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What is the difference between your story and news feed on facebook

by KWSM Team Photo Credit: @astoldbymichelle Brands have been telling their stories on Facebook for years. Educational content, meet the team posts and behind the scenes footage have helped companies share the essence of their brand with the world. So when we heard that Facebook literally gave us a Stories feature to help us visually depict what our companies are about, you better believe we were ecstatic. With business pages’ reach getting hit with Facebook’s algorithm, we’re constantly on the hunt for new, creative ways to help showcase our content. Stories may be your saving grace. Adding to your Facebook Story once or twice a week creates another space for your content to live, which means more ways for your audience to see your brand. You can also use this feature to shine a light on certain posts on your page. So even the people seem to always miss your Facebook post could see it in your Story and be intrigued to click on your page. Stories is a more personal feature on Facebook, so it gives us an opportunity to make an even greater connection with audiences—if done right, of course. It’s less formal than the average picture and comment that you would place in a post. While we tell stories on our feed as well, uploading to the story feature should have a different approach. You’re literally telling a story, whether it’s a quick word of encouragement or a day in the life of your team members. Here are a few things to consider before adding to your Story: Come up with a concept for your story. What do you want to convey to your audience Make it fun, intriguing or inspiring. Your audience should always get something out of your story. Did it make them laugh? Did they learn something new that could benefit them? If so, they’ll keep coming back for more. Figure out how you’re going to tell your story. You could: Tease an upcoming product Share a behind-the-scenes video or photo Put a tutorial together Give a tip of the day Ask your audience a question It’s okay to keep it candid. Remember, this is a more relaxed, ‘in the moment’ feature, so staged photography will feel less authentic, than sharing videos of the team hanging out at a company celebration. But still make sure your visuals are appealing. This is still your brand’s image, so while you don’t need a DSLR to create your stories, you should still have clear imagery. You can also use filters and stickers to dress up your story and text to add dramatic or comedic effect. You can say we’re a fan of the Stories feature on Facebook and Instagram. Learn how Spotify is helping you gain more engagement through Instagram Stories. Facebook Help Team ‘Share Post Now (Friends)’ refers to sharing on your own Timeline. ‘Share...’ gives you options to share on a friend’s Timeline, in a group, or on a Page you manage. ‘Send a Message’ refers to sharing in a private message. The news feed houses your posts indefinitely or until you manually delete them. A story is a temporary form of content that lasts a day only. That is, stories stay live on your profile for twenty-four hours only after which they get deleted automatically from your friends’ view. Also question is, Who can see your Facebook story? Next to Your Story in the bottom right, click the audience selector : Public: Your Facebook friends, followers and people you’ve chatted with on Messenger will see your stories. Anyone who follows you can see your story, but only people you’re friends with can reply. Also, Can you view a Facebook story without them knowing? Just like watching an Instagram story anonymously, watching a Facebook story without the user knowing is not something that can be done by default. Facebook doesn’t allow you to hide yourself from the person who posted the story. Accordingly, How do I manage who sees my stories on Facebook? – Add a photo or video to share to your story. – Next to Your Story in the bottom right, click the audience selector : Public: Your Facebook friends, followers and people you’ve chatted with on Messenger will see your stories. How do I change the privacy of my Facebook Stories? Once you’ve started a story, you can tweak the privacy settings as and when. To do so, tap your profile picture in the top left, scroll down and tap Story, then choose from Public, Friends and Connections, or Custom. Then tap Change to confirm. How do I limit who sees my story? Click on Privacy on the bottom left and select Who can see your story? And choose between Friends and connections or Friends. Tap Hide Story From and select the people in that selected category who you want to hide stories from. How do I control my FB stories? – Open the Facebook app for iOS or Android. – Set your story privacy to Friends. – Tap Hide Story From. – Tap to select the people you’d like to hide your story from, then tap Save. Can I limit who sees my Instagram story? Instagram lets you limit who sees your stories (the reel of images that disappear after 24 hours) and stop people from sharing them even further. To hide your story from specific people: Go to ‘Settings’ > ‘Privacy’ > ‘Story’ Choose ‘Hide Story From.’ It’ll open a list of your followers. What is the difference between share now and share to News Feed? You have always been able to hide posts from your Facebook page after the fact, but now Facebook lets you post to the News Feed without the items ever touching your Timeline. ... When sharing, you still have the same options to share to your own Timeline, a friend’s Timeline or in a group or event. What is the difference between news feed and your story on Facebook? The news feed houses your posts indefinitely or until you manually delete them. A story is a temporary form of content that lasts a day only. That is, stories stay live on your profile for twenty-four hours only after which they get deleted automatically from your friends’ view. Can you view who sees your Facebook story? With Facebook Stories, you’ll be able to see both how many people have viewed your Stories and the names of individual viewers. Like Snapchat and Instagram, Facebook will allow people to view Stories for 24 hours. ... If you’ve blocked someone on Facebook, he or she will not be able to see your Story. Can you control who sees your Facebook story? Next to Your Story in the bottom right, click the audience selector : Public: Your Facebook friends, followers and people you’ve chatted with on Messenger will see your stories. ... Your Messenger connections will not see your story. Custom: You can select specific people who will be able to see your stories. What is the difference between a post and a story on Facebook? Stories is effectively another News Feed, but one that relies on visual rather than written information. It adds new filters and effects to the camera, and requires you to select the Stories section, rather than just posting to Facebook as you normally would. How does adding to your story work on Facebook? – Click + Create a Story at the top of your News Feed.. – Click Create a Photo Story to add a photo or video from your computer. – Next to Your Story, you can click the audience selector (example: Public or Friends) to choose who can see your story. – Click Share to Story. Do you know who sees your Facebook story? With Facebook Stories, you’ll be able to see both how many people have viewed your Stories and the names of individual viewers. Like Snapchat and Instagram, Facebook will allow people to view Stories for 24 hours. What is the purpose of adding to your story on Facebook? Stories is effectively another News Feed, but one that relies on visual rather than written information. It adds new filters and effects to the camera, and requires you to select the Stories section, rather than just posting to Facebook as you normally would. How can you see who views your stories on Facebook? With Facebook Stories, you’ll be able to see both how many people have viewed your Stories and the names of individual viewers. Like Snapchat and Instagram, Facebook will allow people to view Stories for 24 hours. Don’t forget to share this post. References and Further Readings : Ref 1 Ref 2 Ref 3 Ref 4 Ref 5 & source 6 Not like the earlier days where users only had one option which was posting a picture, video or what was on their mind to their news feed. Facebook has now come up with two options, helping users to share views and pictures for a shorter duration in what is called Your Story. Brands have usually been sharing educational content on Facebook news feed, but with the help of Your Story option, it’s easier for businesses to visually depict what their company is about and at frequent duration’s which keeps them up to the minute. But what is the difference between the two? Find out in this blog. DifferencesFacebook News FeedYour Story or Create a StoryLifetimeLifelong, until deleted manually24 hours maximumPlacementBelow stories section, can be viewed on timeline while scrollingAt the top of news feed page or Facebook messenger chatsVisibilityCan be found while scrolling through timelineWorks as slideshow/catalogReactionAllows likes, comments and shareAllows likes and commentsViewsCannot be determinedCan be determinedEditingFew tools availableMany creative tools availableAudience/ PrivacyAccessible to public/friends/custom listAccessible to public/friends/custom listCreative ToolsAdding background to text, crop, rotationFilters, stickers, doodle, effects, GIF’s etc.AccessAccessible anytimeAccessible through Archive feature, only to creator News Feed, which is the core functionality of Facebook, has been a feature since the beginning. The user can post content in the “What’s on your mind?” box, which will appear on the user’s wall or timeline. To find new content on the timeline, you need to keep scrolling. Your Story or Create a Story was introduced only a few years back. Users can add content such as a slideshow of pictures or videos. This option is like a catalog, that is once you finish watching one person’s story, the next person’s story starts playing automatically. News feed houses a person’s post for a lifetime, until the user manually deletes the post. On the other hand, story is a temporary form of content, which gets automatically deleted after 24 hours from your friends’ view. Stories appear on the top section of the news feed. They can be viewed at two places, which are, at the top of the Facebook News Feed or at the top of the chat list on Facebook Messenger. News Feed content appears below the stories section on Facebook. It tends to get lost with other newer posts of other users but appear while scrolling through the timeline or by viewing a specific person’s profile. Since Your Story has a dedicated section at the top of the timeline, it reaches out to more people. The chances of getting viewed by others are higher since they work as a slideshow catalog. Along with this, users are also allowed to post as many stories as they want at no fixed intervals. Posts on the feed tend to get lost in the sea of content posted on the timeline. You can find a post by scrolling on the timeline. Posts on the News Feed allows the users to like, comment and share the posts with their friend list as well. Stories can be liked too, but the reactions are a little different here. If a user comments on a story, the comment goes directly into the Facebook Messenger inbox of the person who posted it. Posts on news feed cannot depict the number of views on the post. It can only be evaluated through the likes and comments on a particular post. Fortunately, stories aren’t anonymous. Once a person has viewed your story, you can check who viewed it by tapping on the eye icon. Making mistakes is very common on social media. But rectifying it has never been easier. Facebook allows the users to edit the caption or the posts which you can publish on the feed. However, Your Story does not have the same feature. You would have to republish the story with necessary modifications. The audience of news feed posts and Stories are independent of each other. The privacy settings on Facebook allows the users to select among: Public (visible to all)Friends (visible only to fb friends)Custom (visible only to few special people) If you choose to go Public with the stories, it is accessible to your Messenger friends as well. Choosing this setting allows your messenger friends who might not be on your friend list to view your story. In News Feed posts, users are allowed to enhance their posts using limited options like adding background to text, cropping or rotating images. In Your Story, users can access multiple creative tools to edit their content, that is, by adding music, stickers, effects, doodle, animation or GIF’s. Things to Consider Before Posting on Facebook News Feed or Your Story Conceptualization is most important. Conveying the right message to the target audience is the only key to success on social media.Making it creative, fun and inspiring. It is important to make the post or story beneficial for the users. Making the content humorous, educational, factual or interesting always keeps them coming back for more. Storytelling is the crux and core of content. You can:Tease an upcoming productShare behind-the-scenes pictures or videosInitiate a tutorial togetherSharing tips/thoughts of the dayEngaging audience through questions Being Candid. It is more engaging if the posts are candid such as a team just hanging out together at a company celebration or using the “in the moment” feature, just so the staged photography feels less authentic.Pleasing Visuals. Using clear imagery, filters, stickers, text or dramatic effect to the post or story is just visually engaging for the audience. Conclusion While stories share a personal glimpse of your daily life to your friends, it also allows you to share informal content which you would like your friends to see. On the other hand, posting on the Facebook News Feed is a strong decision and you should put in a thought before posting, because once published it stays visible forever.

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