

INSTAGRAM REELS

WHAT IT IS

Instagram Reels are **short videos** that offer a more engaging way to share and view content. By combining audio, video, filters and effects, this easy-to-use feature allows users to get creative, reach new audiences and take their content to the next level.

HOW YOU'LL BENEFIT

Reels can give your organization the **opportunity to engage a larger audience** with different content preferences (i.e., through dynamic videos rather than still images and text). As digital marketing continues to evolve, optimizing and incorporating Reels into your communication strategy is a great way to keep your content current! Here are some benefits to consider:

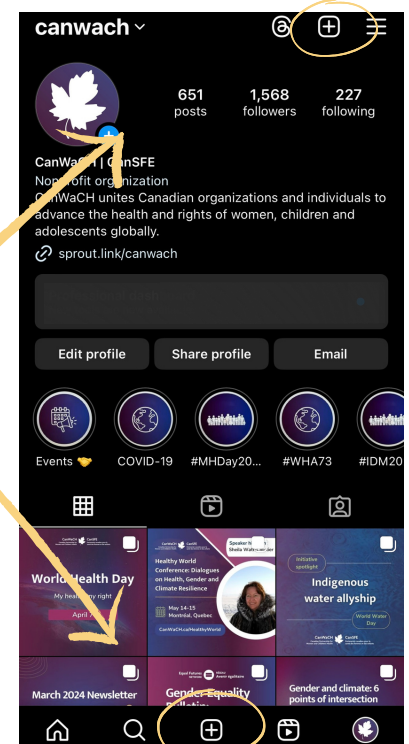
- Reels have unique features that allow content creation to be seamless and fun. Keep up with trending sounds, filters and activities to spotlight important content on your profile.
- Reels equal reach. If your account is public, your reels can show up in the Explore feed, introducing your content to new audiences and more accounts .
- Reels can offer new ways to repurpose your content. Your repository of videos can be adapted into clips to broaden their use.
- Reels can increase your brand awareness! The Instagram algorithm circulates Reels based on account likes, DMs, commenting and sharing.

GETTING STARTED

🧠 Brainstorm ideas! The first step in creating a successful Reel is to develop ideas for what sort of content you want to offer users. Browse popular Reels on the Explore page or visit the profiles of similar organizations to spark some ideas. Once you're ready to post:

Step 1: Open the Instagram app on your smartphone

- ✓ Go to the plus sign icon '+'. There, you will have the option to create a Post, Story, Reel or go Live.
- ✓ Once you have the Reel option selected you can upload media from your camera roll, or record directly in the app.
- ✓ You'll have options of adding sounds, subtitles, effects, filters and other graphics to enhance your Reel!

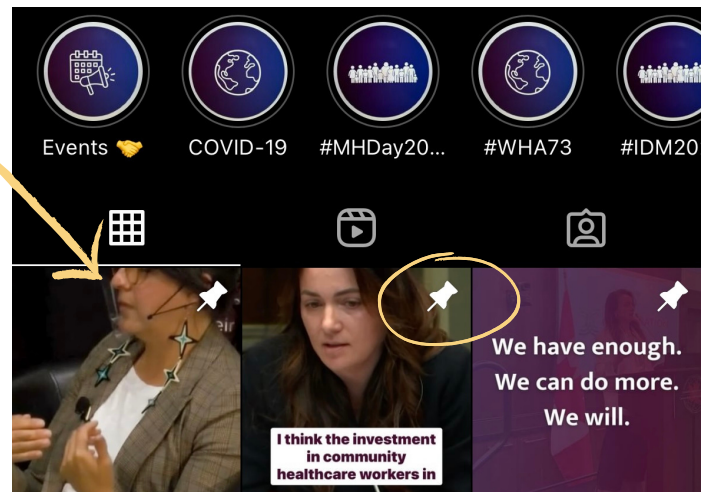
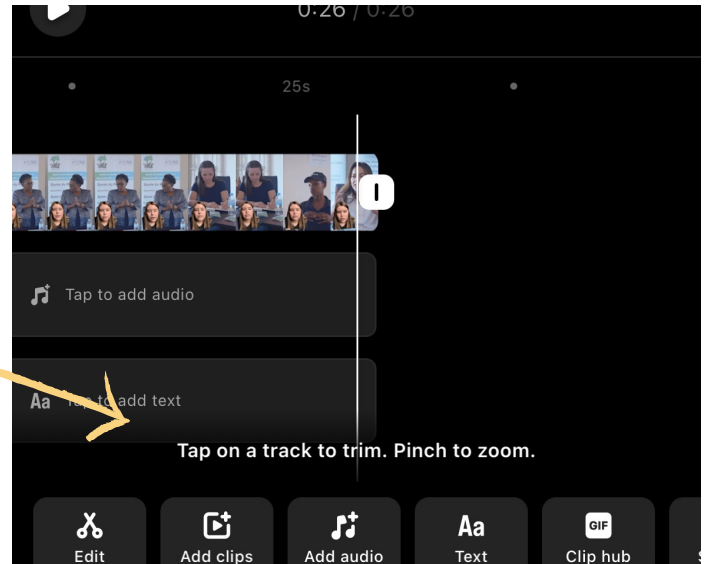


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Step 2: Posting to your platform

Experiment with different prompt structures or added parameters to achieve desired results. For example:

- Once you've finished creating your Reel, you can choose to **add collaborators** in the preview tab. Be sure to **head to advanced settings** to make sure its uploaded at its highest quality. When all settings are reviewed, click share to publish it to your audience!
- Instagram gives users the ability to share Reels to their Stories and share them privately.
- The account that published the Reel can also **pin it to the top of their account**. Pinned Reels will show up at the top of your posts so that users can view it quickly.
- **Note:** Reels posted to your stories have a **24 hour limit** before automatically disappearing from your profile. You can create a Highlight found below your bio to allow people to view past stories.



LEARN MORE WITH THESE ADDITIONAL TOOLS AND RESOURCES!



- [Instagram Reels Help Centre](#)
- [Do Reels Improve your overall Instagram engagement blog](#)
- [Introducing Instagram Reels](#)
- [Instagram Reels in 2024: A complete guide for businesses](#)