

Who's Invested in £stories?

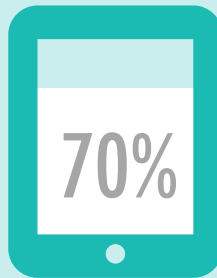
HOW UK BANKS & BUILDING SOCIETIES ARE USING INSTAGRAM STORIES

Since launching in August 2016, Instagram *Stories* has grown rapidly, with reports suggesting its popularity now eclipses the original newsfeed; *swiping across is the new scrolling down*.

And using *Stories* isn't just limited to consumers, with brands increasingly favouring what's arguably a 'broadcast format' inside a social network. In light of this we analysed how 10* consumer-facing UK banks and building societies are using the feature.



total Stories posted
by 10 accounts over 10 days



didn't post a Story

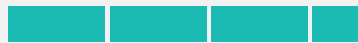


no Stories featured a poll

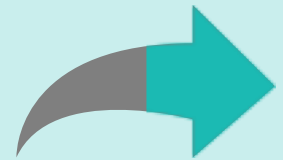


2/3 of Stories featured
overlays such as stickers

3.5 frames



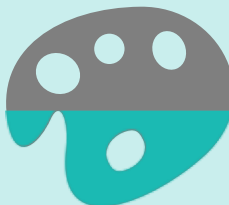
the average Story length



50% of Stories included a
clear call to action



no user generated
content was featured



½ the Stories were formatted
especially for Instagram



brands use the
Highlights feature

*Research period: 10-20 April 2019. Brands: Barclays, HSBC, Natwest, TSB, Ulster Bank, Metro Bank, Atom Bank, RBS, Coutts & Yorkshire BS.