

MARKETING | 4 MIN READ

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



Written by Caroline Forsey

[@cforsey1](#)



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.

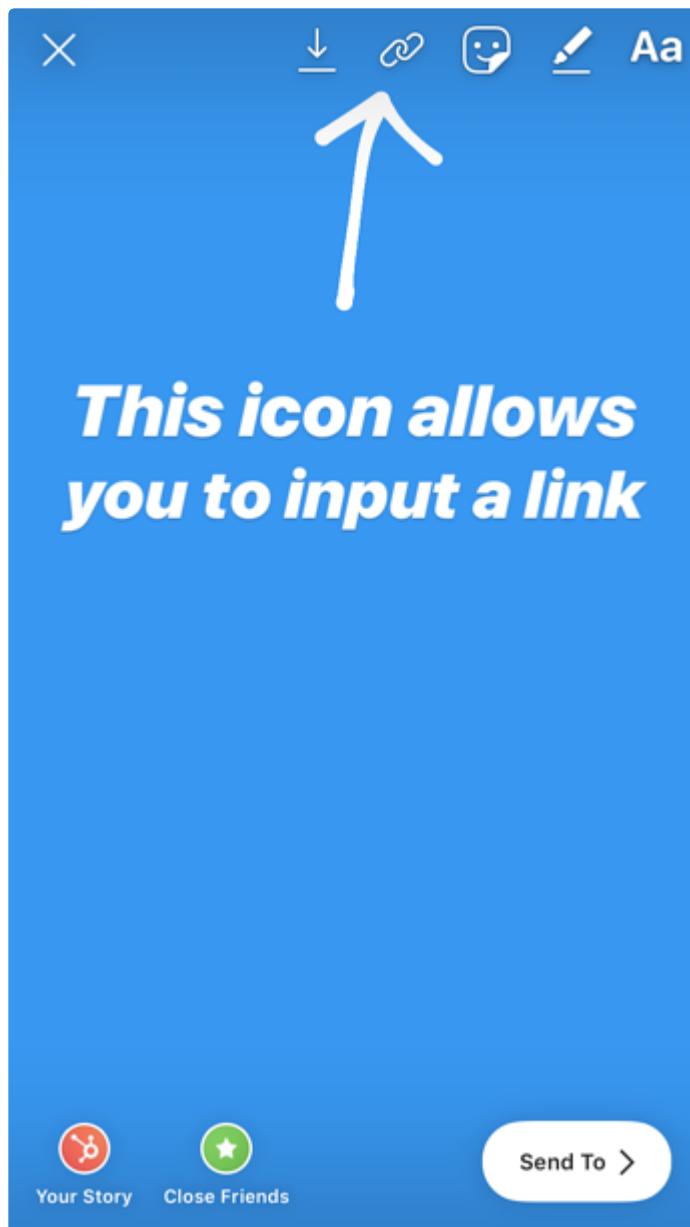
How to Add Swipe Up to Instagram Stories

- 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.



Cancel More Options

Add Link

+ IGTV Video

+ URL

Viewers will be able to swipe up to visit this link.

Branded Content

Tag Business Partner >

When you tag a business partner on a story the label "Paid partnership with" and the partner's name will be added. Business partners can see metrics on this story.

[Learn More](#)

3. Type the URL into the text box. When you're finished, click "Done" in the top right.

Add Link

URL

[Remove](#)A red oval highlights the URL input field.

Viewers will be able to swipe up to visit this website.
[Preview](#)

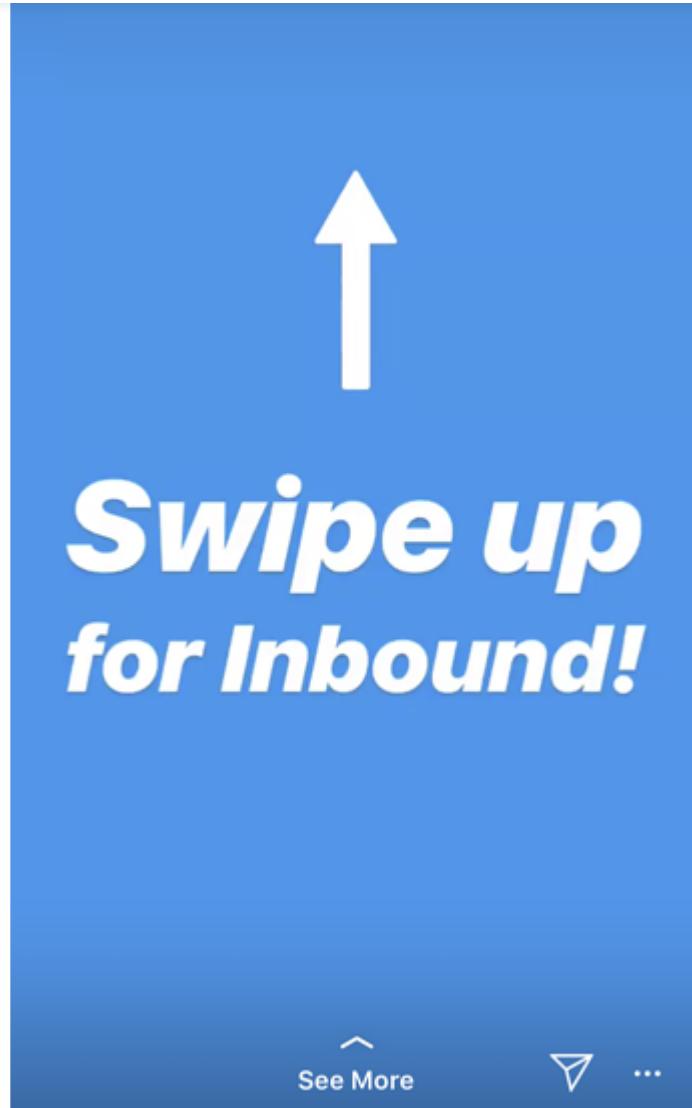
Branded Content

Tag Business Partner >

When you tag a business partner on a story the label "Paid partnership with" and the partner's name will be added. Business partners can see metrics on this story.
[Learn More](#)



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.