

# **DO-THIS NOT-THAT**

## **INSTAGRAM RULES EBOOK**

**COMPILED BY TRIPLE EFFECT SOCIAL**

# Rules for Posts

---

- **single photos**
- **carousel of multiple photos**
- **videos under a minute**
- **preview of IGTV videos**
- **you can use the native Instagram editor to add filters and adjust photo effects**
- **you can put different effects on every photo in a carousel post**



# Rules for Posts

---

- **you can choose to have all your posts saved to your camera roll and/or Instagram Archive**
- **you can archive posts from your feed to have them no longer show up in your grid, but not be completely deleted**
- **you can include up to 30 hashtags on your captions**
  - **or you can split those 30 between your caption and comments on your post**



# Rules for Stories

---

- **you can upload single photo or video or multiple photos or videos**
- **you can upload 15 second videos**  
If you have a longer video you want to use in stories, Instagram will cut up 1 minute of your video. If your video is longer than that, you can use an app like CutStory to chop your videos into perfect 15 second pieces and upload them to your stories.
- **you can add your IGTV video**



# Rules for Stories

---

- **you can add multiple items to stories at once**
- **you can add Mentions**
- **you can add Location**
- **you can add Hashtags**
  - **but only one Hashtag using the official hashtag sticker**
  - **additional hashtags can be added by typing them in**
- **you can use up to 10 Hashtags**



# Rules for Stories

---

- **you can add Interactive Stickers**
  - **you can add multiple Interactive Stickers to one Story**
- **you can add multiple GIFs**
- **you can draw on them**
- **you can add text**
  - **there are multiple fonts you can choose from**
- **you can change the color of the text**



# Rules for Stories

---

- **you can hide text by blending it with the background color**
- **you can hide mentions, hashtags and location behind other story elements, but still have Instagram pick up on them**
- **you can put a box around your text**
- **you can drag unwanted elements in your stories to the trash can**



# Rules for Stories

---

- **you can share other people's POSTS to your stories**
- **you can only share other people's STORIES to your story if they've Mentioned you in them**
- **you can upload content created in story app templates**
- **after opening stories, you can create either a Story, a Reel or an Instagram Live**
- **you can add hundreds of AR filters to your face in stories**
- **you can create your own AR filters which others can use in their stories**



# Rules for Stories

---

- **you can share your story with**
  - **all your followers**
  - **only your Close Friends**
  - **to a chosen person or people**
- **you can block certain people from seeing your stories**
- **you can choose to save all your stories to your camera roll and/or to your Instagram Archive or not to save them at all**



# Rules for Stories

---

- **you can choose who is allowed to reply to your stories**
- **you can choose to share all your stories to your Facebook account**
- **if you save your stories, any interactive elements will not be clickable**
  - **for example, if you save to come back to later, you will need to re-add the interactive elements to have them be live in your story**



# Rules for IGTV:

---

- **1-60 minute videos**
  - **you can upload videos up to 15 minutes long on your phone**
  - **you can upload videos up to 60 minutes on a desktop using Facebook Creator Studio**
- **you can add a custom cover or choose a frame from the video**
- **a short preview can be added to your post grid, or not, depending on your preference**



# Rules for IGTV:

---

- **videos can be landscape or vertical**
  - **if they're landscape, people can simply turn their phones sideways to view them full screen**
- **the cover for the IGTV video has to look and fit in a square for your grid**
- **to make a custom cover, make sure the dimensions are 654x420 pixels**



# Rules for Reels

---

- can be a max of 30 seconds
- can have multiple segments merged together or just one segment
- you can add text
  - text can pop up at different times during the Reel
- you can add GIFs to them, but not any of the Interactive Stickers
- you can choose whether to share your Reels to your Feed, just to the Explore page or to Stories



# Rules for Reels

---

- **you can save a version of a Reel to Drafts and come back to it later**
- **you can film live in Reels or choose to bring in videos from your camera roll**
- **you cannot save a Reel with music, it will save without sound**
- **you can save a Reel with you talking and have the sound saved**



# Rules for Highlights

---

- **you can only add previously posted stories to your highlights. You cannot upload content directly to them**
- **you can add to them and delete stories from them at any time**
- **you can make Highlight covers in Canva or other Instagram apps**



# Editing Rules

---

- **you can edit the captions for posts and IGTV videos after posted**
- **you cannot edit IGTV videos or IGTV covers once posted**
- **you cannot edit stories once posted. (You can delete them.)**
- **you cannot edit Reels once posted. (You can delete them on your feed.)**



# Other Rules

---

- **you cannot include live links in your post captions, stories or main section of your bio**
- **you cannot add live links on your stories**
- **you can only get the Swipe Up feature on stories if you have over 10K followers**
- **you can link to an IGTV video in your story with under 10K followers**



# Other Rules

---

- **you can include a live link in the caption for an IGTV video**
- **you can use the link in your bio for a single website, or use a service such as Linktree to expand that one link into multiple links**
- **your Instagram bio can be a max of 150 characters**
- **your captions on posts can be a max of 2200 characters**



---

**Hope you've found this useful!**

**For more tips, Follow us on Instagram:  
@tripleeffectsocial**

**We're always here to help take your  
Instagram to the next level & get more  
brand recognition and  
sales from the platform!**

**TRIPLEEFFECTSOCIAL.COM**