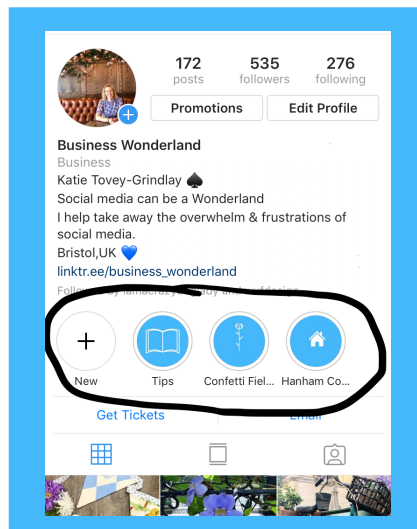# HIGHLIGHTS

Highlights appear directly under your bio and above your Instagram feed. They are a stand-alone story when someone taps on it and a valuable addition to any business profile. They're a creative way to express yourself, show off products, drive traffic, or market your business

To create Instagram Stories Highlights, go to your Instagram profile and click on the arrow next to "Story Highlights" and then click the "New" button.

Next, select the Instagram Stories that you want to add to your highlight.

After you've selected your stories, you'll be prompted to choose a title and select your cover photo. You can choose thumbnails from different stories or you can created your own cover photo. I create my cover using the Instagram Highlight template in designsta.com.

To edit or remove a highlight, just tap and hold that highlight on your profile. A menu will appear with the options: Remove from highlight, edit highlight or cancel.

Highlights are a great way to add value to your feed, explain what your business is about, and attract new followers.

You can have up to 100 stories in a highlight category. If you add more than 100 the first story will be removed.