



MICHIGAN STATE
UNIVERSITY

INSTAGRAM REELS

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(she/her/hers)

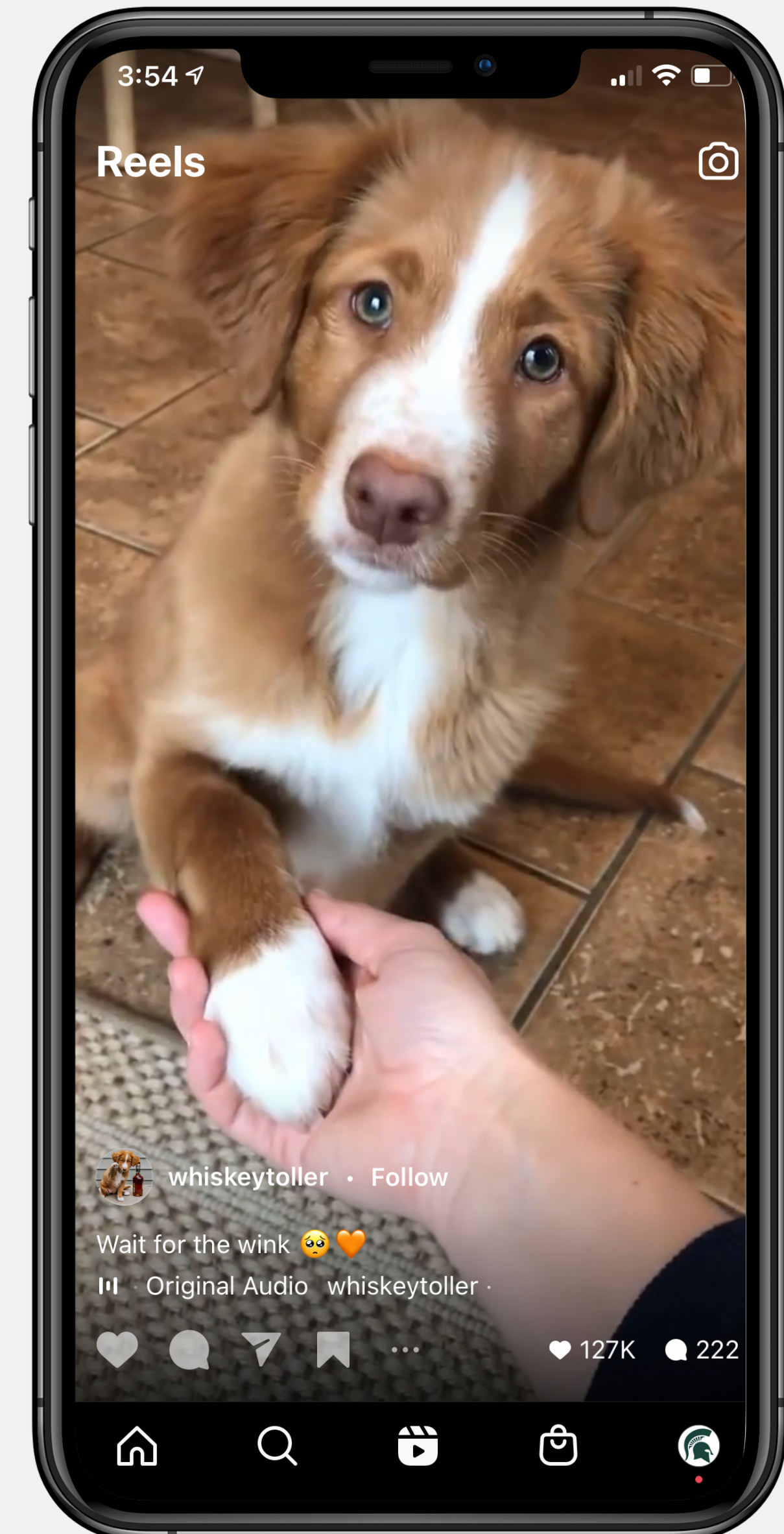
February 23, 2021

Agenda

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

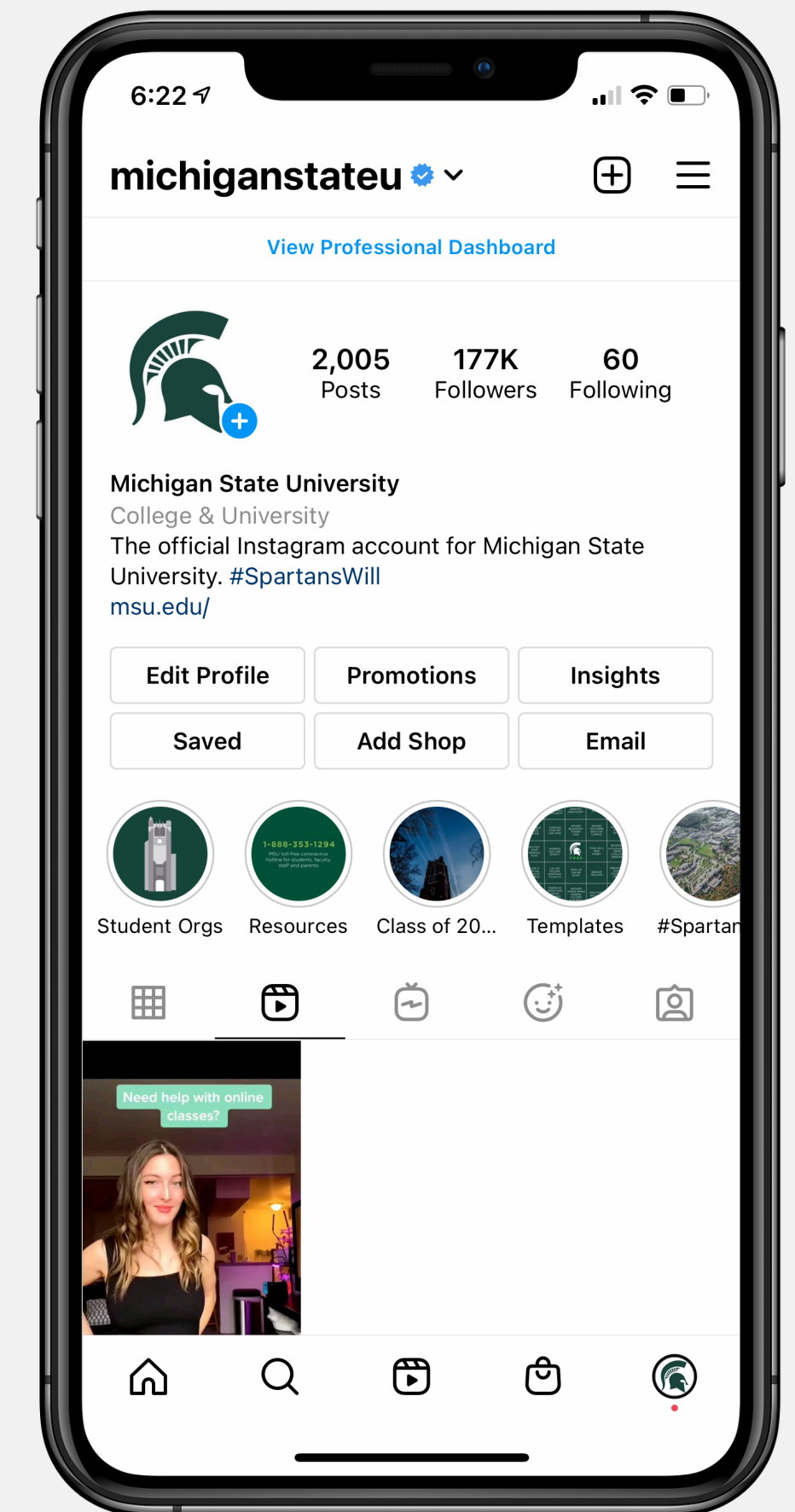
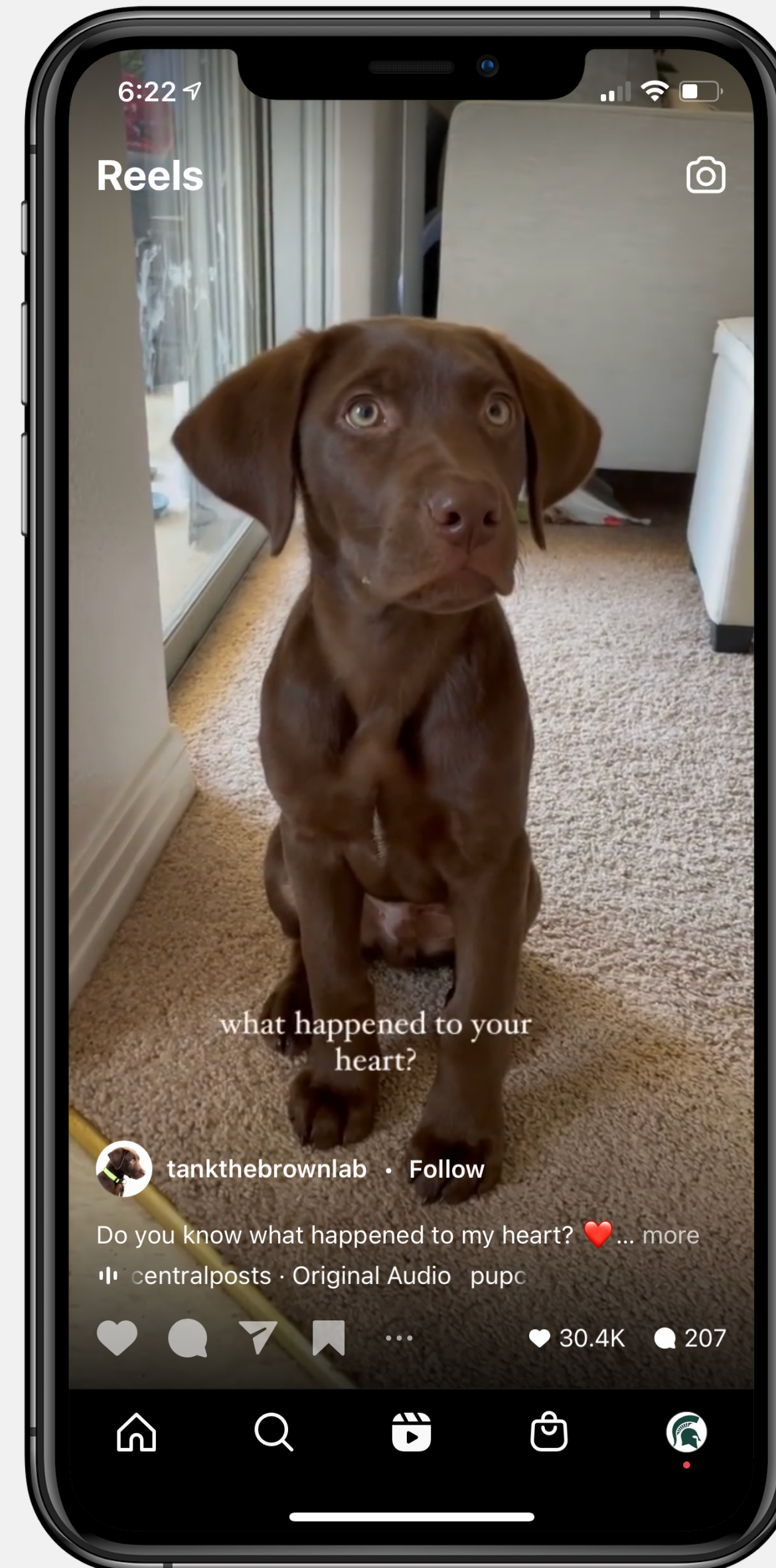
Instagram Reels

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

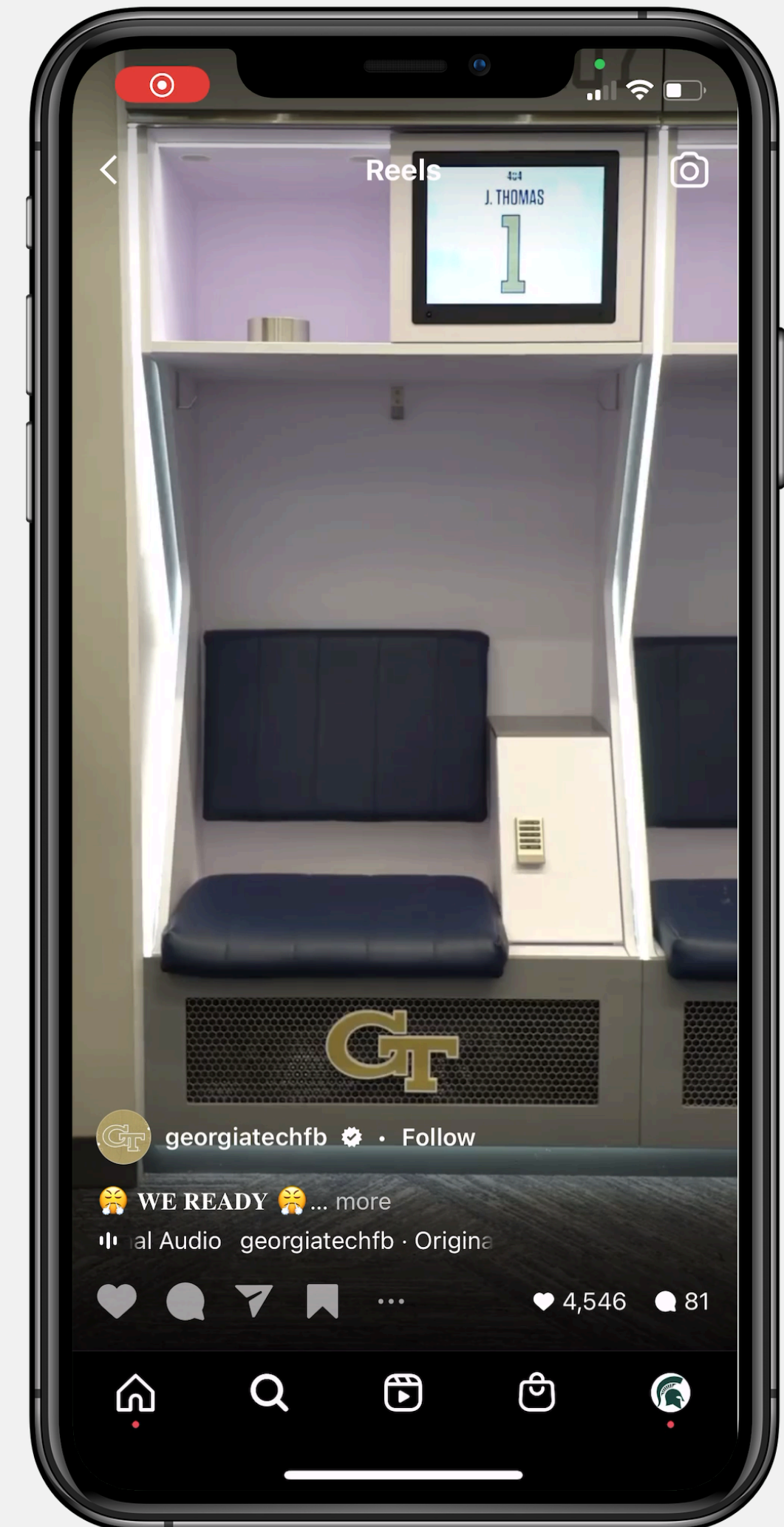
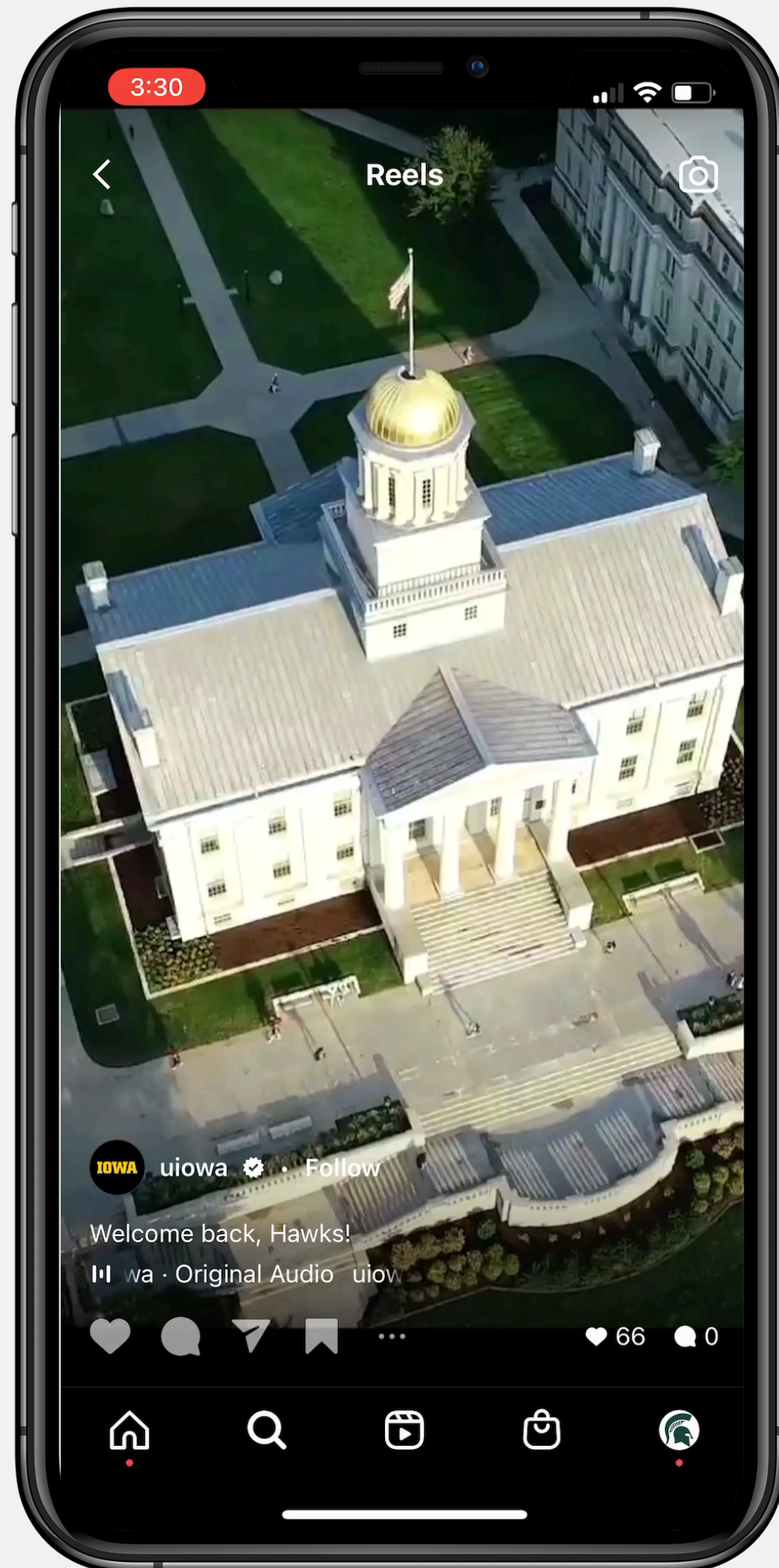


Watching Reels

- Reels tab
- User's Profiles
- Instagram Stories
- Feed
- Explore Page

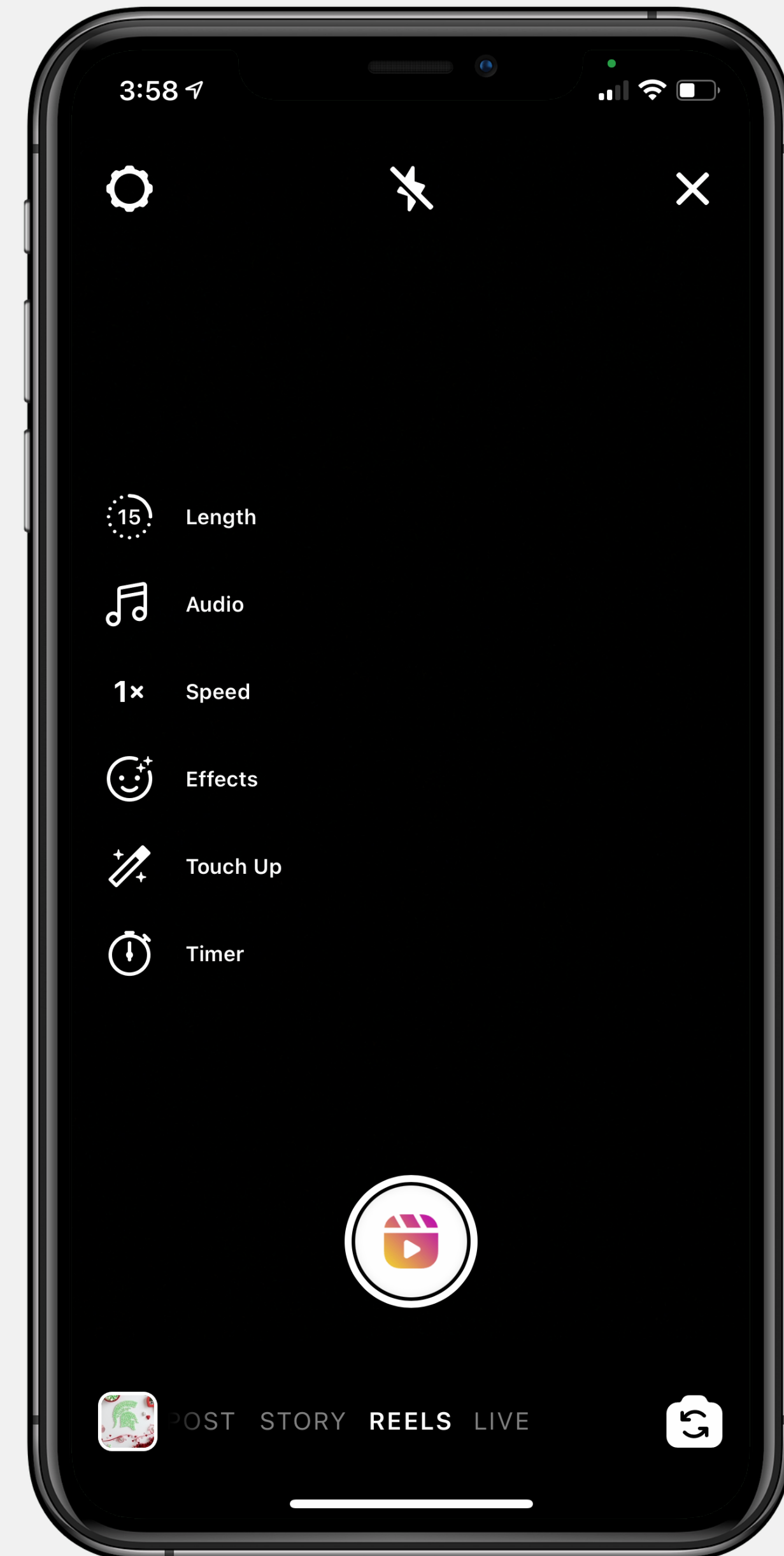


HESM Inspiration



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:

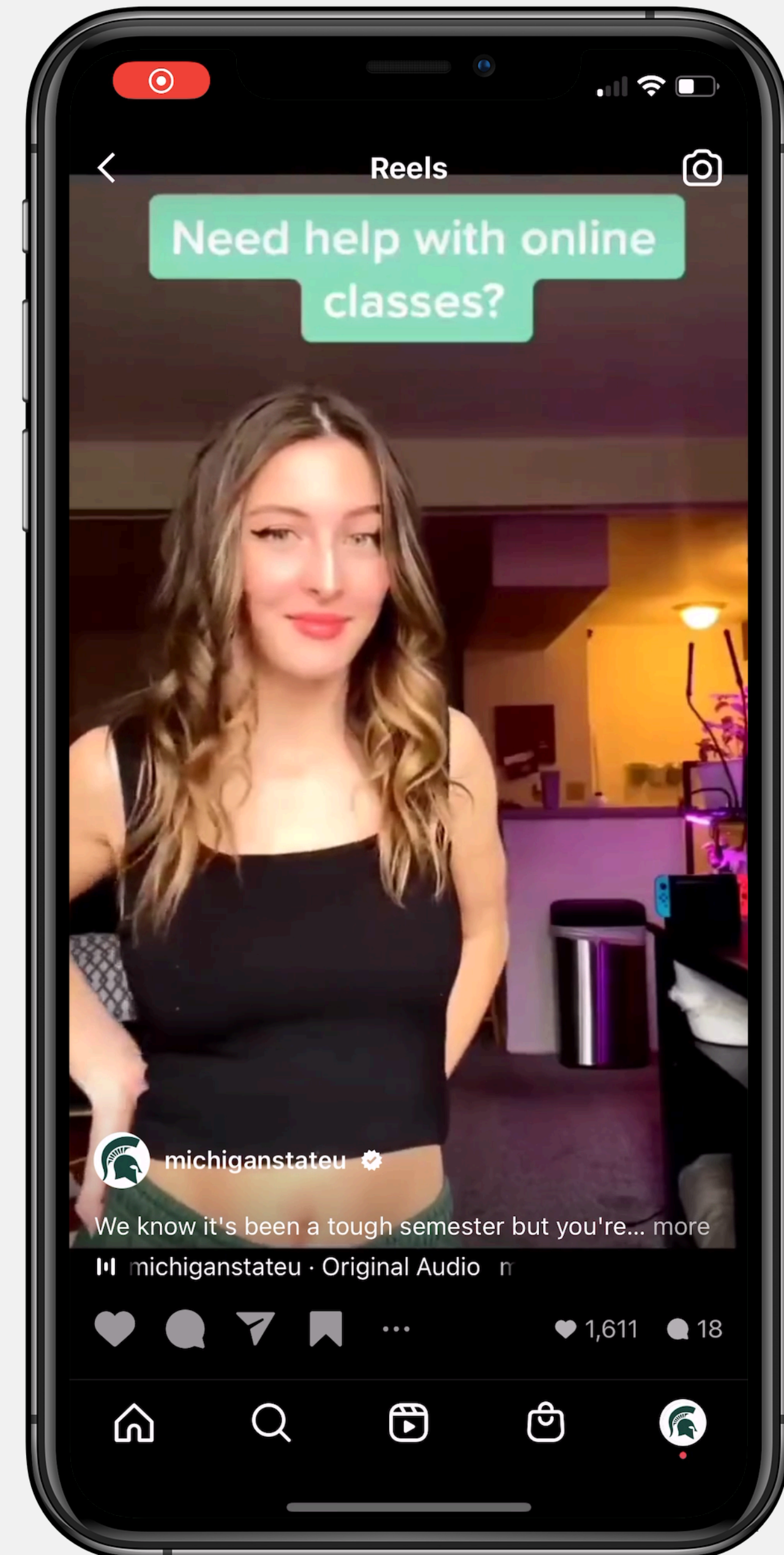
- Create content that is entertaining
- Use creative tools
- Shoot vertically
- Use music and sounds

- DON'T

- Recycle content
- Upload low-res video
- Use a lot of text

Mental Health Reel

- Feelings:
 - Empowered
 - Motivated
- Message:
 - Mental health matters



Questions?