

Instagram Story Templates: Environmental Edition

Cindy Liu, AEF Volunteer

If you're on Instagram, you've likely seen GIF challenges and Bingo sheets circulating in people's stories – but where did they come from? How do you make them?

In this tutorial, I'll walk through the simple steps to creating your own fun and engaging Instagram stories. Save and use our templates as-is, or customize them using [Canva](#). Remember to tag us [@albertaemerald](#) so we can re-share your post in our story!

Graphic Design Software

While the built-in Instagram Story creator is great for creating most content, you will occasionally need a bit more flexibility. [Canva](#) is a free online graphic design software that can help you easily elevate the quality of your social media content. Other common graphic design softwares include, but are not limited to, Figma, Adobe InDesign, and Adobe Illustrator.

Selecting Canvas Size

Instagram Stories are 1080 x 1920 pixels. Make sure to select the appropriate canvas size before designing your story. Here's a great resource for different social media image sizes: [Always Up-to-Date Guide to Social Media Image Sizes](#).

Designing Instagram Stories

Let's explore 4 trendy Instagram Story templates:

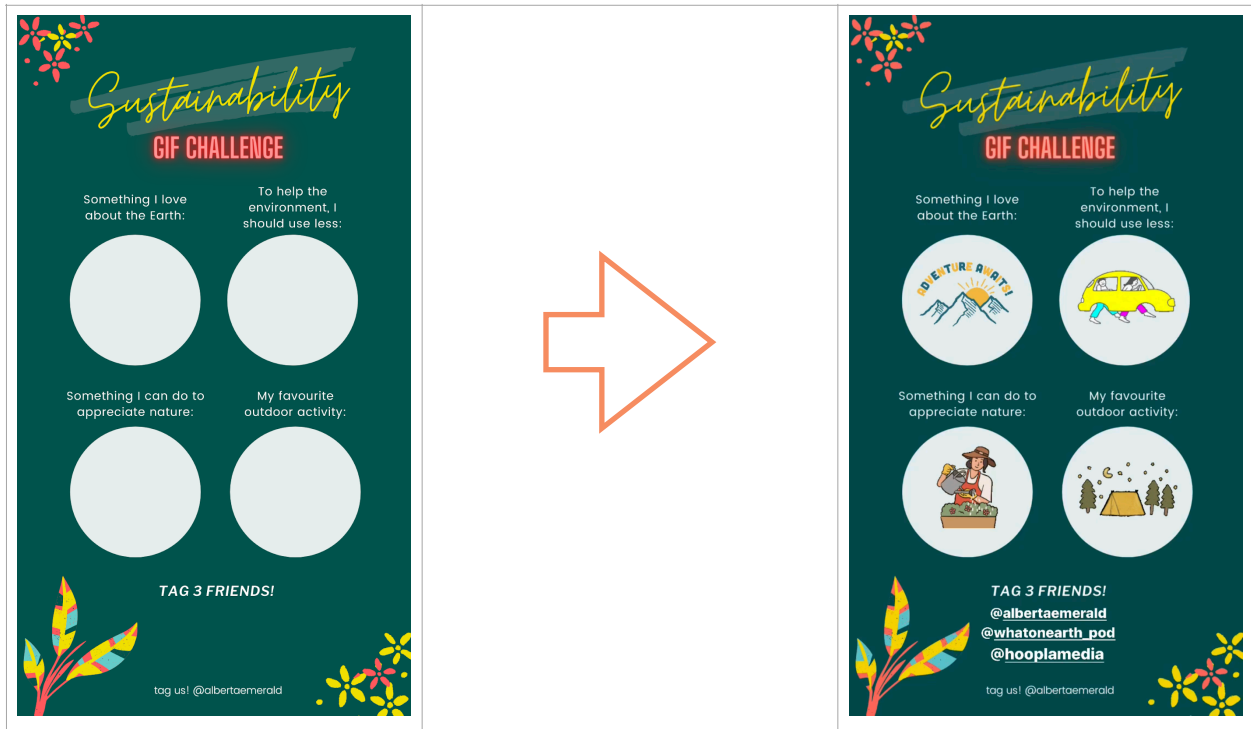
1. GIF Challenge

[Click here for the Canva template](#)

This first template challenges your audience to respond to the prompts using only GIFs. Tagging 3 friends encourages more people to participate in the challenge, which expands the reach of your story!



Feel free to customize the prompts, include additional circles, or change fonts and colours. Be creative and above all—have fun!



Remember to post the **blank template** for your audience to screenshot and fill out themselves! Encourage them to tag you so that you can re-share their responses.

2. Bingo Sheet

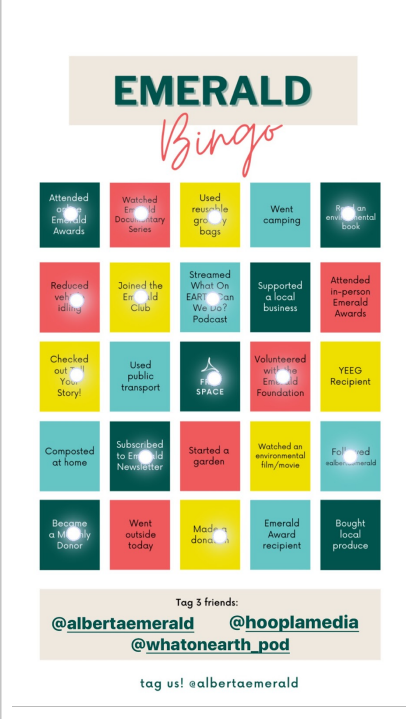
[Click here for the Canva template](#)

Bingo is one of the most customizable and engaging Instagram Story games. Fill out the 25 squares with actions or statements related to your initiative. If someone has performed a certain action or agrees with a statement, they can cross out the square. This is also a great activity to learn more about your audience!

| Targeted Bingo Square Ideas | General Bingo Square Ideas |
|---|---|
| <ul style="list-style-type: none"> • Subscribed to Elevate (AEF e-newsletter) • Followed @albertaemerald • Attended online Emerald Awards • Made a donation | <ul style="list-style-type: none"> • Started a garden • Bought local produce • Composted at home • Used reusable grocery bags |





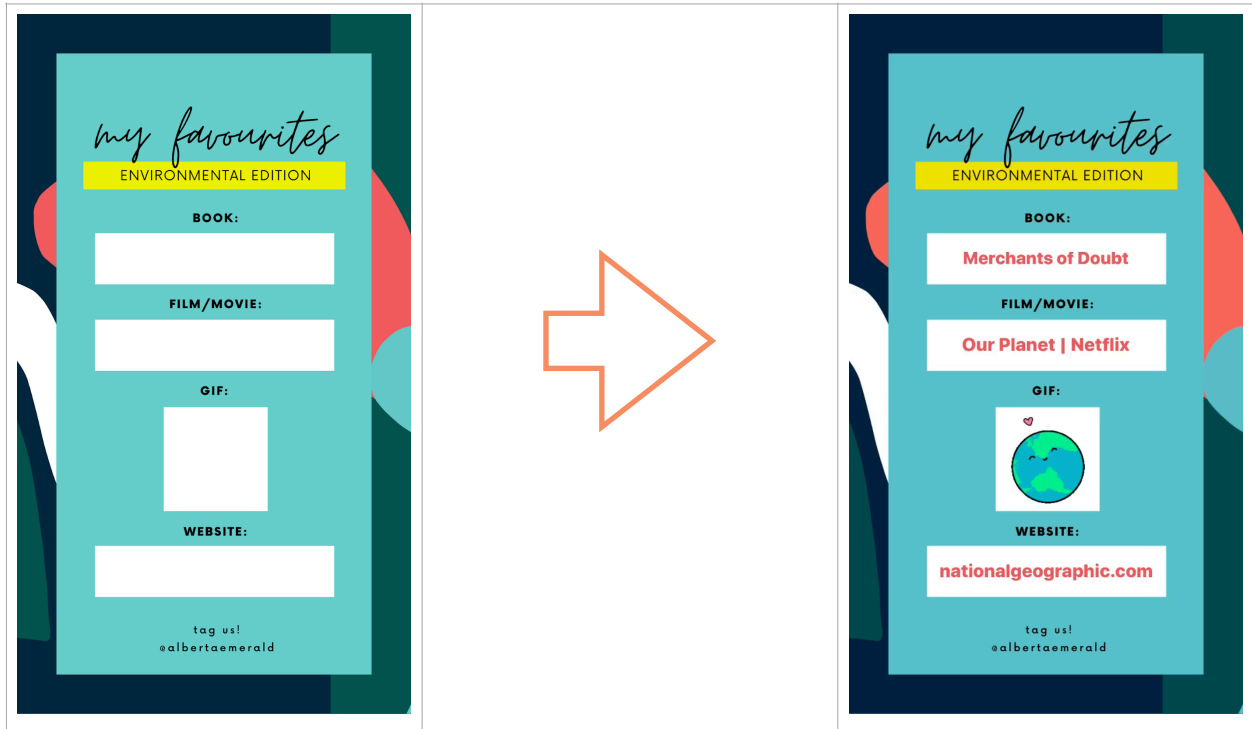


3. My Favourites

[Click here for the Canva template](#)

An environmental twist to an age-old template: My Favourites! You can easily reuse this template by simply changing the prompts. Some other ideas: favourite podcast, quote, outdoors activity, sustainable company...the possibilities are endless!





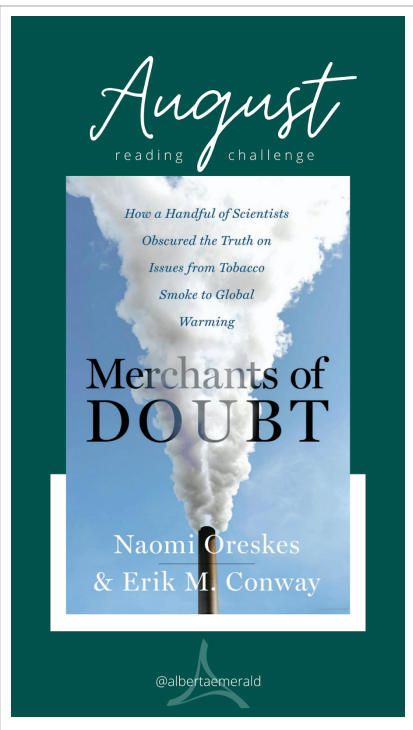
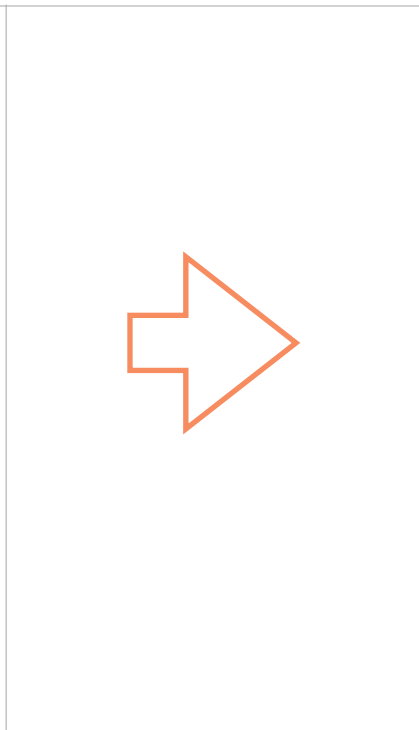
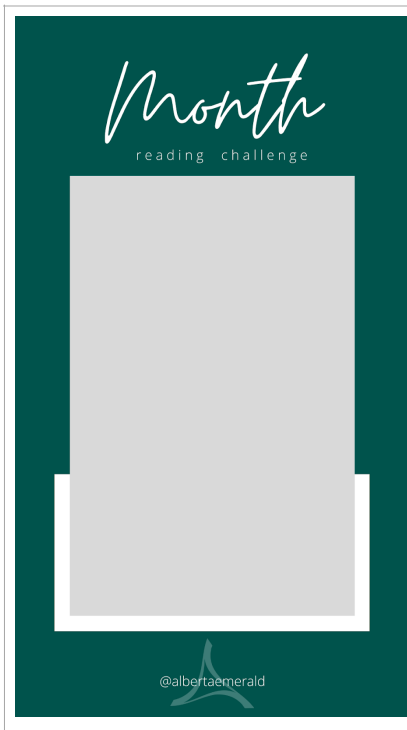
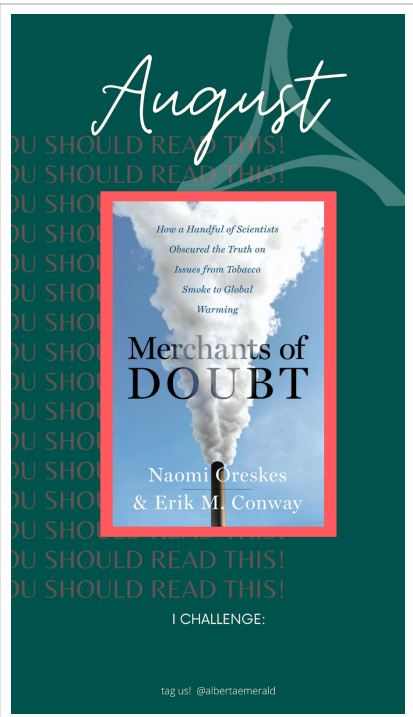
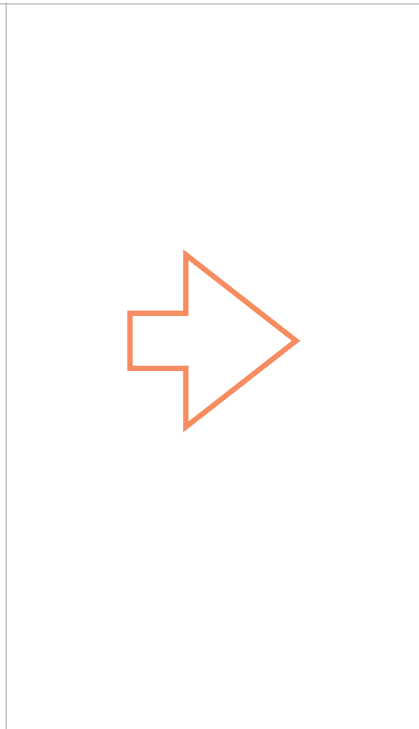
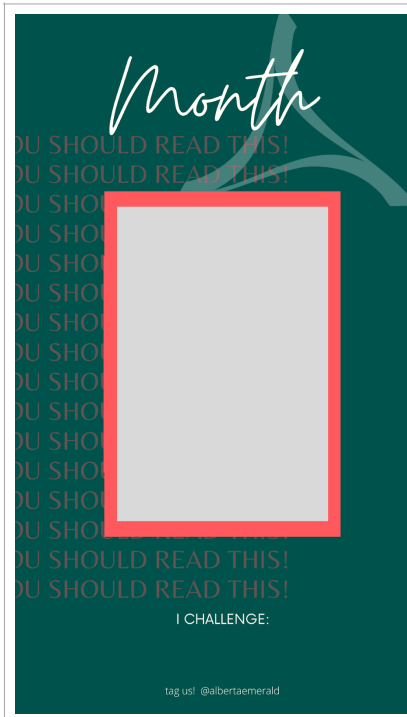
4. Monthly Book Recommendations

[Click here for the Canva template 1](#)

[Click here for the Canva template 2](#)

Finally, here are two templates for monthly book recommendations. However, you can easily customize this template to highlight a movie, local business, Instagram account, or any other resources you want to share with your audience!







Tips for Using Instagram Story Templates

- Save Instagram Story Templates in the highlights section of your Instagram account so people can access them later.
- If you post a filled-out story, include the blank template in the next slide for your audience to screenshot and complete themselves!
- Tag @albertaemerald when you use our templates
- Encourage your audience to tag your account—re-share their stories by pressing “Add This to Your Story”
- Be creative and have fun!

Cindy Liu is an Alberta Emerald Foundation volunteer and an Old Scona High School graduate. She committed her summer before university to exploring the intersection of public service, environmental stewardship, and entrepreneurship.

