



The Sustainable Alternative

Using [Instagram Stories](#) to Promote ModWood

Effective Date: 26/11/2024

Capture Attention: Start by choosing an eye-catching image created for you from this folder [Instagram Stories](#). This could be any of the images provided or you may choose to use one of your own that you have related to ModWood, maybe a project or photos from your yard.

Add Text & Stickers: Use the text tool to highlight key features or benefits of ModWood. Incorporate stickers like location tags and interactive elements to engage your audience.

We have provided 8 keywords and phrases that can be utilised for this purpose.

- High Brand Awareness
- Uses Aussie Waste – plastic milk bottles and wood shavings
- Proven track record in Aussie harsh environment
- Compliant to AUS Building Codes – including up to BAL-40
- Competitive market pricing
- Local technical support
- Broad and nationally readily available product range
- Original Aussie Owned and Made Composite decking

@modwoodtechnologies Mention: Boost visibility by tagging [@modwoodtechnologies](#) in your Instagram Stories. This links your content to ModWood and increases your reach.

Strategic Hashtags: Include relevant hashtags like **#modwood #naturalgraincollection #xtremeguard #modwoodwould #australianmade&owned #sustainable #woodcompositedecking #compositedecking @itiau @modwoodtechnologies**, and any industry-specific ones.

@modwoodtechnologies Mention: Include the [@modwoodtechnologies](#) handle in your story to increase visibility.

This connects your story to ModWood and expands your reach.

Swipe-Up Links: If you have the "Swipe Up" feature (available for accounts with 10K+ followers or a verified account), you can link directly to [ModWood's website](#) or specific product pages. Encourage viewers to swipe up for more information. Engage with your audience.

Your Audience: Use polls, questions, or quiz your audience to encourage interaction.

Ask viewers for their thoughts on ModWood's products or what they'd like to see next.

Story Highlights: Save important ModWood stories in your Highlights to give viewers quick access to essential information and showcase the brand's best features.

Consistency: Keep the content consistent and post stories regularly to keep your audience engaged. Remember, Instagram Stories are an excellent tool for engaging with your audience and promoting ModWood effectively. Tailor your approach to your brand's unique strengths and qualities!

If you still need help, contact ModWood on info@modwood.com.au for further information.