

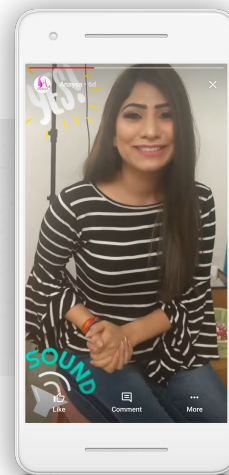
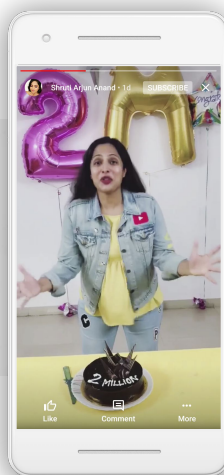
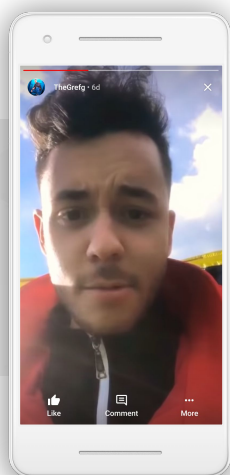


Stories in action

Take a look at a handful of best practices and see how some of your fellow creators are using Stories to engage with fans.



Best practices



Share more

Currently, **your stories do not impact the discoverability of your main uploads and are surfaced to both subscribed and unsubscribed audiences**, providing an excellent opportunity to get new content in front of fresh viewers. With this in mind, **we encourage creators to play around with new formats and open themselves up to their audiences in ways they might not be able to in their main uploads.**

TheGrefg is a great example of this; he uses Stories to step away from his typical gaming content to showcase his day-to-day antics with friends.

Keep it fresh

While it may be tempting to repost or reuse content from either your main channel or other platforms, doing so can be off-putting for viewers, who've told us that the repetition of content across multiple platforms results in a negative viewing experience.

Instead, **reward your most loyal subscribers (and the new audiences you'll reach!) with unique, engaging content that adds value to their engagement with your YouTube presence and keeps them coming back for more!**

Promo responsibly

You might've noticed that **we don't currently allow creators to link out within their Stories**. This decision was **based on viewer feedback that they preferred personal, value adding content over purely promotional stories**. With this in mind, **we encourage creators to promote only when necessary and do so via standalone, engaging content that provides a unique, positive experience for viewers.**

For example, **Anaysa** staged a multi-day guessing game in the lead up to her first beauty vlog; building hype and driving initial velocity at upload.

Creators to watch

Behind the scenes with Linus Tech Tips

Taking full advantage of intriguing tech at his disposal, **Linus Tech Tips** uses **Stories to produce visually stunning behind-the-scenes content** that showcases the day-to-day operations that keep his brand running. When reviewing, consider how this style of content **provides an increased connection for fans while still appealing to unsubscribed viewers** by focusing on mass-appealing tech products.



Formats via FashionByAlly

On average, **creators with an active Story see their weekly subscriber growth rate boosted by 8.5%**. With this in mind, **we recommend that creators stay as consistent as possible, posting at least once every seven days** to ensure that there's regular content for viewers to discover on their Stories reel. A great way to do this is leaning into a lightweight and easy-to-produce format. **For example, FashionByAlly's 'Outfit of the Day' series provides a consistently fresh series of content built around her the everyday choices she makes regarding her wardrobe.**



Engaging the audience with ItsJackCole

Allowing for a more intimate forum than VOD, **Stories are a creative way to speak directly to your fan base and mobilise them towards a common goal or action.** Making the most of this opportunity is **ItsJackCole**, who follows up his main channel uploads with Q&As where he **shouts out loyal fans while also answering their burning questions in an easily accessible forum.** Consider applying this strategy to your Story posts by **running an AMA, challenging the audience to answer trivia questions on various topics or asking for future video concepts!**

