Stories
Online Course

BCI BOOT CAMP INSTITUTE
by Boot Camp Digital

100 - Overview

01 - What Are Stories?	1:42
02 - Size, Growth and Importance of Stories	5:07
03 - Where Are Stories?	3:48
04 - What Content Works for Stories?	2:59
05 - Stories Are Different Than Posts	2:12
06 - Stories Benefits	6:04
07 - Why People Use Stories	2:28
08 - Why Businesses Use Stories	3:14
09 - How Businesses Can Use Stories	3:08
10- How Businesses Use Stories	3:11

Total Topics = 10   **Total Time = 33 minutes**
10 QUESTION QUIZ

200 - Setup

11 - Best Practices	10:48
12 - Steps for Using Stories	1:34
13 - Strategy	10:33
14 - Choose Your Objectives	6:13
15 - Posting a Story – Getting Started: Align Content to Objectives	8:09
16 - Posting a Story – Getting Started: Choosing the Right Platform	3:00
17 - Three Elements of a Story	7:13
18 - Optimal Length	3:33
19 - Optimal Time to Post	3:07
20 - Optimal Post Frequency	1:03
21 - Post Types	1:42
22 - Stories That Get Results	9:03
23 - How to Post Stories – Desktop vs. Mobile	1:03
24 - Scheduling Stories	2:20
25 - Integrating Stories with Your Overall Strategy	6:39

Total Topics = 15   **Total Time = 1 hour, 15 minutes**
10 QUESTION QUIZ

300 - Optimize

26 - Analyze Results – Where to Find the Data	5:37
27 - Analyze Results - What You Should Meaure	9:33
28 - Google Analytics: Conversion Tracking Implementation	7:55
29 - Analyze Results – Getting Insights from Data	12:28
30 - How to Get More Views of Your Stories	3:54
31 - How to Make Stories Posts More Interesting	7:43
32 - Ads	1:12
33 - Ads – Benefits	3:30
34 - Ads – Where Are Stories Ads Available	0:58
35 - Ads – Setup Tips	11:38
36 - Ads – Steps to Setup Stories Ads	8:37
37 - Best Practices	2:19

Total Topics = 12   **Total Time = 1 hour, 15 minutes**
10 QUESTION QUIZ

400 - Execution by Platform

38 - Instagram Stories Overview	12:44
39 - Instagram Stories Highlights	11:12
40 - Instagram Stories Features	18:21
41 - Shoppable Instagram Stories	4:42
42 - How to Get Your Instagram Stories onto the Explore Page	4:02
43 - Facebook Stories Overview	14:12

Total Topics = 10   **Total Time = 1 hour, 5 minutes**
10 QUESTION QUIZ

Resources:

Stories Quick-Start Guide
Stories Checklist
Stories Tips & Tricks
Social Media Content Cheat Sheet

Course Total Topics = 43
Course Total Time = 4 hours