

# INMA report reveals practices news companies may use for stories format

The International News Media Association (INMA) has released a report that reveals a number of practices news companies may use for 'stories format' execution and which news companies are leading the way for the new type of format.

The report, which is titled *Stories Format: News Media's Next Social Opportunity*, was authored by Yusuf and Sumaiya Omar, co-founders of Hashtag Our Stories.

*Stories Format: News Media's Next Social Opportunity* looks at what NBC, CNN, *The Guardian*, *BBC News*, *The New York Times*, and the *Financial Times* are doing today with stories on Snapchat, Instagram, and other platforms.

Click [here](#) to check it out.

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