How to use Feature Count Down on Instagram

How it works:

- You create a “countdown” in your Insta Story (this can be a countdown to Earth Hour for example)
- People who watch your Insta Story can tap on your countdown
- When they tap on your countdown they have 2 options:
    - 1. They can choose to set a reminder for themselves to celebrate with you when your countdown is over, or
    - 2. They can share your countdown in their own Insta Stories

How to create one for Earth Hour 2019:

PRESENT

Click on this button on top right hand of this window to play video.

Step by step:

- Open Instagram Stories
- Take Photo or Video
- Click Sticker icon (smiley face with folded corner)
- Click Countdown Timer
- Click Create the Countdown Timer button
- Type in Title Name (don't forget emojis 🤓)
- Click Numbers to Add Date & Time
- Toggle On & Off All Day to set the exact time
- Tap color wheel up top to change the color of the timer
- Tap the little arrow to change modify date/time
- Add colors, Gifs, design...
- Share to Story

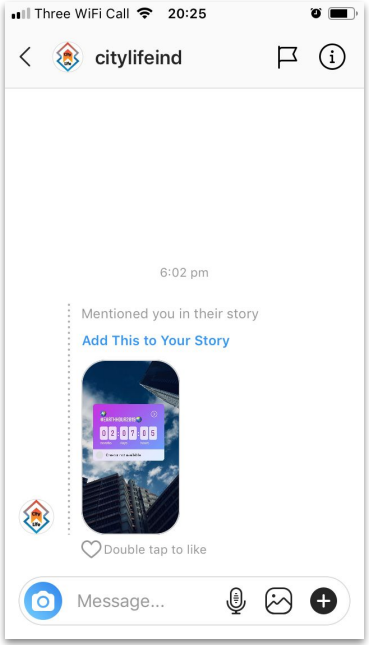
When can it be used:

- Thematic Days
- Live with expert
- Podcast
- New Video Series
- Build excitement for your launch
- Event day
- Your Insta Live
- New blog post
- Promote a fun challenge
- Milestones

As you can see, the opportunities are endless.

What happens after?

- You will receive a notification, in your notification center, if someone sets a reminder for your countdown



- You will receive a notification, in your DMs, if someone shares your countdown in their Insta Stories

Handy tips:

- Use the #Coutdown for more eyeballs.
- Don't make it too wordy
- Don't include time for global campaigns or events that touch multiple time-zones.

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