

# NEW TO INSTAGRAM: SUPPORTING SMBS WITH ACTION BUTTONS AND STORIES STICKERS

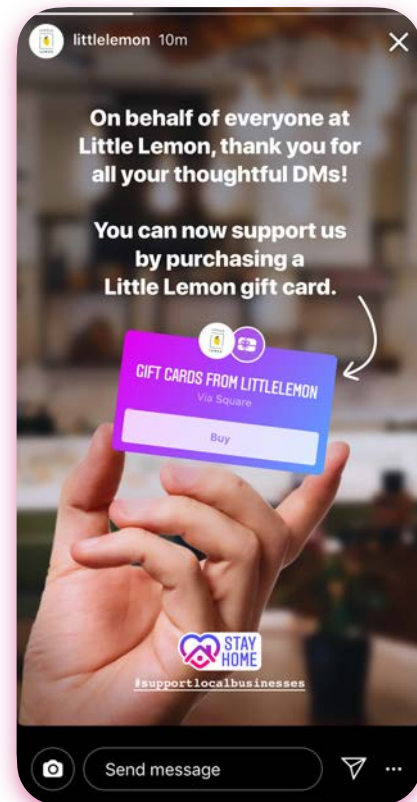
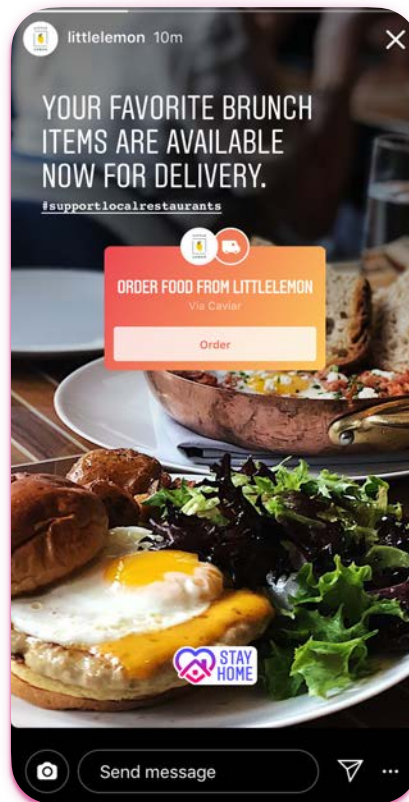


Small businesses are an important part of the Instagram community and many are facing challenges during the COVID-19 pandemic. To make it easier to support them, businesses can now share Gift Card or Food Order stickers in Stories and Action Buttons on their profiles.

You can help spread the word by re-sharing Stories that feature either sticker to your community of followers.

## How does it work?

- Find a business that is using the gift card or food order stickers.
- Navigate to the businesses' Stories.
- Re-share via Stories, Close Friends, or Direct
- **REMEMBER!** Be sure to @-mention the business, so your followers can learn more about the brand by visiting their profile.



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