

# Posting/Links to Content

## Instagram Stories

The Instagram Stories template was created strategically as a video with each slide in 15 second increments. Instagram automatically splits videos into new slides every 15 seconds whereas an image uploaded to Instagram Stories only stays on screen for 5 seconds at a time. This method helps create the feel of shuffling through a deck of cards, an easier upload process, as well as giving the social media user more time to view the content. An image uploaded to Instagram Stories only stays on screen for 5 seconds at a time.

The original posts expired after the standard 24 hours, but the entirety of the campaign is archived on the Bethlehem Schools Instagram account in the highlights section.

View on Desktop: [Link to Instagram Highlights \(link only works logged in on desktop\)](#)

View on Mobile: [Instagram page @bethlehemschools \(Highlight for finished campaign labeled "New Staff"\)](#)

