram story ideas and inspiration that you can use as a reference.

## 1. Space Is a Must

Spacious designs are often regarded as dull. However, having a lot of space isn't necessarily a bad thing. It even complements and highlights the design's best features. Take the '[Contest Instagram Story](#)' as an example. It has a lot of space but still looks perfect.



## 2. Simplicity Is Beauty

Every simple design has its beauty. These designs aren't dull, but they're neat and pleasing to the eye. The '[Fashion Sale](#)' Instagram story is the best example. It conveys simplicity with a hint of sophistication.



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### 3. Plain Background Is Fine

A plain background can't possibly go wrong. It offers clean, sophisticated designs. Take a look at the Instagram story design for 'Jewelry.' It has a simple background that doesn't distract from the featured product.

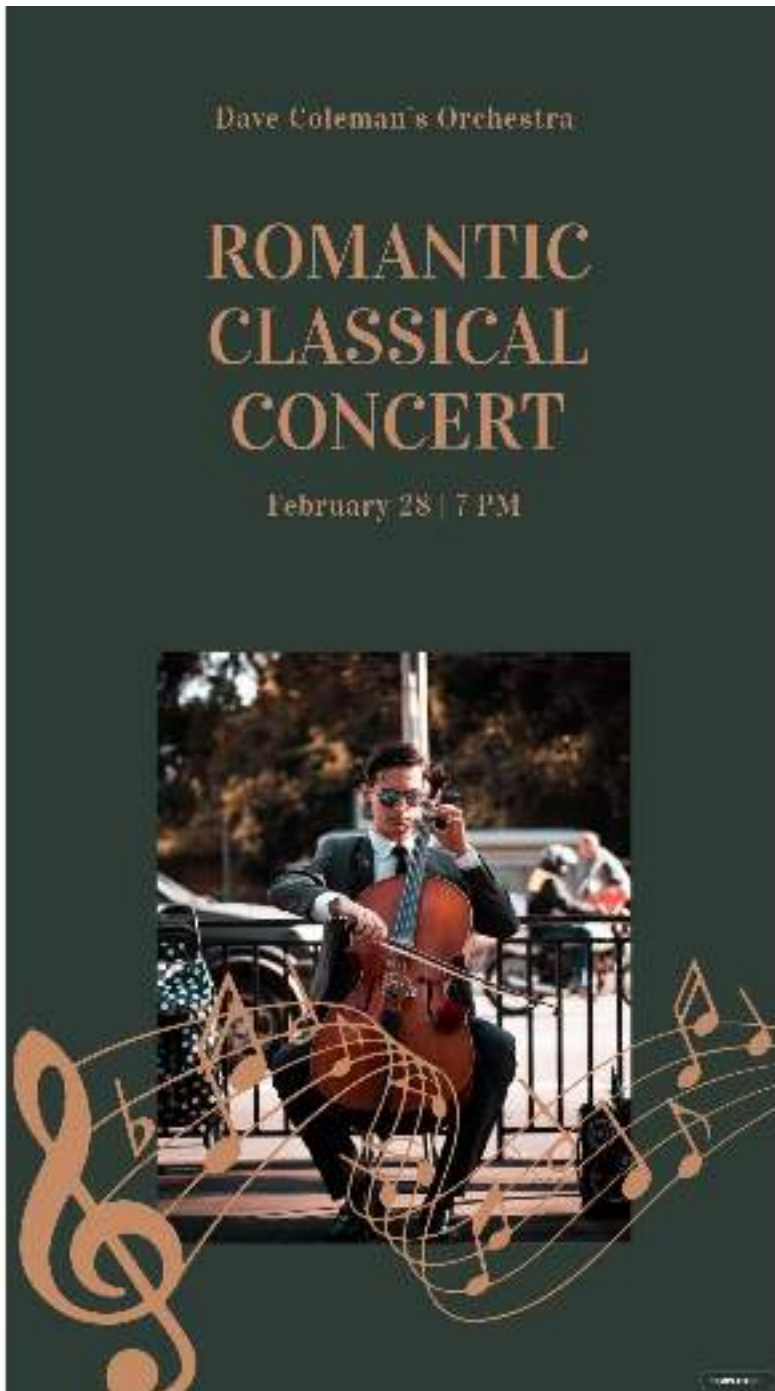


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## 4. Choose the Right Font

Fonts are just as important as text. It is used to communicate with readers or followers. That is why you should select a font that is appropriate for your theme and design. Look at the differences between the fonts used in the ['Music Instagram Story'](#) and 'HR Consulting' Instagram story designs.



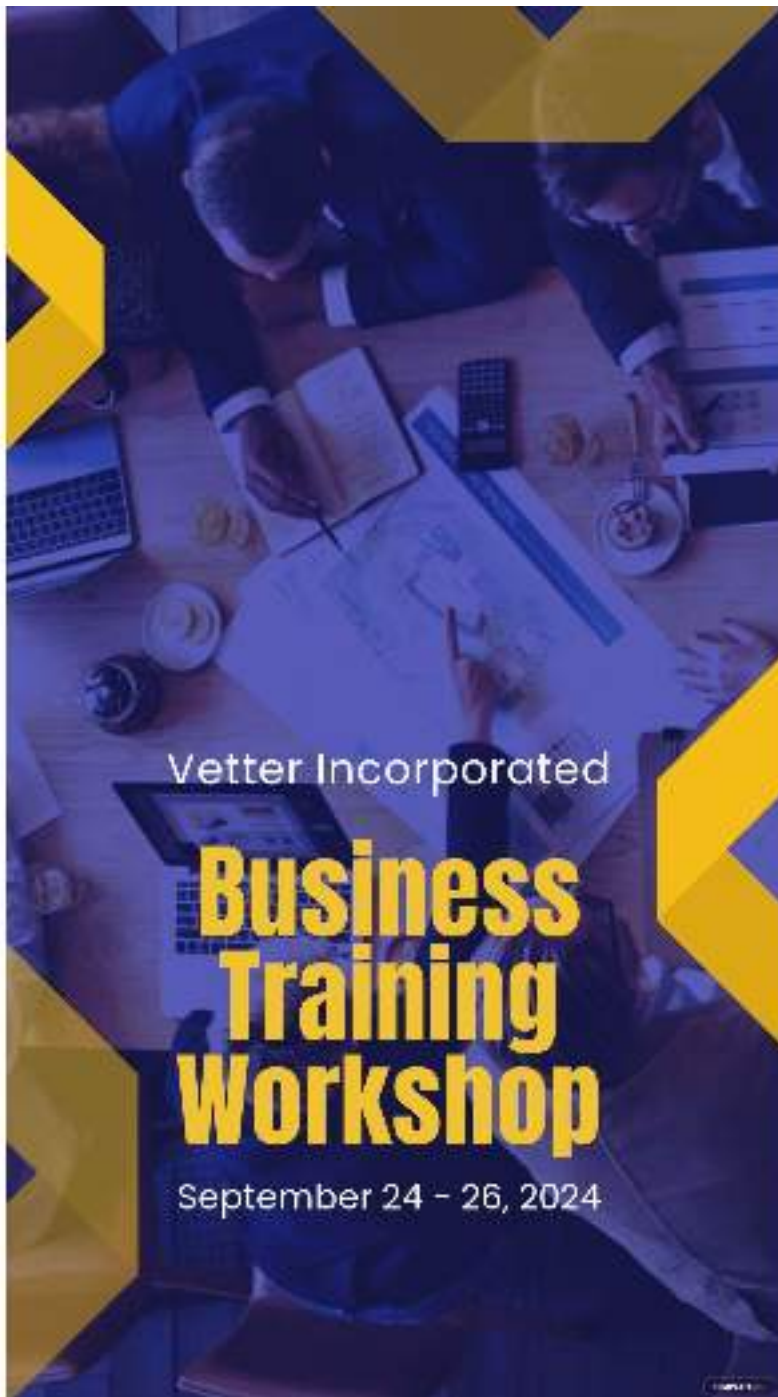
## 5. Colors, Colors, Colors

Nothing can go wrong with bright and colorful designs. As long as it fits well with the theme, everything will be fine. Vibrant colors can also effortlessly draw the attention of followers. Take a look at the Instagram story designs for the 'Art Exhibition.' It features bright designs that go well with the theme.



## 6. Contrasting Colors

People are drawn to colors that contrast. They are surprised and pleased by the result of two different colors colliding. Take a look at how the Instagram story design for ['Workshop Instagram Story'](#) combines two different colors while still complementing each other.



## 7. Play With Hues

Using gradient hues to create engaging and entertaining Instagram story designs is also a good idea. According to experts, a gradient adds visual interest to a design while also guiding users through it. Take, for example, the 'Meetup Event' Instagram story design and the 'Halloween Party' template below.





## 8. Shapes Can Help

Different shapes can help you with your designs. Nothing can go wrong if you use different shapes correctly. Look at how it plays an essential role in the Instagram story design for the '[Holiday Sale](#)' Instagram story.



## 9. Collage, Collage, Collage

Collages have a variety of uses in the design process. A collage can help you decide on a color palette for your product ideas and concepts. According to experts, it gives designers the opportunity to add commentary through familiar imagery and objects, which they can't get from flatwork alone. Take the '[Photography Instagram Story](#)' design as an example.



## 10. Make Use of Great Photography

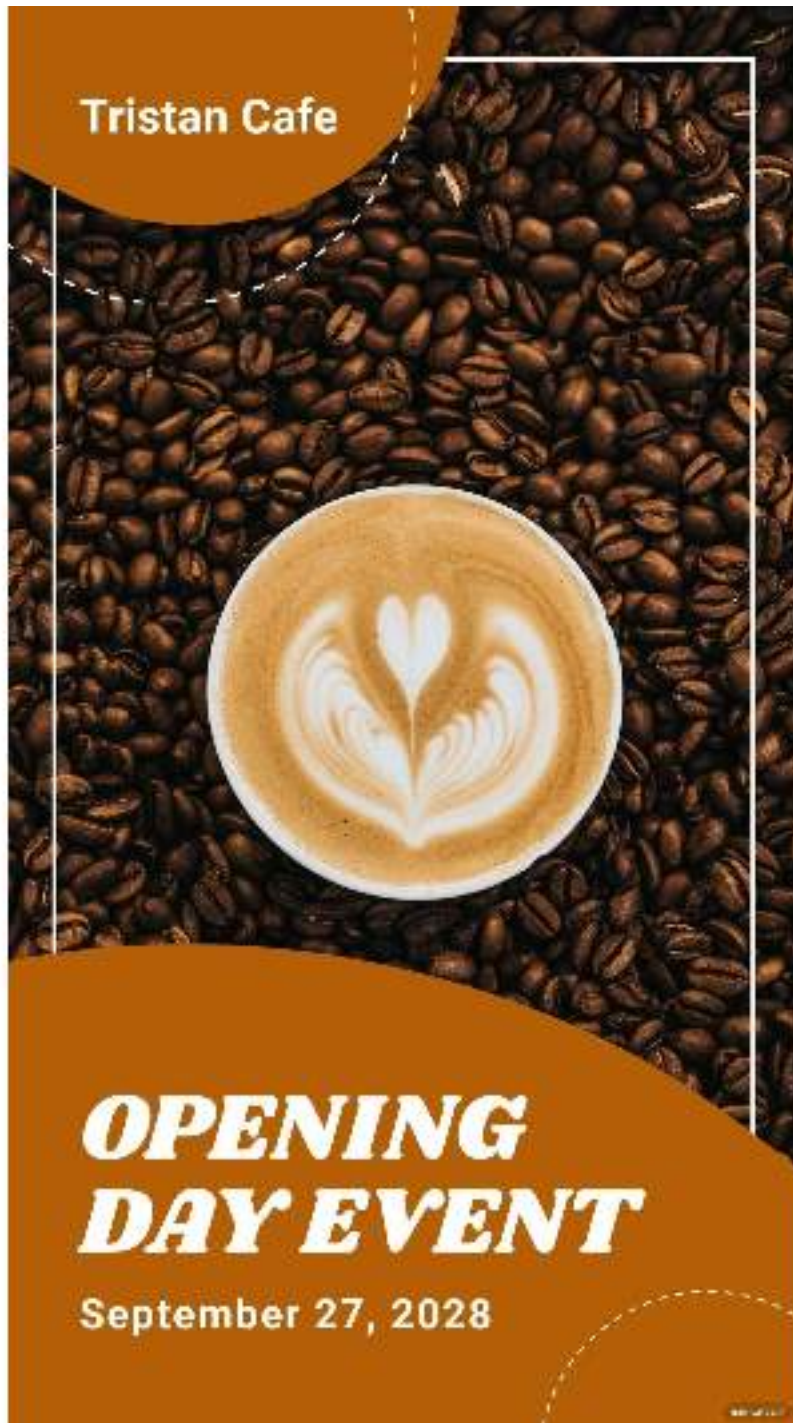
To complement your design, you should take advantage of great photography. It not only gives you a great design, but it also appeals to your followers. Take, for example, the '[Summer Instagram Story](#)' design.



**Booking Date  
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## 11. Focus on Your Brand

When creating an Instagram story for your brand, you should focus on it. Try not to put a lot of unnecessary designs to avoid overwhelming it. Take the '[Cafe Instagram Story](#)' design as an example.



## 12. Feature Your Best Product

You should highlight the best product on your Instagram story to promote your brands effectively. Take a look at the '[Hotel Service Promotion](#)' design. It features its best service by putting the right image.

# DELUXE SERVICES PROMO



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### 13. Flex Your Model

Flex your model if you have one. A good model can also assist you in attracting more viewers to your stories. The '[Marketing Instagram Story](#)' Instagram story design is the perfect example of this.



## 14. Nature at Its Finest

Nature can serve as an excellent backdrop for your designs. It can provide you with an environment and lighting that you would not be able to obtain indoors. It also has breathtaking scenery that no other place can match. Look at how the '[Wedding Instagram Story](#)' Instagram story design has the magic of nature.



## 15. Choose the Right Icons and Graphics

There's nothing wrong with using icons and graphics as long as you do it correctly. Graphics and icons can easily attract viewers, especially if they are well-suited to the theme. Take into account the '[Audition Instagram Story](#)' design.





## 16. Use the Right Pattern

Patterns can give your story designs more texture. It not only appeals to the audience but also demonstrates the neatness and beauty of your Instagram story designs. Take a look at how the '[Construction Instagram Story](#)' balances everything out with the precise pattern.



## 17. Follow Symmetry

Symmetry creates balance, and balance in design produces harmony, order, and aesthetically pleasing results. So you must adhere to the proper symmetry. The ['Influencer Instagram Story'](#) Instagram story design is the best example of this.



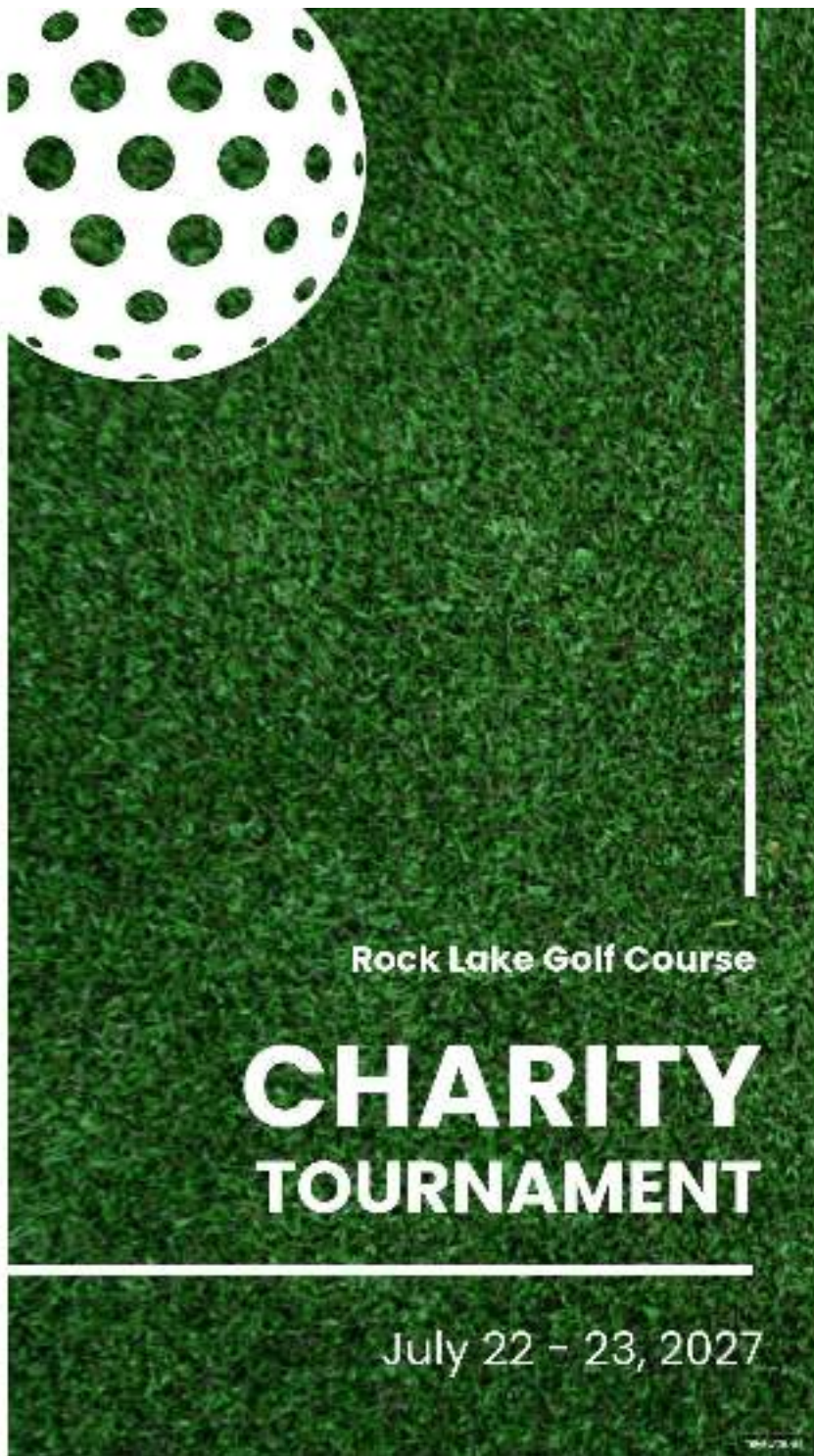
## 18. Asymmetrical Shapes Would Do

There's nothing wrong with asymmetrical shapes as long as you are using them correctly. Look at how the asymmetrical shapes in the '[Event Instagram Story](#)' Instagram story design added to its beauty.



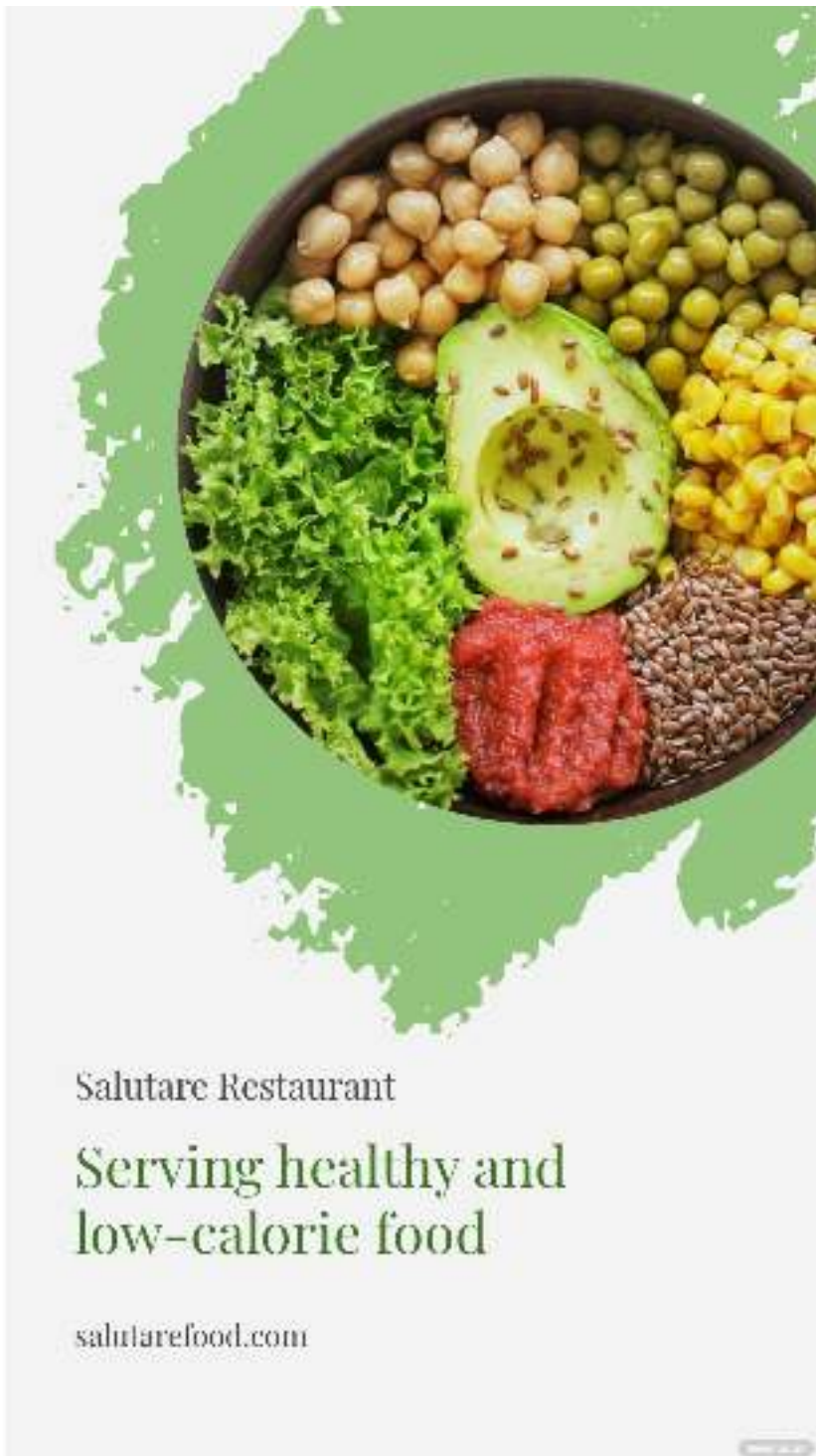
## 19. Lines Can Help

The use of lines allows artists to demonstrate delicacy or force. Look at how the '[Charity Instagram Story](#)' design uses lines to create emphasis.



## 20. Healthy Greens

Greens symbolize health. So don't be afraid to use it to promote your restaurants or food business. Look at how the '[Healthy Food](#)' Instagram story portrays health using green colors.



## 21. Food Is Life

Capturing the perfect angle of your product can entice your followers, especially if you're in the food business. Try to capture the ideal image that will make them drool. Take, for example, the '[Food App Promotion](#)' Instagram story design.



## 22. Seasonal Designs

When it comes to seasonal designs, you should follow the theme. It should have Christmas vibes if it's the Christmas season, Halloween vibes for the Halloween season. Take the '[New Year Instagram](#)' story design as an example.



## 23. Use the Right Words

As a Digital Marketer, you should know how to convince people through pictures and words. You should use the right words and the best that you could offer to influence your followers to follow your brands. Take the '[Travel Instagram Story](#)' design as an example.



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## 24. Entice Viewers

Create a wow-factor design for your Instagram stories to persuade and entice your viewers to follow your brand. You can use the best photo you can find or create your design. Look at how well-chosen the image for the 'Online Grocery Store' Instagram story is and how appealing it is to the general public.



## 25. Let's Go Disco

Creating and using festive and disco-like designs isn't a bad idea as long as they demonstrate the theme. However, if your theme isn't appropriate for the design, avoid using it because it may overwhelm it. Take, for example, the '[Club Instagram Story](#)' design.



## 26. Retro Vibes In

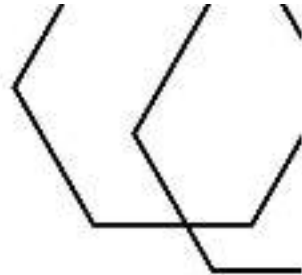
Classics or retro styles are still prevalent in design today. So don't be afraid to incorporate it into your Instagram stories. It can be very appealing to the public if it is well made and organized. The '[Sale Instagram Story](#)' design is the best example.



## 27. When In Doubt, Use Black and White

There's nothing wrong with using black and white as long as it complements the theme and is appropriate. The Instagram story design for '[Car Wash](#)' is a great example.

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## 28. If Applicable, Go Dark

Although most people prefer bright and vibrant colors in their designs, dark colors can also be beautiful. The use of dark colors conveys a serious tone. The Instagram story template titled "Exhibition Entry" is the perfect example.



## 29. Take Advantage of Cuteness

No one can resist cuteness, especially when it comes to babies. So don't be afraid to make use of it and incorporate it into your designs. But be sure it applies to your theme and brand. Take the 'Baby Store' and 'Baby Clothes Ad' Instagram story design as examples.



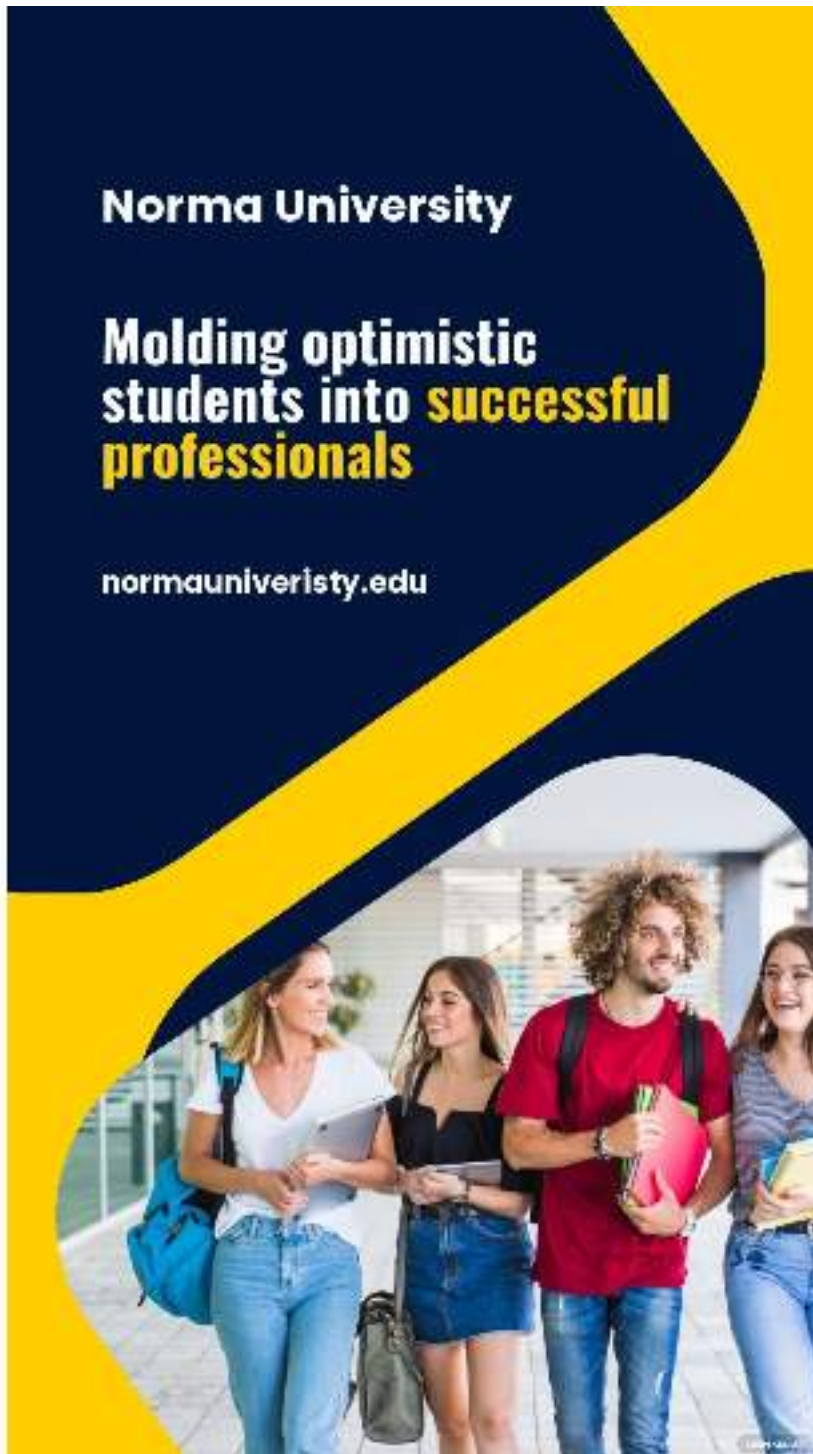
## 30. Be Professional

Incorporate and follow the professional way of creating Instagram stories to demonstrate your professionalism. To make it look good, you should also use the right words and patterns. Take the Instagram story design for '[Tax Consulting](#)' as an example.



## 31. Make School Fun

If you're a teacher or work at a school, you should make an Instagram story that will attract students and show them that school can be enjoyable. Take a look at how the ['School Instagram Story'](#) design makes it possible.





## 32. Angles

Choosing the right angle for your featured image can transport you to another world. It's because it gives you a more accurate picture of your brand. Take a look at how the Instagram story template for 'Interior Design' and 'Navy Blue Real Estate' stands out.



### 33. Provide Motivational Quotes

In your Instagram stories, you can also include motivational quotes. It can help you increase traffic to your account because people love hearing that someone understands them. You can use the 'Motivational Quote' Instagram story templates below design as your reference.



## 34. Have Some Inspirational Quotes

Inspirational quotes are another way to keep your followers interested in your stories. People like things that inspire them to be better. So it can help you increase traffic to your brand. The Instagram story design for '[Inspirational Quote](#)' is the perfect example of this.

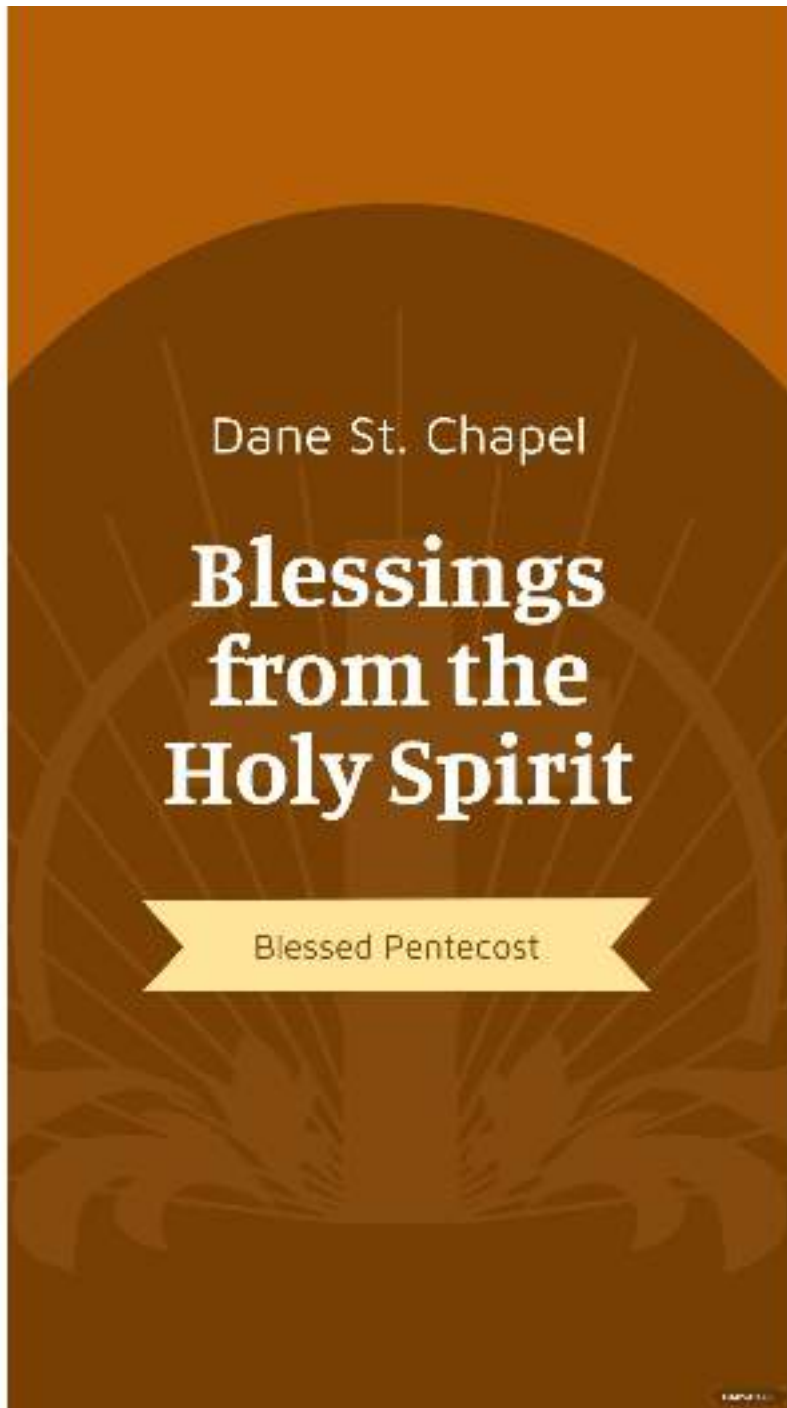
Today's Inspirational Quote

**“Always learn  
to appreciate  
yourself.”**



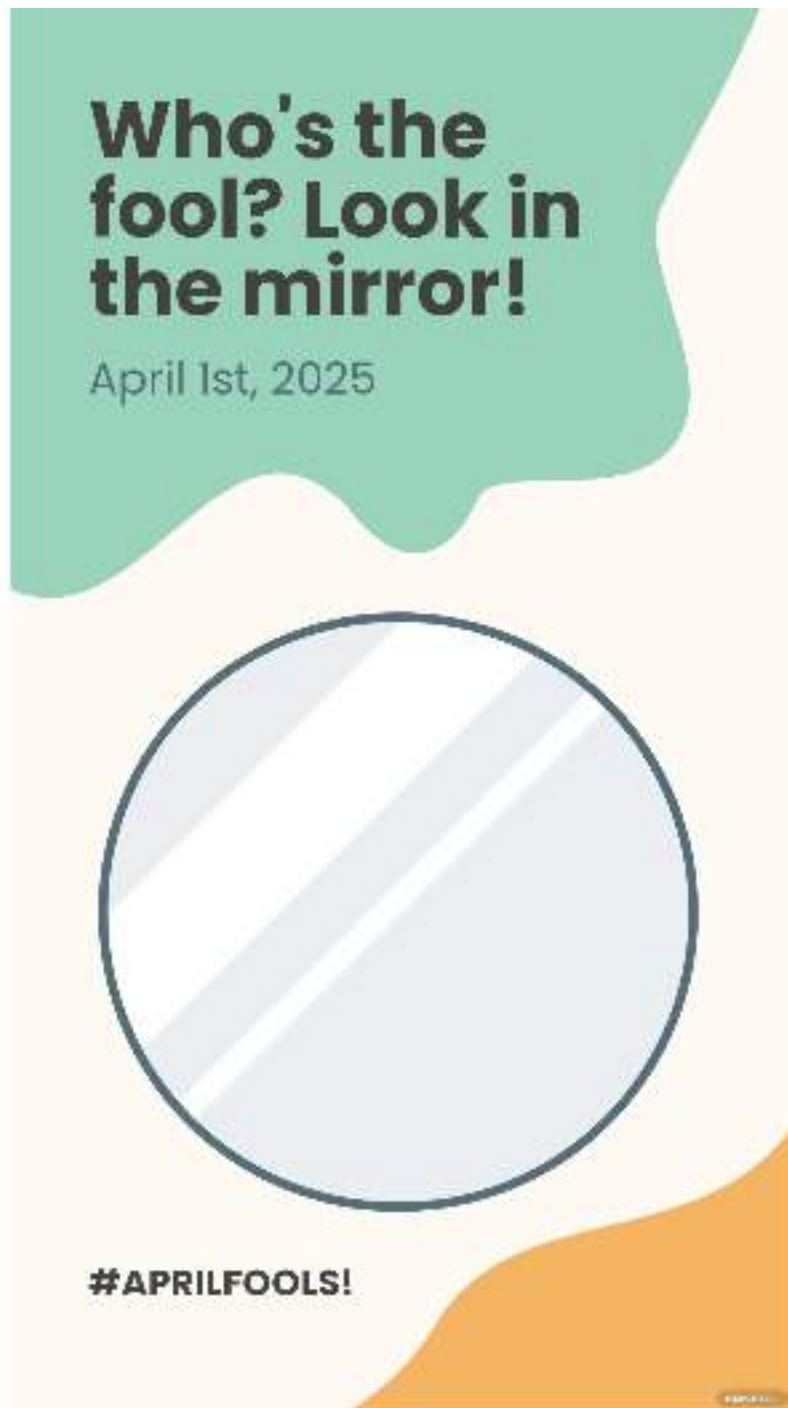
## 35. Include Religion

Many people are religious, so including religious events in your stories could be beneficial to you. However, make sure it's not irrelevant and disturbing to the community. Take a look at the '[Pentecost Sunday Church](#)' Instagram story design to see how you can do religious designs.



## 36. Be Silly Sometimes

There's nothing wrong with expressing your sense of humor. You can include amusing elements, such as funny graphics, jokes, and more. It can help you spice up your stories and increase traffic. Take, for example, the 'Funny April Fools Day' Instagram story design.



## 37. Show Some Love

People are drawn to things that have to do with love. So, including Love-related topics in your stories can draw in your audience. You can make use of the '[Photo Valentine's Day](#)' Instagram story designs as your reference.



## 38. Boost Excitement

If you add a flavor of excitement to your story, it will be easy for you to capture the hearts of your viewers and followers. Including a sneak peek at an upcoming project may entice them to follow your every move. The '[Beauty Salon Opening](#)' Instagram story design is an excellent example of this.



## 39. Connect To Your Audience

It is better to create a story that people can relate to and connect with to gain more followers and viewers. Consider the '[International Women's Day Sale](#)' Instagram story as an example.





## 40. Know the Trends

Keep up with global trends and events to connect with your followers and viewers. Everything piques people's interest, especially such as the most recent fashion trend. Take a look at the' [Ecommerce Store](#)' Instagram story design as a reference point.'

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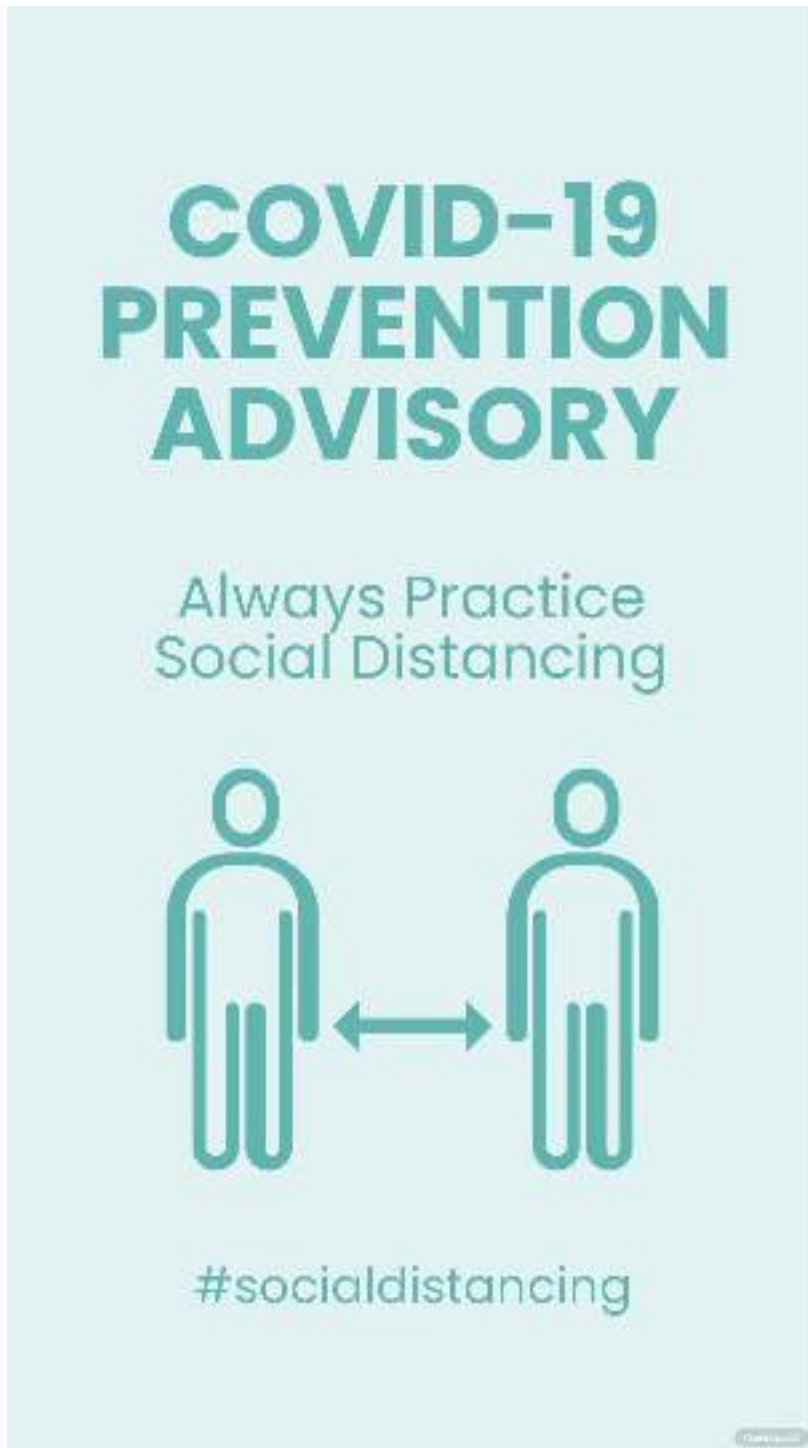
## 41. Blend In

You should blend in if you are aware of the current trend. You can easily entice people this way. The '[Cosmetic Store Instagram](#)' story design is a perfect example of this.



## 42. Post Awareness

If you post some awareness that can help people become more aware, you can easily capture their attention. Take the 'Coronavirus Covid19 Social Distancing' Instagram story design or the other template as an example.



## 43. Make It Appealing to Kids

Sometimes, kiddie designs can also help you entice people and gain more traffic to your account. So don't be afraid to try some ideas that are appealing to kids. Take the '[Day Care Opening](#)' story idea as an example.



## 44. Make Use of Testimonials and Reviews

Featuring testimonials and reviews in your stories can make your company look credible and trustworthy enough. So don't be afraid to make use of it. It can help you gain more traffic to your account. The perfect example of it is the '[Real Estate Agent](#)' Instagram story design.



## 45. Have Some Quizzes

Do you want to learn how to make an Instagram story with a massive amount of engagement? As a Digital Marketer would, create a game and some quizzes on your industry or niche. Take the '[University Instagram Story](#)' design as an example.



The image shows a vertical Instagram story design. At the top, there is a blue background with a white grid of dots in the upper left corner. A central photograph shows three students (two men and one woman) looking at a tablet together. Below the photo, the text 'Weeknight Game Day!' is written in a bold, yellow, sans-serif font. Underneath this, a yellow banner contains the text of a quiz: 'Quiz: Who is the person behind the invention of the hologram? DM us now to bet your luck on winning surprises gifts tomorrow!'. At the bottom, there is a dark blue section containing the Syndich University logo (an open book icon), the university's name, and its website address: [www.syndichu.edu.com](http://www.syndichu.edu.com). A small '© 2019' watermark is visible in the bottom right corner.

**Weeknight  
Game Day!**

Quiz: Who is the person behind the invention of the hologram? DM us now to bet your luck on winning surprises gifts tomorrow!

  
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## 46. Use Some Trivia

Adding some trivia to your Instagram stories can arouse your followers' interest, allowing you to expand your community and drive more traffic to the site. Take the '[Bar Event](#)' story idea as an example.



## 47. Make Use of Innovation

Innovation can make life easier. So don't be afraid to use such with your story designs, especially if you're from a technology company. Take a look at how the 'Tech Startup' makes a design that could capture the hearts of those tech people.





## 48. Feature Your Contest Winner

If your company held a contest, you should recognize the winner by including it in your Instagram stories. Take a look at the story concept '[Contest Winner Announcement](#)' as a reference point.



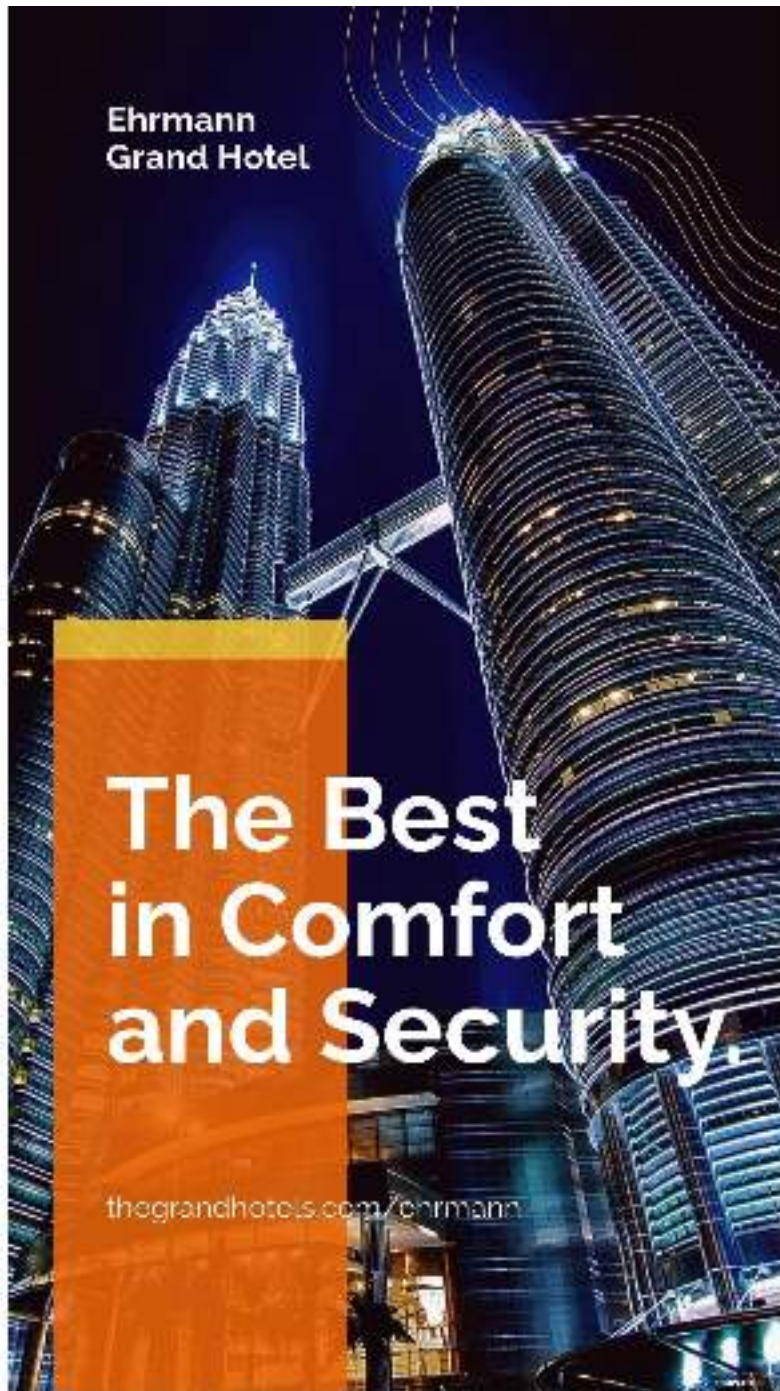
## 49. Add Personal Touch

Nothing could go wrong with adding personal flavor to the design. Putting your personality based on a design, according to experts, is one of the fun advantages of a transition. Take the '[Birthday Wishes Instagram Story](#)' design as an example.



## 50. Do Your Best

Whatever design you come up with, as long as you gave it your all, you're good to go. If you want to make something similar, you can use the '[Hotel Instagram Story](#)' design as an example.



## **General FAQs**

### **What is an Instagram story?**

Instagram Stories allows users to post photos and videos that will disappear after 24 hours.

### **What is an Instagram follower?**

A user who follows your Instagram account can see, like, and comment on any photo you share.

### **Why do brands use Instagram stories to boost their sales?**

Instagram stories promote audience engagement by encouraging audience interaction.

### **How often brands post on their Instagram stories?**

The majority of people update their Instagram Stories at least ten times per day.

### **Is posting on Instagram stories effective?**

Yes, Instagram stories are 75% effective, meaning that their audience watches to the end of the story frame.