BATTENHALL
LONDON

How to guide: Social Stickers and Story templates
Prepared for NHS

April 2021

A top-down view

Below shows the full suite of GIFs utilising the messaging tied to the campaign

Adding 'Stickers' to Instagram or Facebook Stories

Step 1. Create an Instagram Story using either an image or video.

Step 2. From your Instagram Story, tap the Stickers tab to add GIF stickers.

Step 3. Tap on the GIF button to search for the GIPHY stickers using 'NHS mental health'. You can also search for the stickers by searching @NHSUK in the search bar.

Step 4. Select the sticker you want to use and add it to your Story. You can add and layer as many GIF stickers to your Stories as you want!

Step 2

Step 3
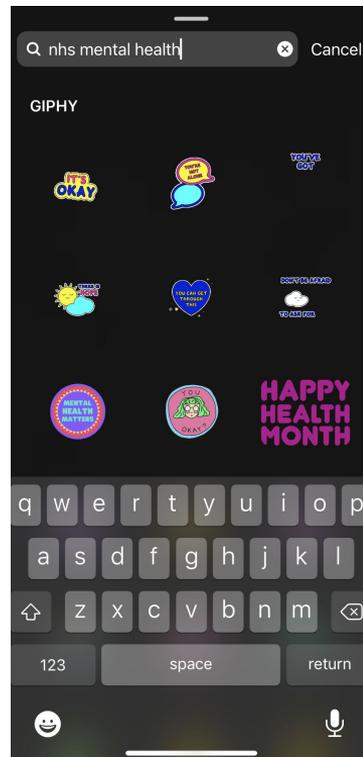
Step 4

Sharing Story Templates

Step 1. Save the template on your phone as an image.

Step 2. Create a Story using the screengrab of the image to your Story.

Step 3. Select the text tool to type your responses and position them in the boxes

Step 4. Tag two friends to nominate to complete and share too - users should share the blank template with their followers to send directly to their nominations.

Step 5. Once filled in, click share to send!
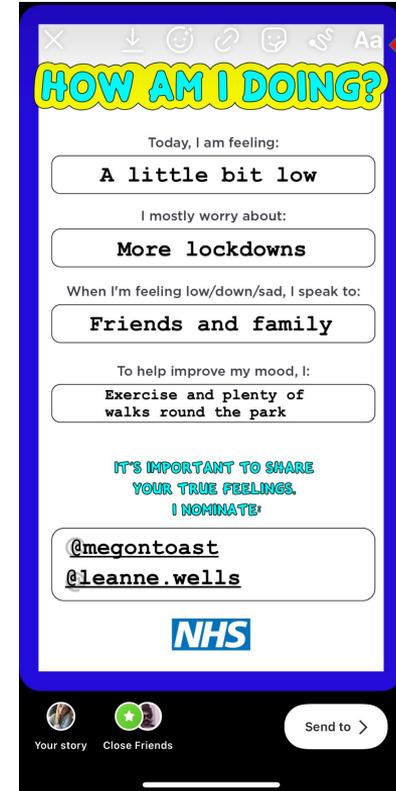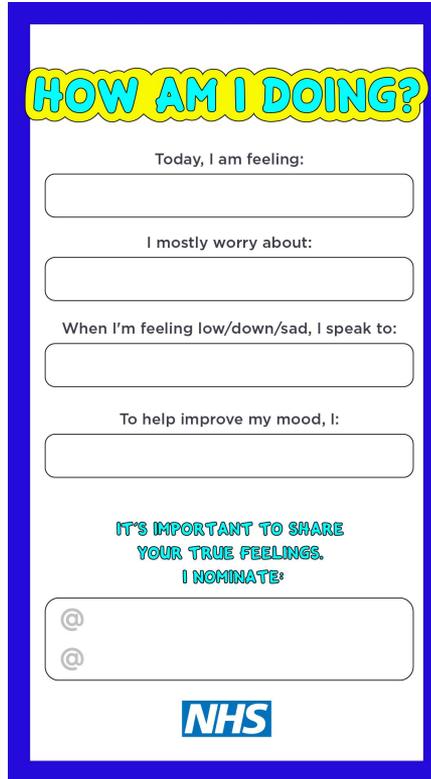
Step 3 - text tool

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Thank you