

## Optimizing Instagram Engagement using Stories and Reels

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# OUTLINE

### **1. Setting up Your Profile**

- i. Privacy
- ii. Bio and Link
- iii. Professional vs. Personal

### 2. Posting Content

- i. Images vs. Videos
- ii. Hashtags vs. Tags
  - a) Push Through Feature

### 3. Stories vs. Reels

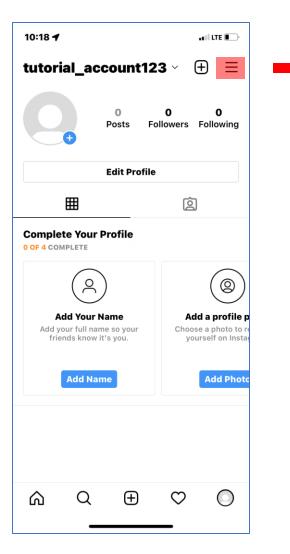
- i. Know the Difference
- ii. Creating a Story and Reel

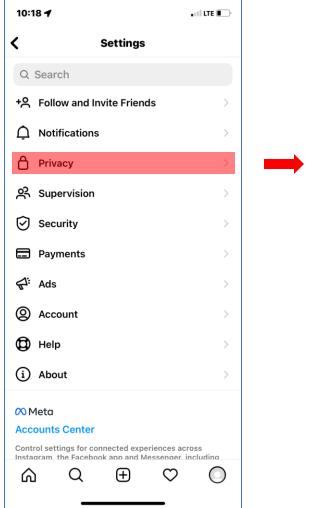
### 4. Resources

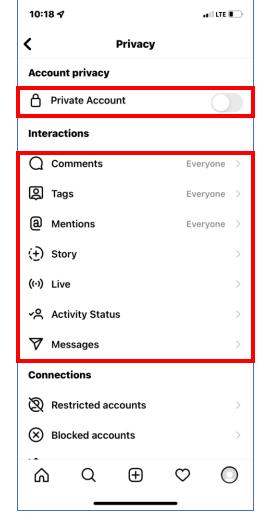
5. Q&A

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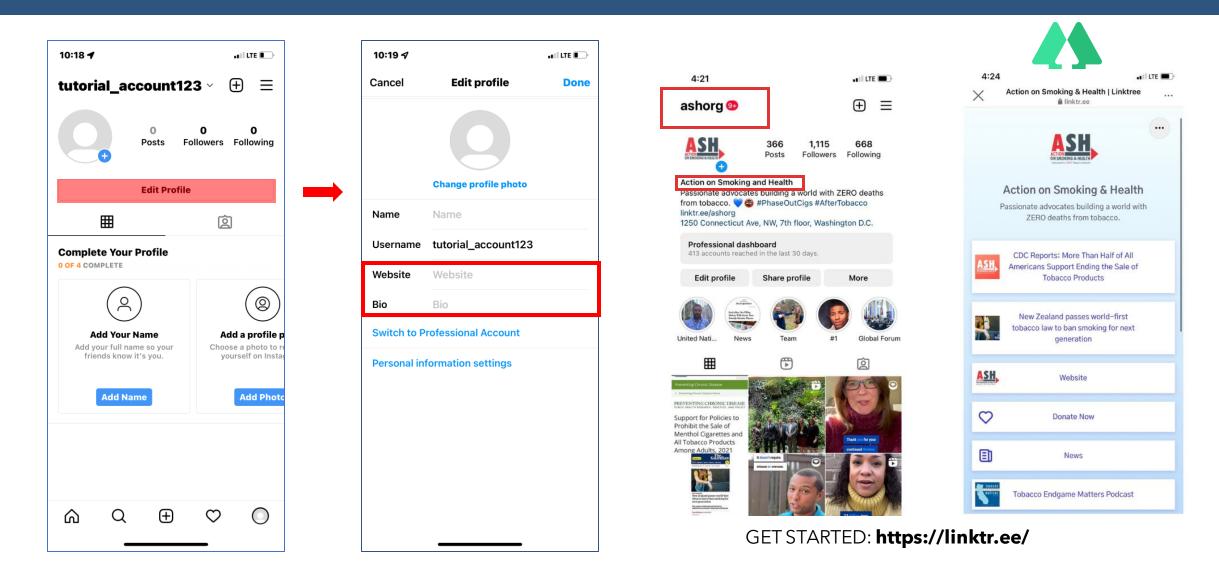
# SETTING UP YOUR PROFILE: Privacy



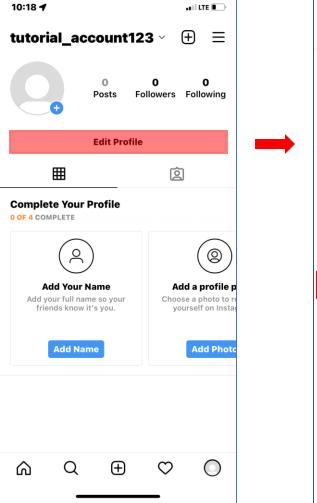


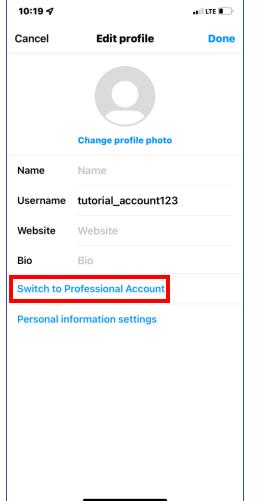


## SETTING UP YOUR PROFILE: Bio & Website

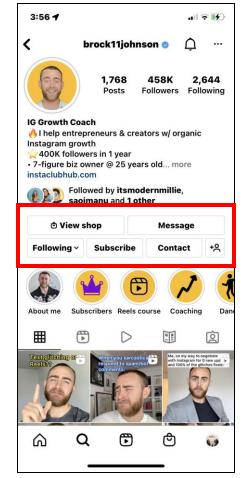


# SETTING UP YOUR PROFILE: Account Type



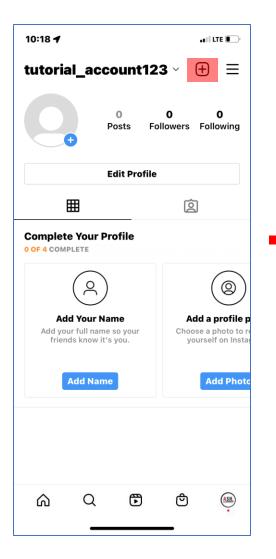


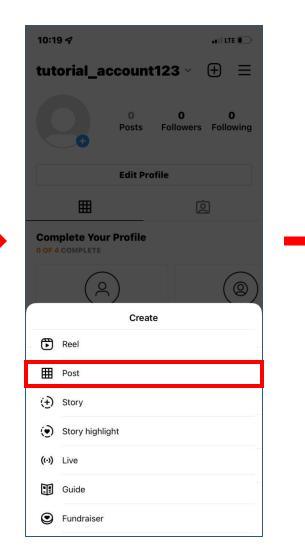
#### **Benefits of a Professional Account**

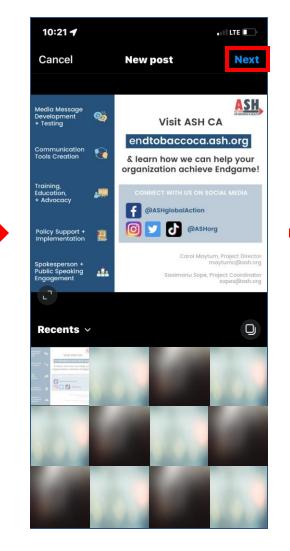


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## **POSTING CONTENT: Photos & Videos**

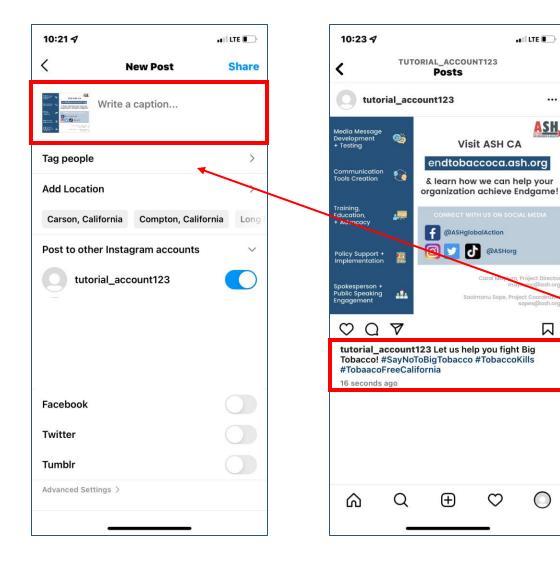






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# POSTING CONTENT: Hashtags & Tags



#### Hashtags

A word or phrase preceded by a hash sign (#), used on social media websites and applications to identify digital content on a specific topic.

#SayNoToBigTobacco #TobaccoKills #TobaccoFreeCalifornia

#### Tags

The people you tag in a photo or video are visible to anyone who can see it. If your Instagram account is set to public, anyone can see the photo or video, and the person you tagged will get a notification.

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# POSTING CONTENT: Hashtags & Tags



### **Reels vs. Stories**





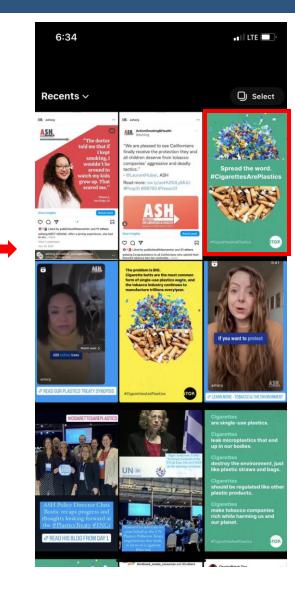
# KNOW THE DIFFERENCE

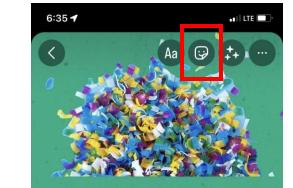
	STORY	REEL
Time Availability	Disappears after 24 hours unless they are saved in your profile highlights	Available on your Reels tab and feed until you choose to delete it
Length	15-seconds max (per individual Story)	15 minutes max (90 seconds max - recommended)
Hashtags	Users can find your Story to view when searching a specific hashtags	If user searches for a hashtag, Reels will also appear in search results
Reach	Promoted in your followers' feed. If your account is public, anyone can see your Stories	Promoted in your followers' feed. If your account is public, anyone can see your Reels
Saves	Users cannot save Stories	Users can save Reels
Explore Page	Rarely gets featured	Most of the explore page is dedicated to Reels
Editing Tools	Filters, layouts, and camera effects	Audio editing, AR effects, clip and picture alignment, timer, countdown, and speed control
Sharing	Users can share Stories to their own or send it to someone's inbox (privacy settings and time availability still applies)	Reels can be shared by almost anyone (if public) and do not disappear
Engagement	Polls, Countdown, GIFs, Tag Partners for repost	Can comment and share to Story

## **CREATE A STORY**

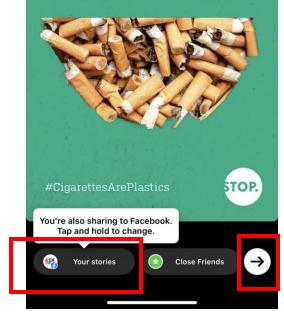




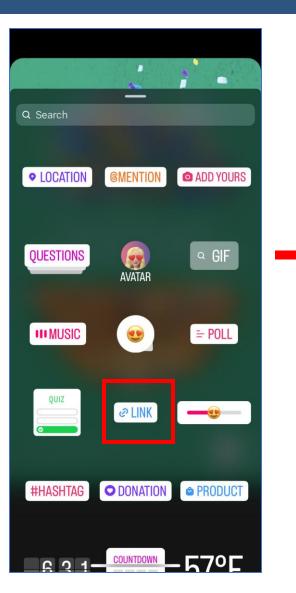




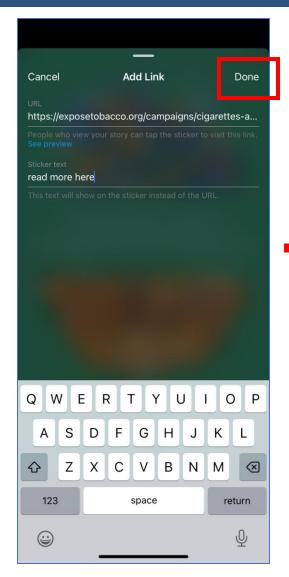
Spread the word. #CigarettesArePlastics

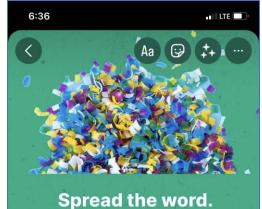


### **CREATE A STORY**

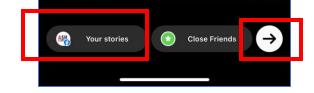


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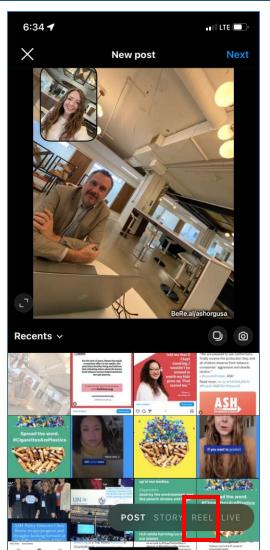


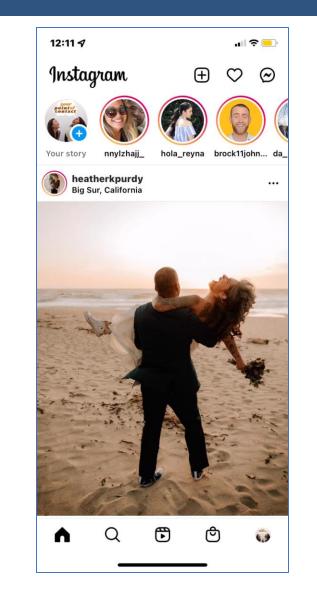
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### **CREATE A REEL**

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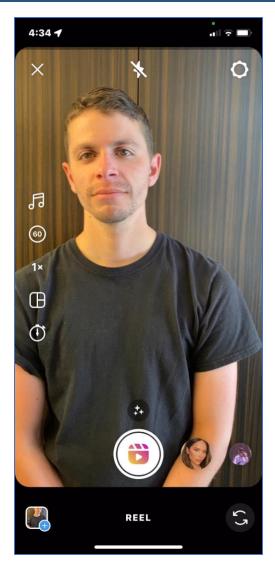
# **CREATE A REEL: Option 1**

**Option 1** – Upload a pre-recorded video from your device as a Reel.

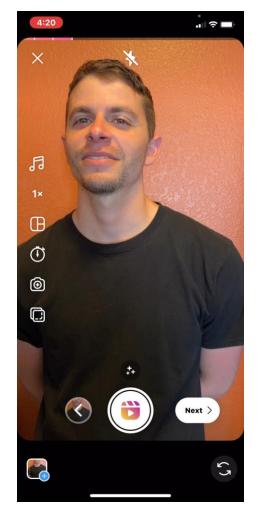


# **CREATE A REEL: Option 2**

**Option 2** – Record and edit a Reel in Instagram.



#### **Deleting** a single clip

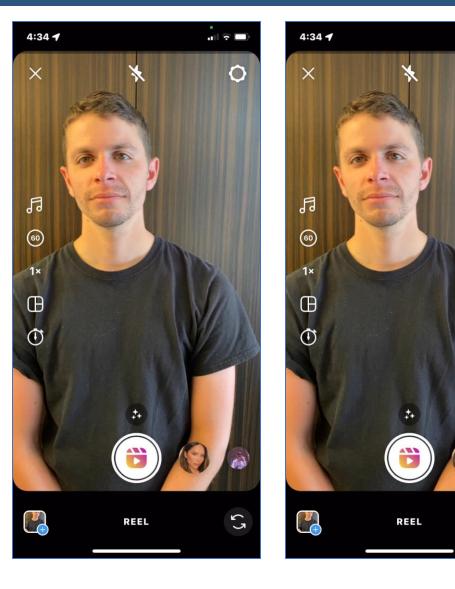


#### Turning your Reel into a Story



# **CREATE A REEL: Option 2**

**Option 2** – Record and edit a Reel in Instagram.

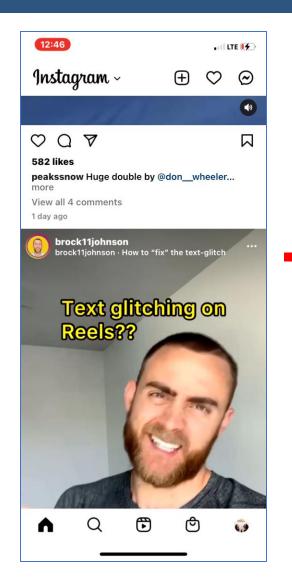


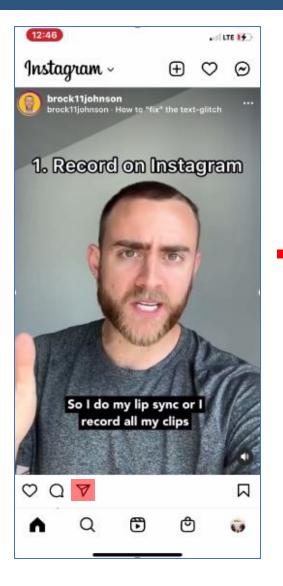
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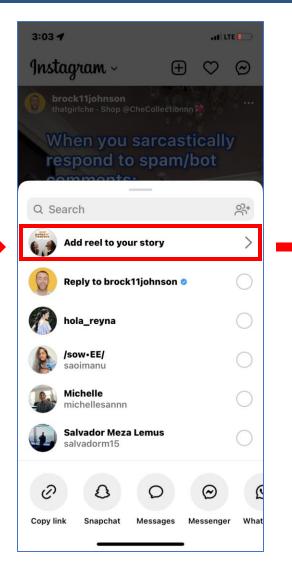
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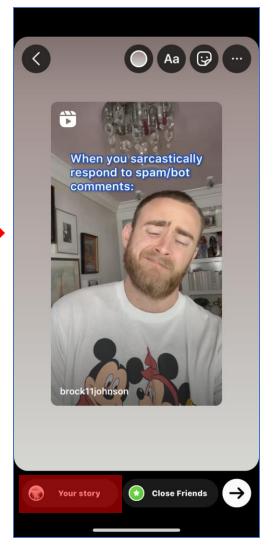
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## **CREATE A STORY: Sharing Reels**









### RESOURCES

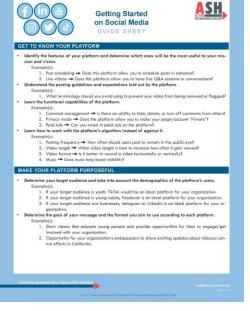


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gage with the icons on the right hand side (C) to Like a

video (heart icon), comment (speech bubble icon), and share (arrow icon).





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#### **Brock Johnson**

@brock11johnson IG Growth Coach

#### Laura Bitoiu

@bsquared.social Social Media Marketing Coach

#### Pawan Kumar

@officialpwnkumar Digital Marketing Coach



#### **Stephanie Kase**

- 2022 Instagram Reels Tutorial for Beginners
- Get Started with Reels in 2022 (Growing your brand)

### THANK YOU!

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