Here's How to Add a Link to Your Instagram Story [Pro Tip]

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Instagram Stories has extended the amount of time people spend in the app by approximately ten additional minutes. But, while that extra time means more
If you have over 10,000 followers or you're a verified user, you have an incredibly effective tool at your disposal -- the swipe up link. This link enables you to post exciting content regarding a new product, service, or event, and then encourage those users to "swipe up for details."

*Bonus Content* Click here to unlock 20 powerful strategies & hacks for increasing Instagram engagement.

But with all that power comes some responsibility. How do you add a link to your story, and how can you use it to its fullest advantage? Let's dive into that now.

**How to Add Swipe Up to Instagram Stories**

1. Check to verify that you have 10,000 followers or a verified account.
2. Find the link icon when you open your Instagram Story tool.
3. Click this link icon.
4. Copy the link you want to include to your device's clipboard.
5. Enter or paste a link in the spot provided in your Instagram Story.
6. Click "Done" in the top right.
7. Publish your Instagram Story.
8. View your Story to ensure the link works correctly.
How to Add a Link to Your Instagram Story

I used HubSpot's official Instagram account for these instructions, since my personal account isn't verified (I also, you'll be surprised to hear, don't have 10,000 followers … ).

1. Take a photo or upload one to your Instagram Story, and then click the icon at the top right that looks like a chain.

This icon allows you to input a link
Here, click "+ URL" to add a link to a web page. If you were interested in linking your Story to your IGTV video, you could choose that option, instead.

Type the URL into the text box. When you're finished, click "Done" in the top right.
4. When you're ready to publish, click the "+ Story" button at the bottom right of your Story. Now, your published Story has a "See More" swipe up link.
Instagram Swipe Up Link Examples

1. @Detoxinista Recipes

Food bloggers such as @Detoxinista use Instagram Stories' swipe up link to embed recipes on the platform. They wisely post images of delicious-looking food, which incentivizes users to swipe up to learn how to make it themselves. The link isn't a direct advertisement, but users are directed to Detoxinista's website, where they can find her cookbook and become familiar with her brand.