INSTAGRAM REELS

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Agenda

- What are Instagram Reels?
- Higher-ed examples
- How to find Reels on Instagram
- How to create a Reel
- Strategy Tips
- Instagram Algorithm
Instagram Reels

• Multi-clip videos
• Up to 30 seconds
• Film and edit within the IG app
  • Add text, AR filters and audio
Watching Reels

- Reels tab
- User’s Profiles
- Instagram Stories
- Feed
- Explore Page
HESM Inspiration
Creating Reels

- Length
- Audio
- Speed
- Effects
- Touch up
- Timer/Countdown
Strategy

- Have a key message
- Tap in to trends
- Plan it out
  - Visual
  - Audio
  - Captions
  - Length
Algorithm

**DO:**
- Create content that is entertaining
- Use creative tools
- Shoot vertically
- Use music and sounds

**DON’T**
- Recycle content
- Upload low-res video
- Use a lot of text

Source: https://later.com/blog/instagram-reels-algorithm/
Mental Health Reel

• Feelings:
  • Empowered
  • Motivated

• Message:
  • Mental health matters
Questions?