

Comfort

STORIES AND REELS · FOR INSTAGRAM

Show the moment, not the menu.

Six story series, five Reels scripts, stickers that start conversations, and the brand kit. For influencers, live creators and agencies.

BEFORE YOU FILM

How to use this pack

Instagram rewards feelings, not feature lists. Every series here shows one real moment from your own Comfort, and ends with your link.

Your link. Get it from icomfortyou.com/promote (signed in) and add it with the **Link sticker** on the last frame of every story. Put it in your bio too.

Your own screens only. Screen-record your own account. Never show someone else's face, chat, username or location without their yes.

Safe zones. Stories are 1080 × 1920. Keep words out of the top 250 px and the bottom 340 px, where Instagram puts its own buttons.

Sound. Use the Comfort film's music (it's ours, free to use with the film) or Instagram's own licensed sounds. Never a song you don't have the rights to.

The brand kit

Comfort rose #E11D74 Blush #FB7185 Night plum #2A0F2A Gold #FDE68A

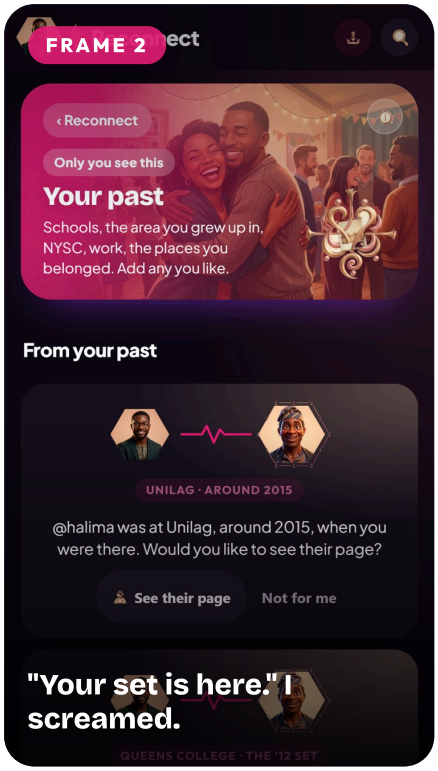
Type: Bricolage Grotesque for big words, Outfit for small ones (both free on Google Fonts; in Instagram's own fonts, "Modern" and "Strong" are closest). **Logo:** the rose emblem from the Promote page; don't stretch it, recolour it or put it on a busy photo without a dark band behind.

STORY SERIES 1

"Guess who Comfort just found"

The reunion. The most emotional story you can post. Four frames.





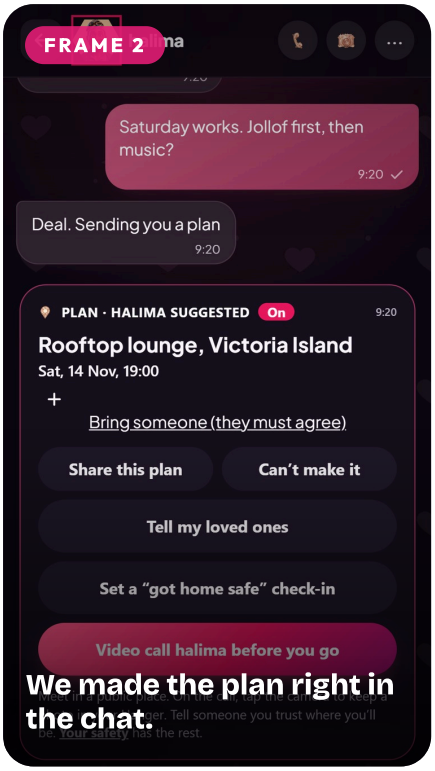


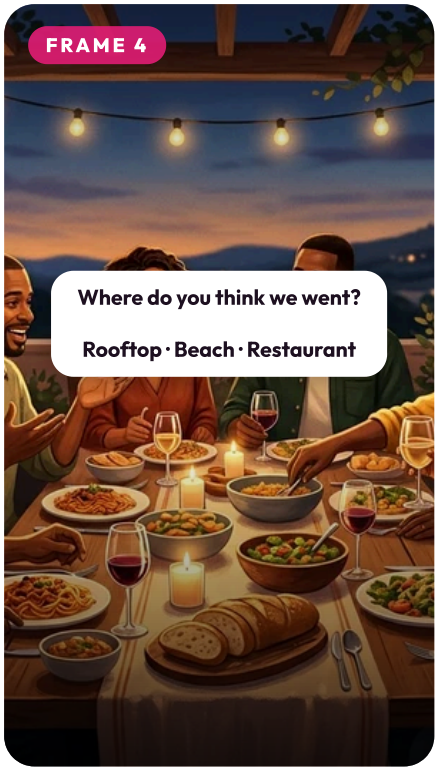
FRAME	WHAT TO SHOW	ON SCREEN	STICKER
1	You, surprised, holding your phone	"Guess who Comfort just found from my secondary school..."	Music: the film's track
2	Screen recording of your own Your past page (blur the other username)	"Your set is here." I screamed.	–
3	A throwback photo of you (only you) or a drawn scene	"Be honest."	Poll: "Do you still talk to your secondary school friends?"
4	Your school's name and year on a plain rose background	"Add your school. See who's there."	Link sticker: your link

STORY SERIES 2

"Plan with me"

From chat to a safe night out. Six frames; post them across the day for a real-time feel.





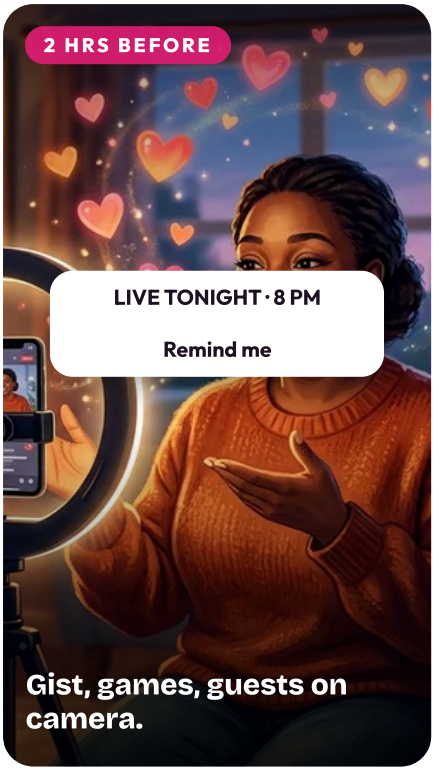


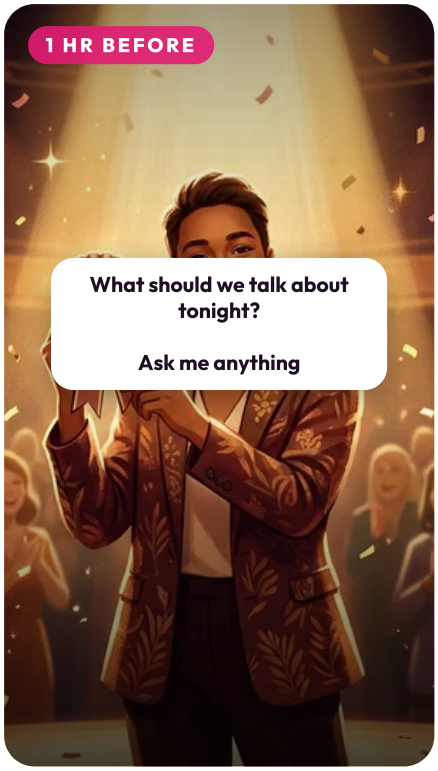
FRAME	WHAT TO SHOW	ON SCREEN	STICKER
1 · morning	Your face, coffee, outfit choices	"Saturday plans loading..."	Countdown: "Tonight"
2	Your chat's plan card (hide the other person's name)	"We made the plan right in the chat."	–
3	Tapping "Tell my loved ones"	"My sister gets the plan. I stay in control."	–
4 · evening	The place, your food, your drink	–	Quiz: "Where do you think we went?"
5 · late	Back home, shoes off	"Home. Checked in. Mum is calm."	–
6	Comfort's emblem on rose	"Plans that keep you safe."	Link sticker: your link

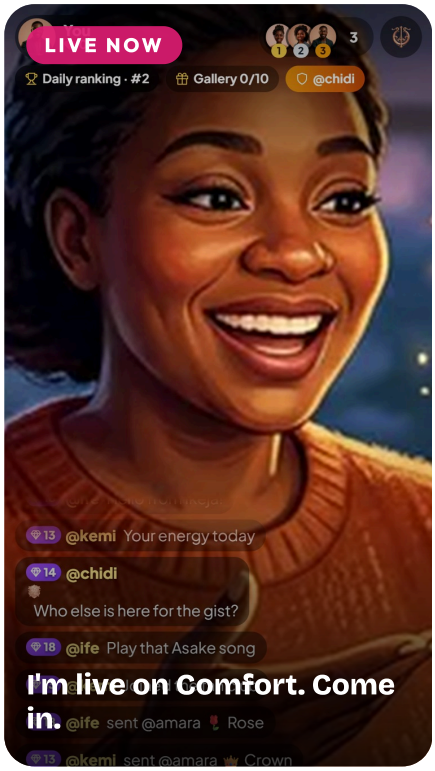
STORY SERIES 3

"Live tonight"

For live creators: turn followers into viewers. Start two hours before.





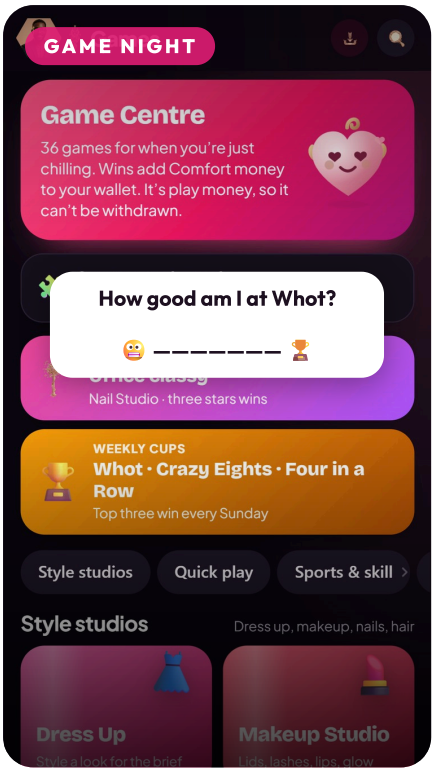


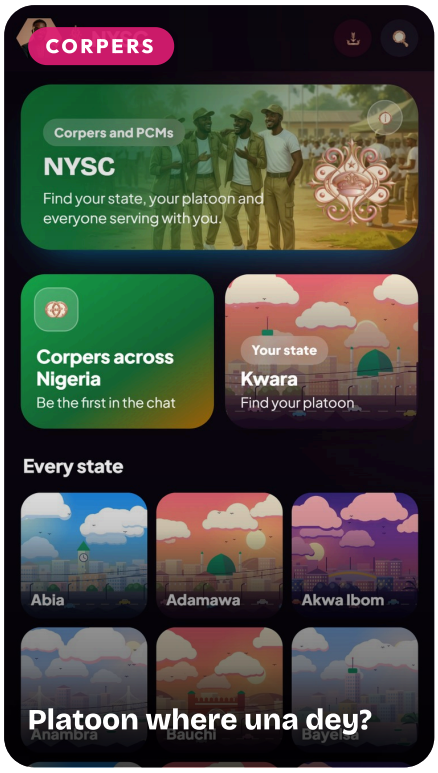
WHEN	WHAT TO SHOW	ON SCREEN	STICKER
2 hours before	You, getting ready, ring light on	"Gist, games, guests on camera."	Countdown: "Live tonight 8 PM"
1 hour before	Your setup	–	Question box: "What should we talk about tonight?"
At start	A few seconds of your live screen	"I'm live on Comfort. Come in."	Link sticker: your link
After	Your best gift moment (your own screen)	"Thank you for the Golden lion!"	Mention the gifter only with their yes

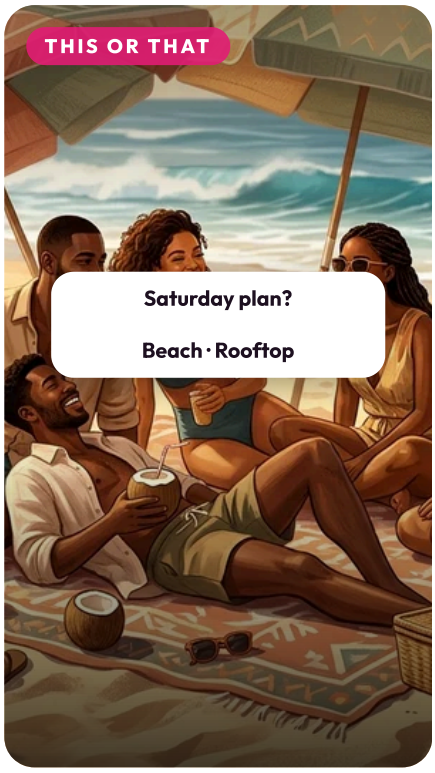
Battle night version: two faces side by side, "Me vs @friend, best of three tonight", poll sticker "Who's winning?". Only tag a host who agreed.

STORY SERIES 4 · 5 · 6

Game night, campus, and "This or that"







SERIES	FRAMES	STICKERS
4 · Game night	1: your Game Centre · 2: mid-game, you losing · 3: "Who wants to beat me?" + your link	Emoji slider "How good am I at Whot?", link
5 · Campus and corpers	1: "Freshers / Corpers, where are you?" · 2: your Hostels or NYSC page · 3: "Your people are already here" + link	Question box "Which campus / which state?", link
6 · This or that	Five quick frames, one choice each: Beach or rooftop · Jollof party or home-made · Voice room or video live · Ludo or Whot · Lagos or Abuja. Last frame: "Do it all on Comfort" + link	A poll on every frame, link on the last

Why it works: every sticker tap counts as engagement, so Instagram shows your next story to more people. End every series with the link.

REELS

Five Reels scripts

Vertical, 15–30 seconds, the first second is the hook. Add captions on screen: most people watch on mute.

Reel 1 · "POV: Comfort found your secondary school set" (15 s)

TIME	SHOT	ON SCREEN
0–2 s	You, phone buzzes, you look at it	POV: you added your secondary school on Comfort
2–6 s	Your Your past screen (other names blurred)	...and someone from your set is there too
6–11 s	You calling a friend, laughing	Saturday: suya, like old times
11–15 s	The film's end card	Free on Google Play · link in bio

Reel 2 · "How I plan my weekend in 20 seconds" (20 s)

TIME	SHOT	ON SCREEN
0–3 s	Fast tap through Places	Step 1: pick a place people actually recommend
3–9 s	The plan card in a chat	Step 2: make the plan in the chat
9–14 s	Tell my loved ones, then My week	Step 3: tell your people, tick your week
14–20 s	You out, then home	Step 4: enjoy. Check in when you're home.

Reel 3 · "A day in my life as a live host" (30 s)

TIME	SHOT	ON SCREEN
0–4 s	Morning, phone, coffee	A day as a live host on Comfort
4–12 s	Scheduling a live, fans tapping Remind me	Schedule it. Fans get reminded.
12–22 s	Your live: guests, a battle, a big gift moment	Guests, battles, gifts that land like a movie
22–30 s	Your Live Center numbers (yours only)	See how every live did. Join me: link in bio

Reel 4 · "Things I didn't know an app could do" (25 s)

Five quick cuts, one line each, your own screens: **1** tells you when your school set is there · **2** sends your plan to your loved ones · **3** has a Pidgin voice room · **4** checks roughly what's on your plate · **5** turns gifts into a movie scene. End: "It's called Comfort. Link in bio."

Reel 5 · "Tell me you're Naija without telling me" (15 s)

Trend format: **1** a Pidgin room · **2** owambe mode on a live · **3** snapping jollof in the Food Calorie Checker · **4** NYSC platoon · **5** Whot night. End card: "Comfort. Made here."

CAPTIONS AND RULES

Instagram captions

Reunion

Added my secondary school on Comfort and found my set. Some feelings no caption can explain. Link in bio, find yours.

#ComfortApp #ThrowbackThursday #OldStudents

Plans

Made the plan in the chat, told my people, checked in when I got home. Meeting people should always feel this easy. Comfort, link in bio.

#ComfortApp #WeekendPlans #Lagos

Live

Live on Comfort tonight at 8. Gist, games and guests on camera. Tap the link in my bio and hit Remind me.

#LiveOnComfort #ComfortApp

Everything

People. Places. Plans. Then lives, rooms and games. One app, free, 18+. Comfort, link in bio.

#Comfort #ComfortApp #NaijaApps

Never post

- That Comfort money is real money, or can be withdrawn or swapped for cash. It's play money for gifts and games.
- A promised income. Say the Creator Programme has monthly awards for hosts who hit their targets.
- "Verified" or "100% safe". Say "Identity checked" and show the safety tools.
- Anything sexual, or aimed at under-18s.
- Anyone else's face, chat, username or location without their yes.



Comfort

Find the comfort that fits the moment.

Your link: icomfortyou.com/promote

18+ only · Usernames only · Areas, never addresses · Comfort money is play money and is never withdrawn