

Distinguish, differentiate, compare and explain what is the difference between Instagram Post Feed and Instagram Stories. Comparison and Differences.

Differences between Instagram Feed and Instagram Stories

S.No.	Basis of difference	Instagram Post Feed	Instagram Stories
1	Time it exists	Evergreen. Post stay in your profile forever.	Fleeting<. Stories disappear after 24 hours./td>
2	Audience Reach	Ideal for reach. Posts get discovered by new audience.	Ideal for engagement. Existing audience can easily engage with the stories.
3	Sound play role	Sound off. Most viewers are scrolling with the sound mute.	Sound on. Above 70% of the stories are watched with sound.
4	Content Type and Planning	Curated. Feed content is usually planned out.	Off the cuff. Stories are shared in the moment.
5	Brand Role	Feed are the content for your official brand and its the face of the company.	Unofficial brand. Stories are place to casually check-in.
6	History	Already established. Many brands have already built a strategy.	Early days. There is lots of room for improvements and experimentations.

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