

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

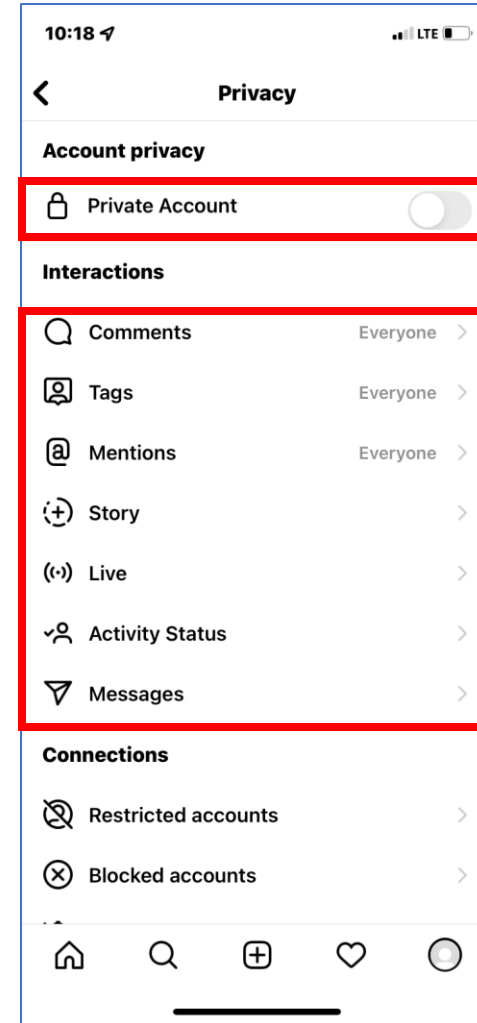
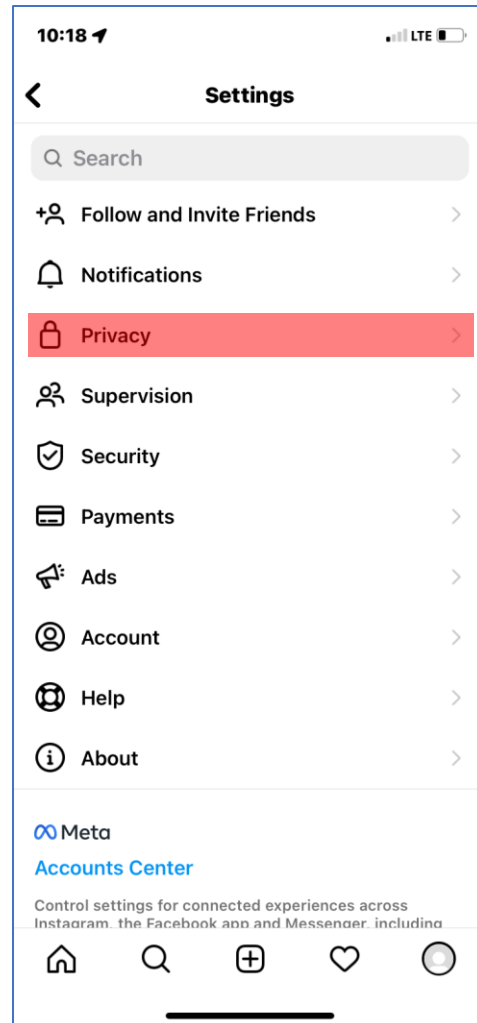
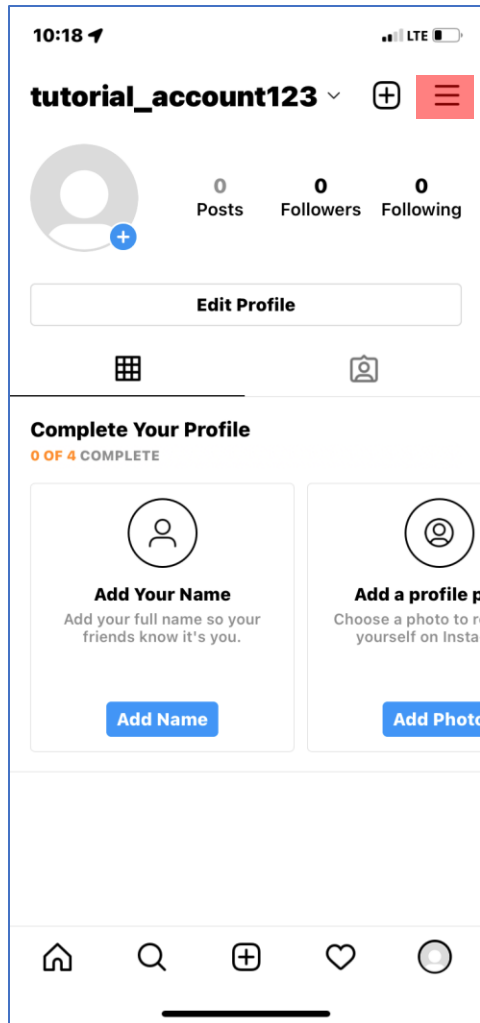
- i. Know the Difference
- ii. Creating a Story and Reel

4. Resources

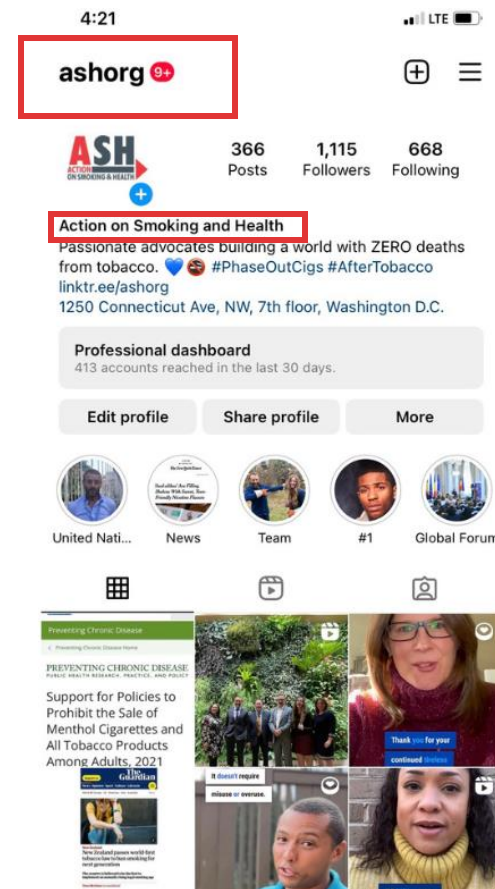
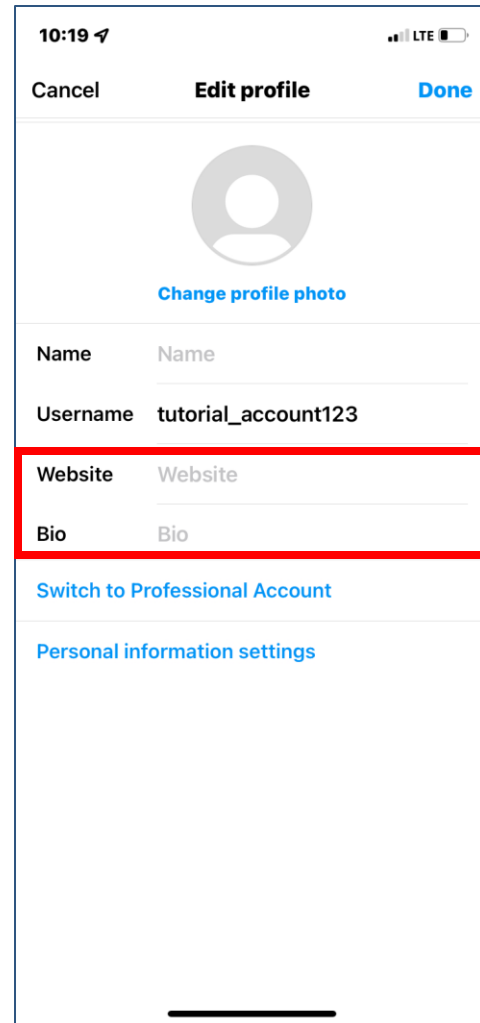
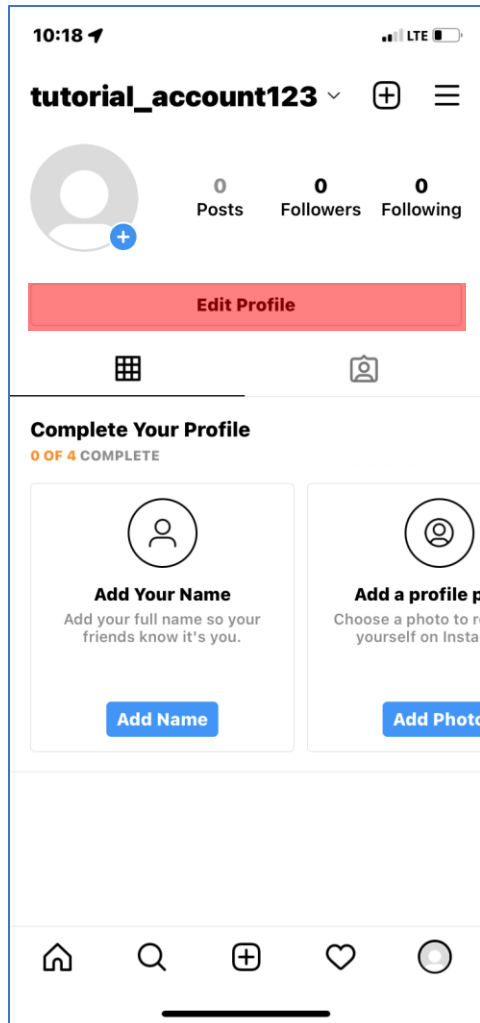
5. Q&A



SETTING UP YOUR PROFILE: Privacy

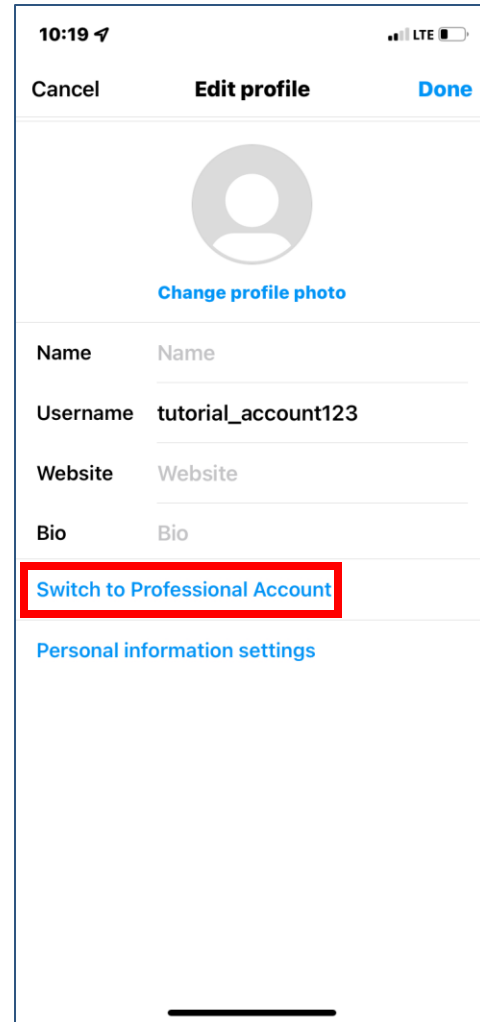
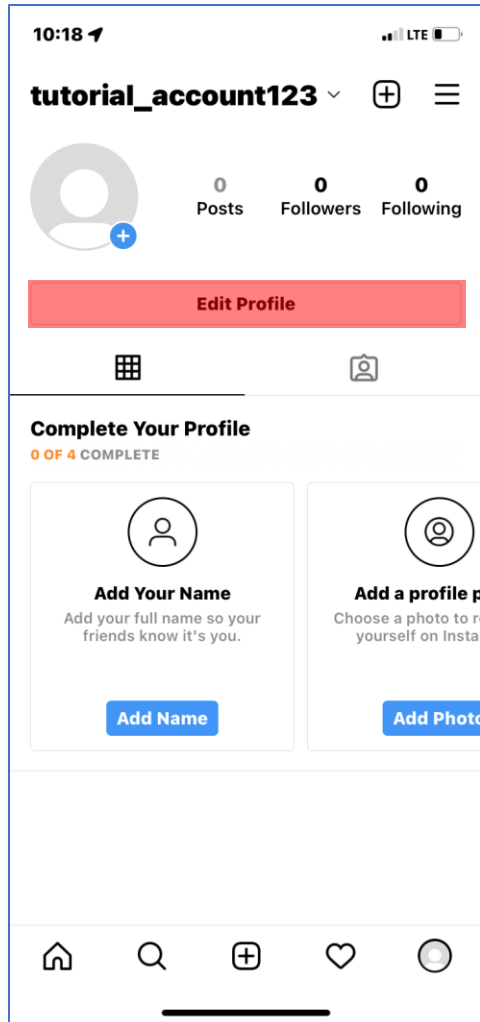


SETTING UP YOUR PROFILE: Bio & Website

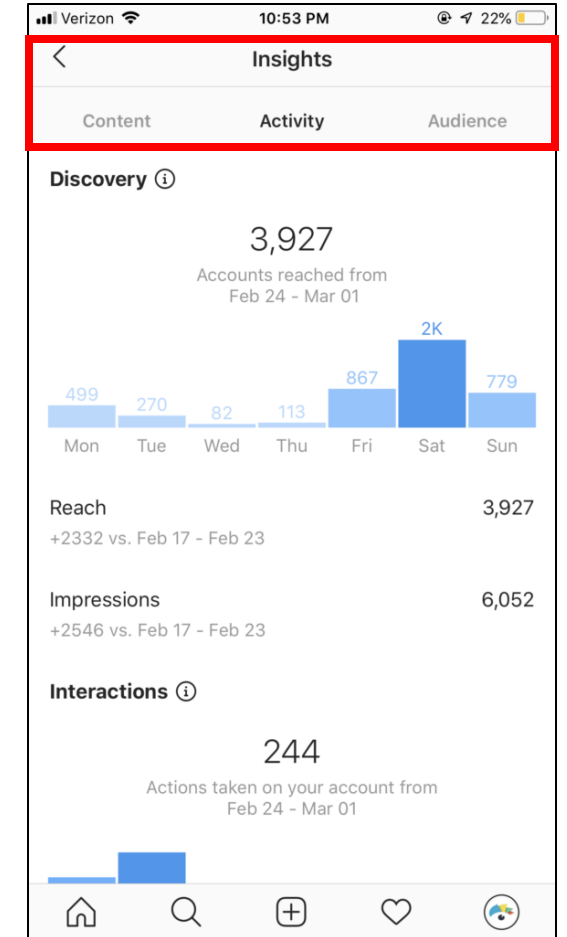
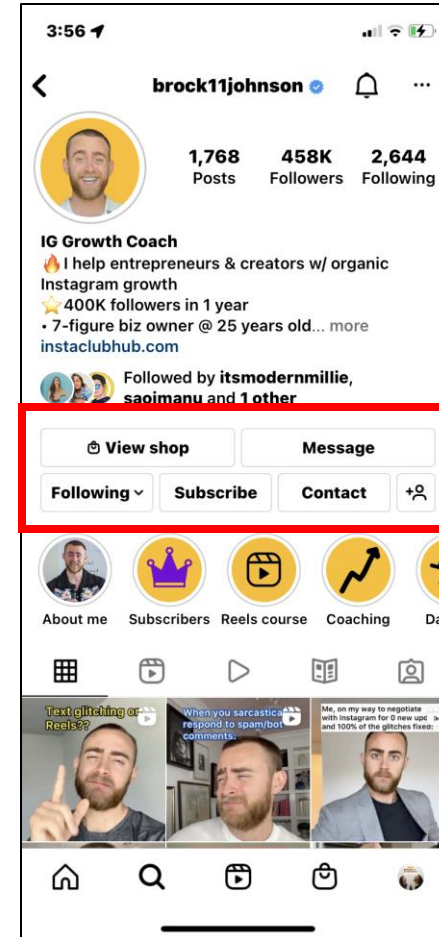


GET STARTED: <https://linktr.ee/>

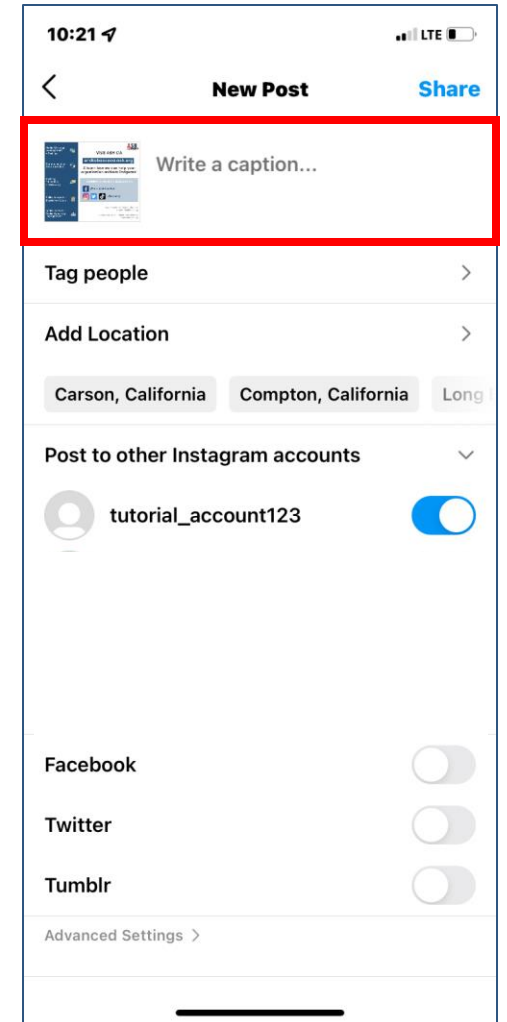
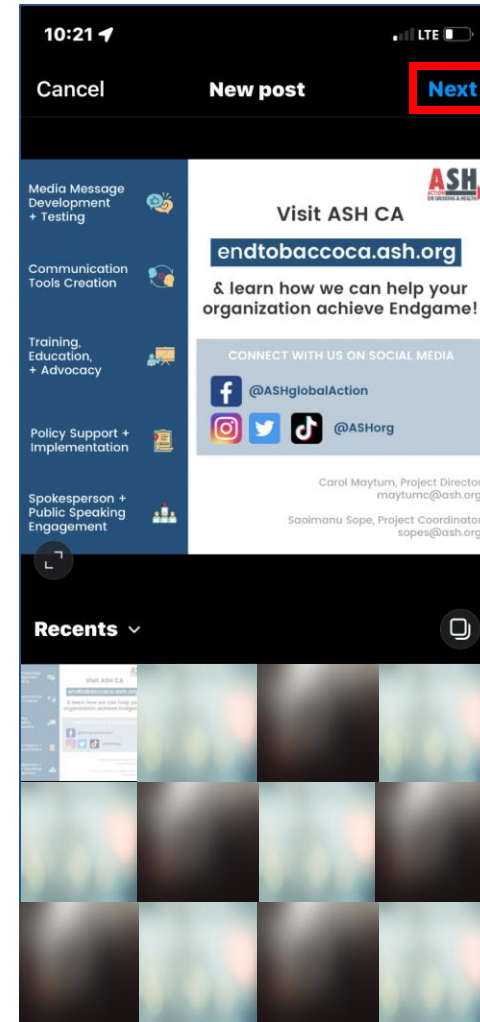
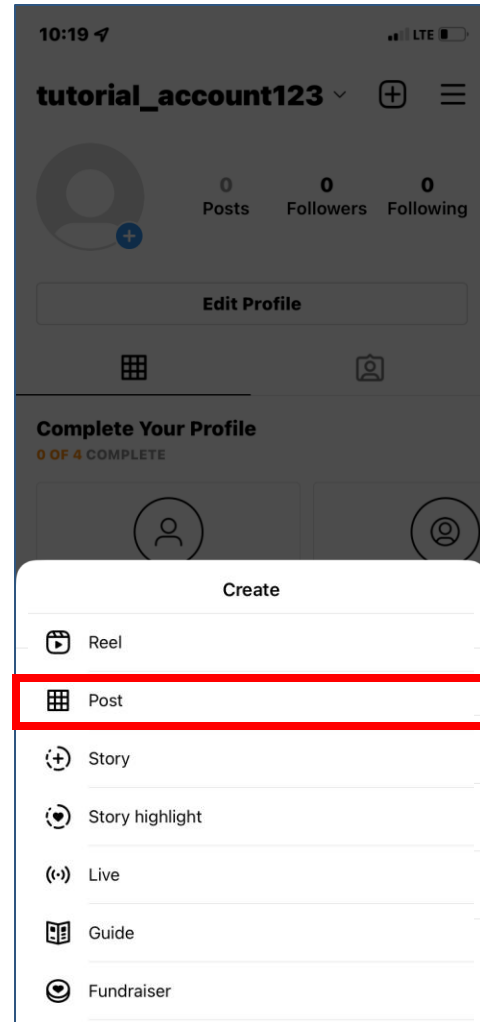
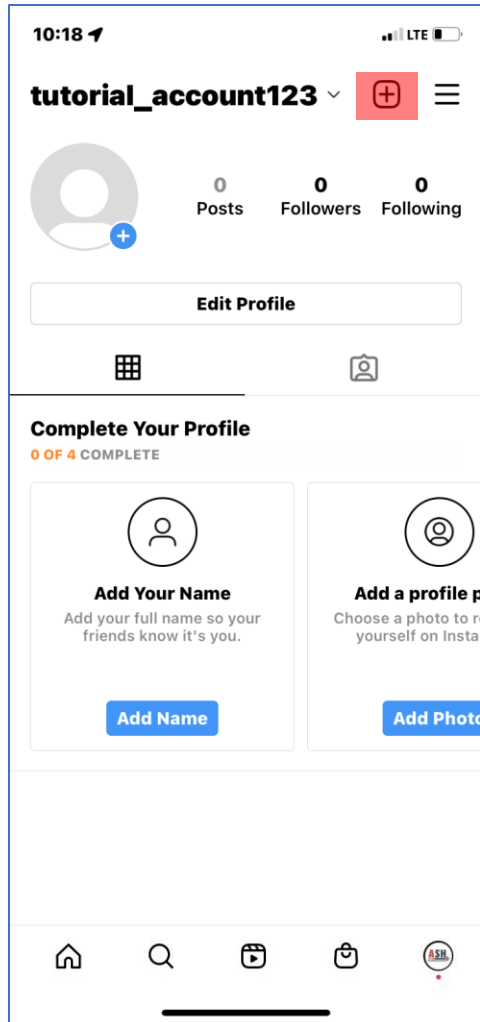
SETTING UP YOUR PROFILE: Account Type



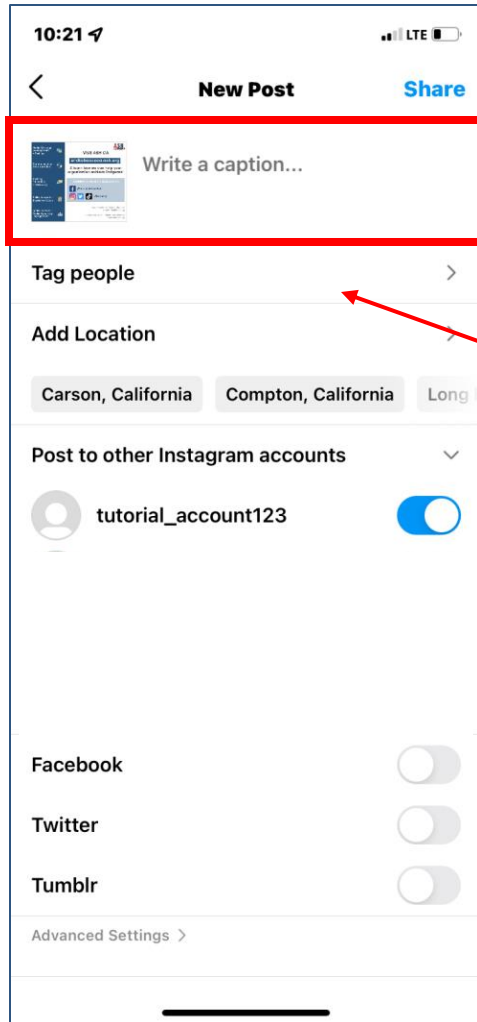
Benefits of a Professional Account



POSTING CONTENT: Photos & Videos



POSTING CONTENT: Hashtags & Tags



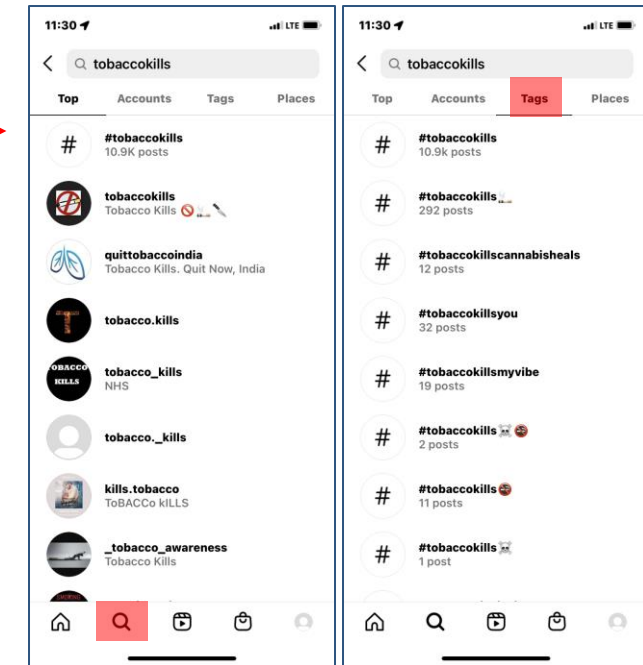
Hashtags

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

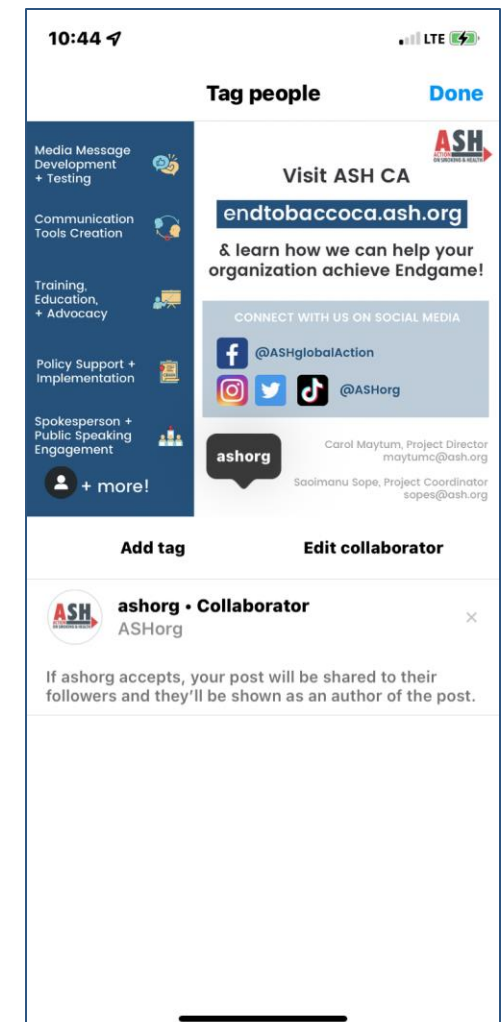
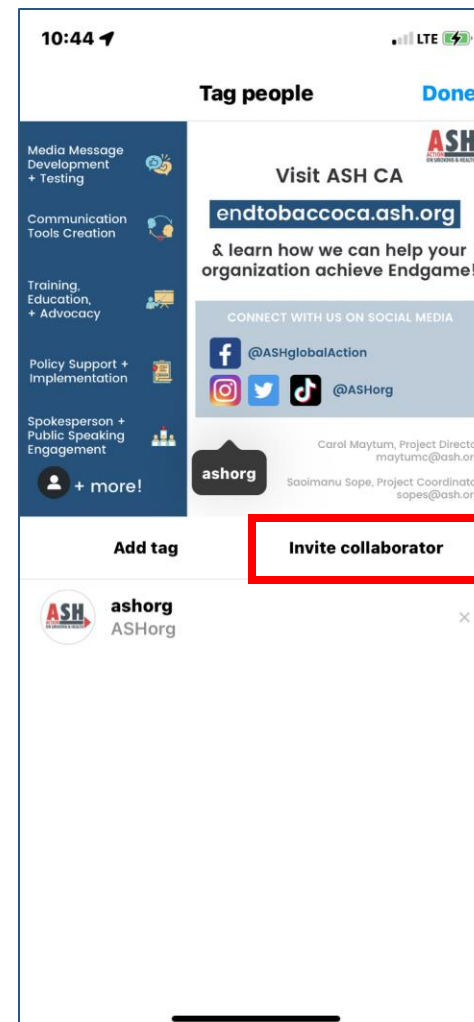
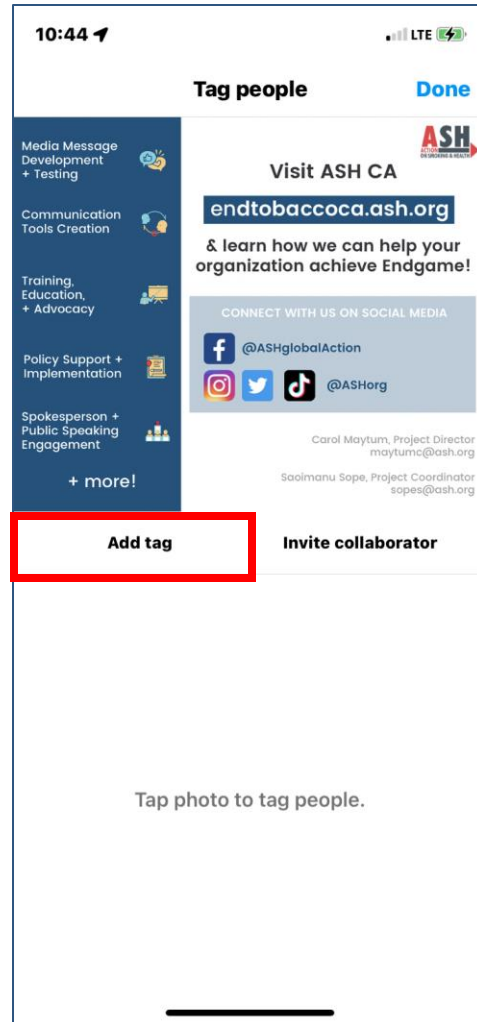
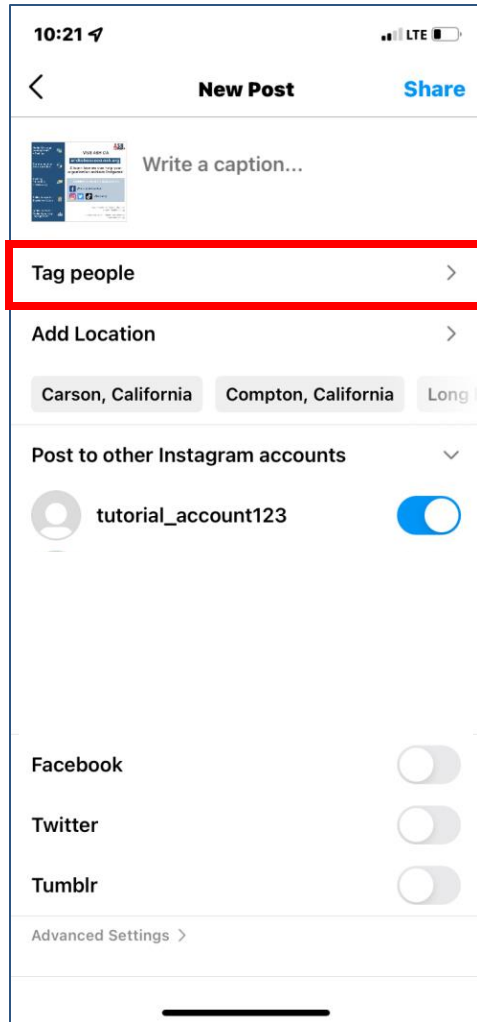
#SayNoToBigTobacco
#TobaccoKills
#TobaccoFreeCalifornia

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.



POSTING CONTENT: Hashtags & Tags



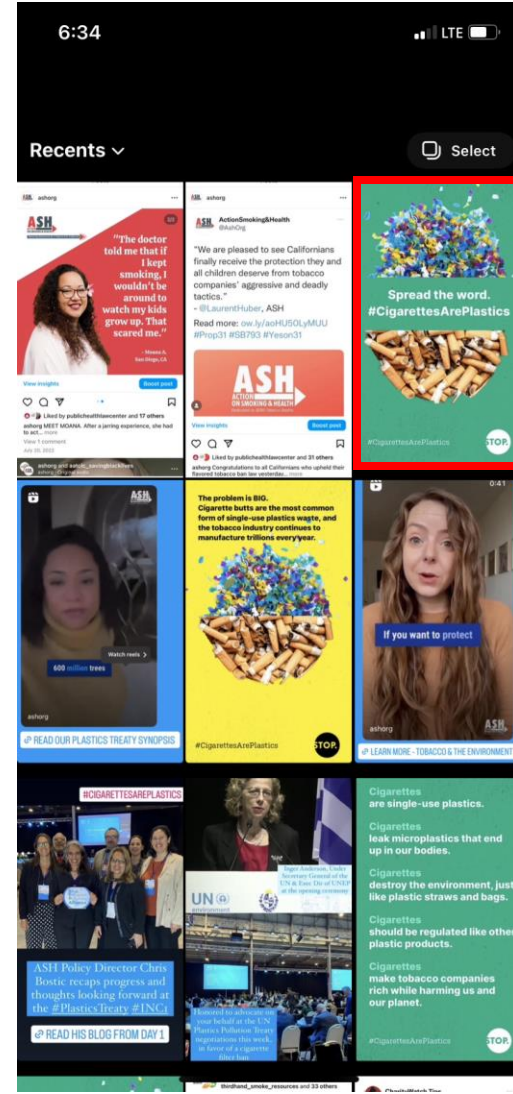
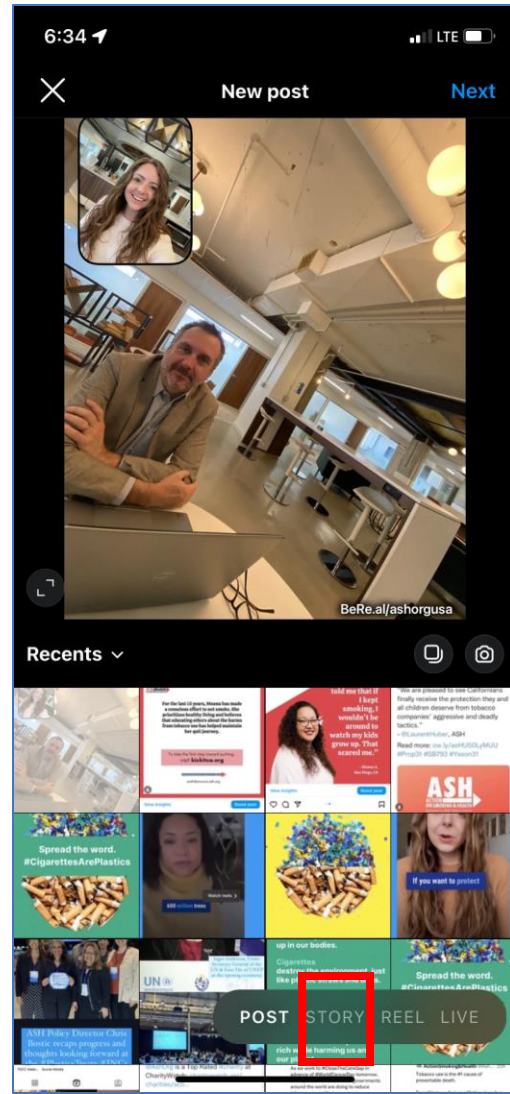
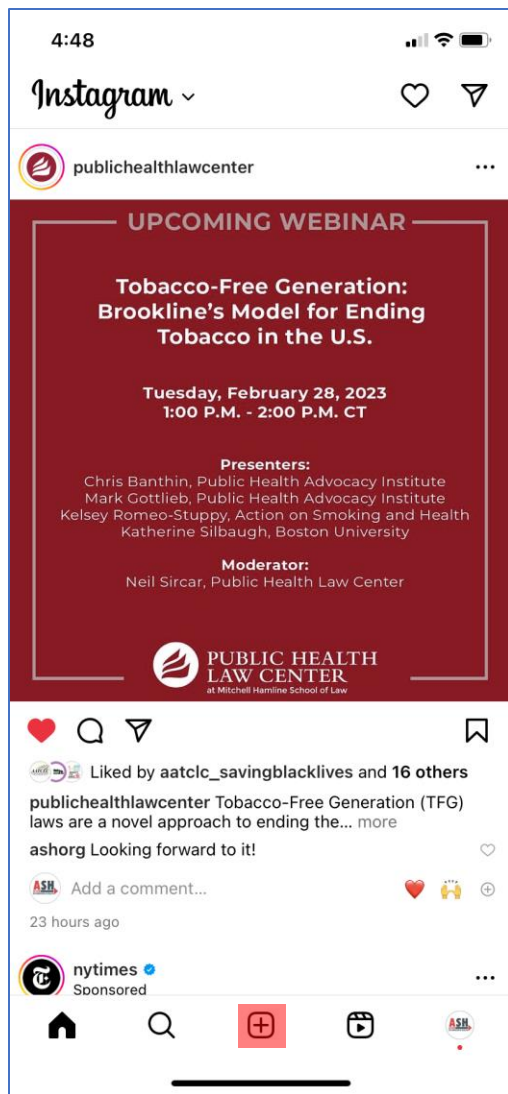
Reels vs. Stories



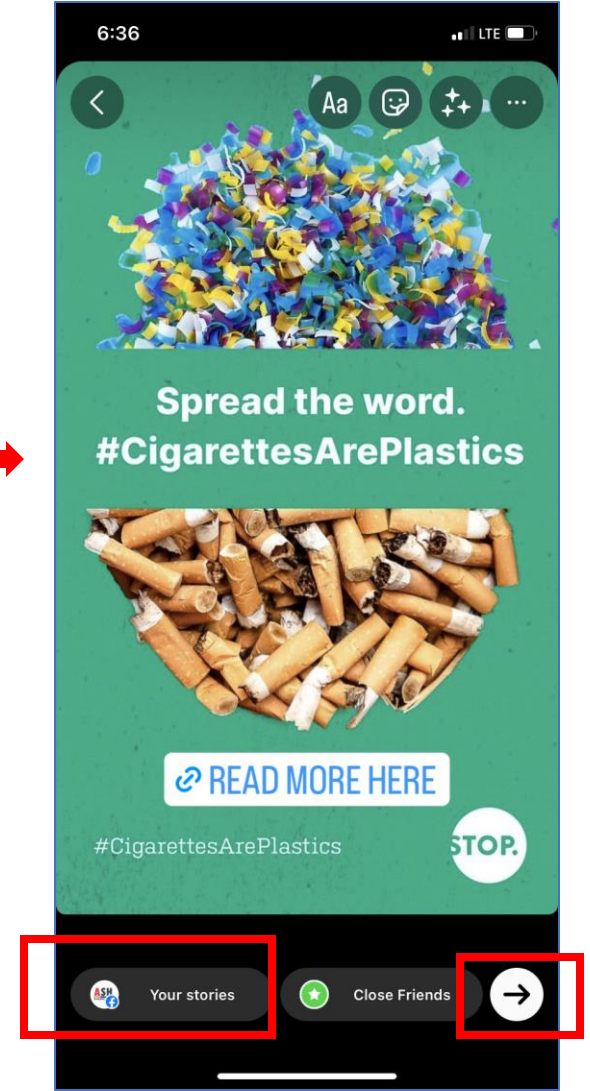
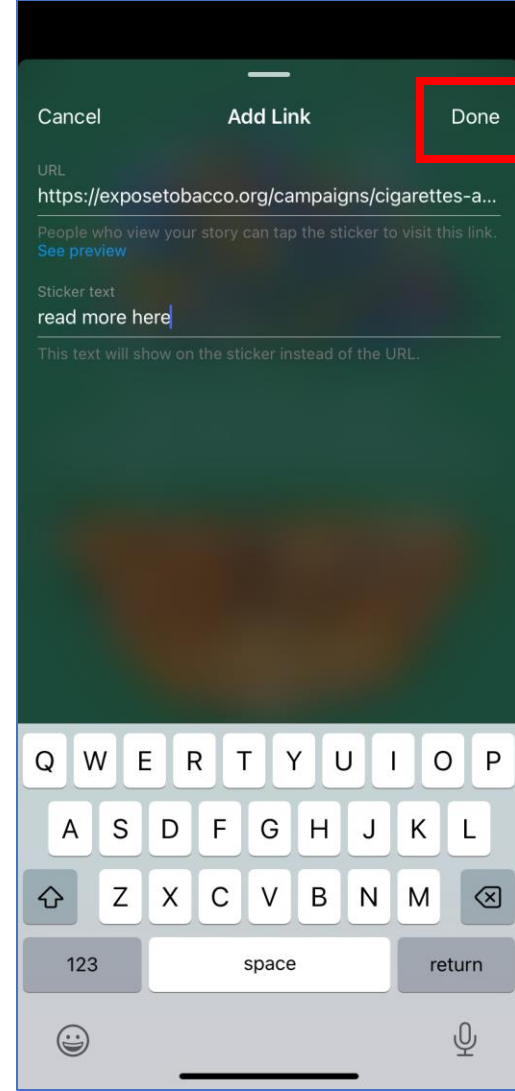
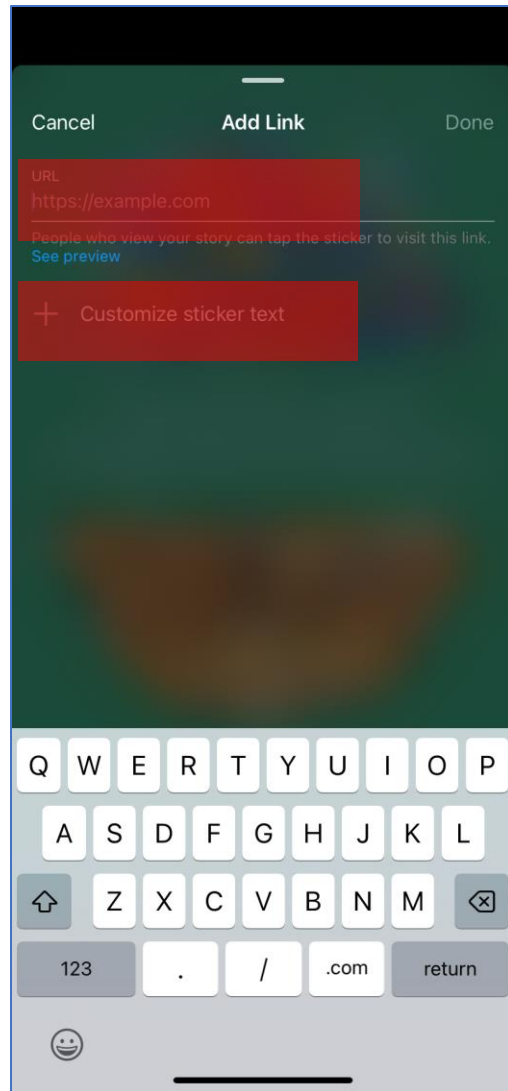
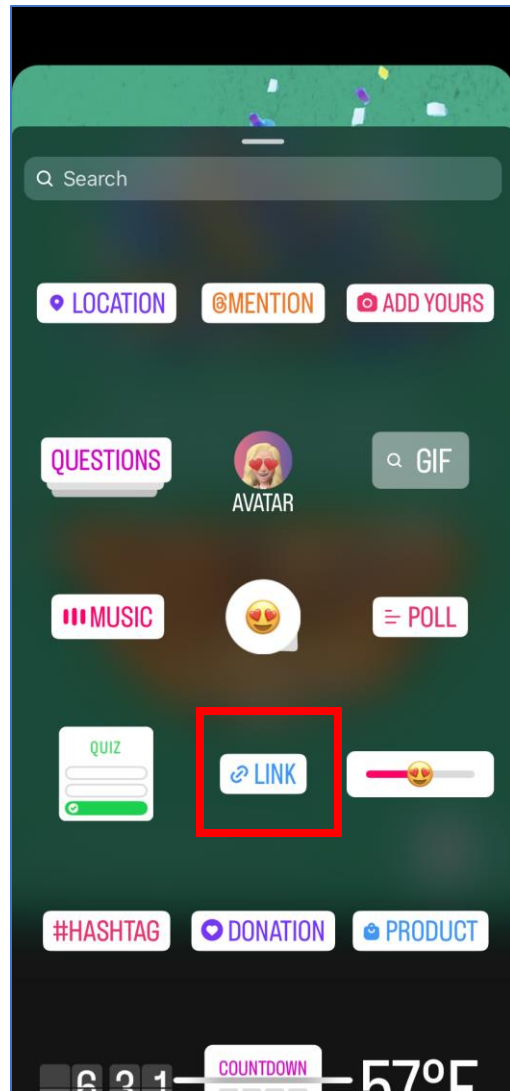
KNOW THE DIFFERENCE

	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

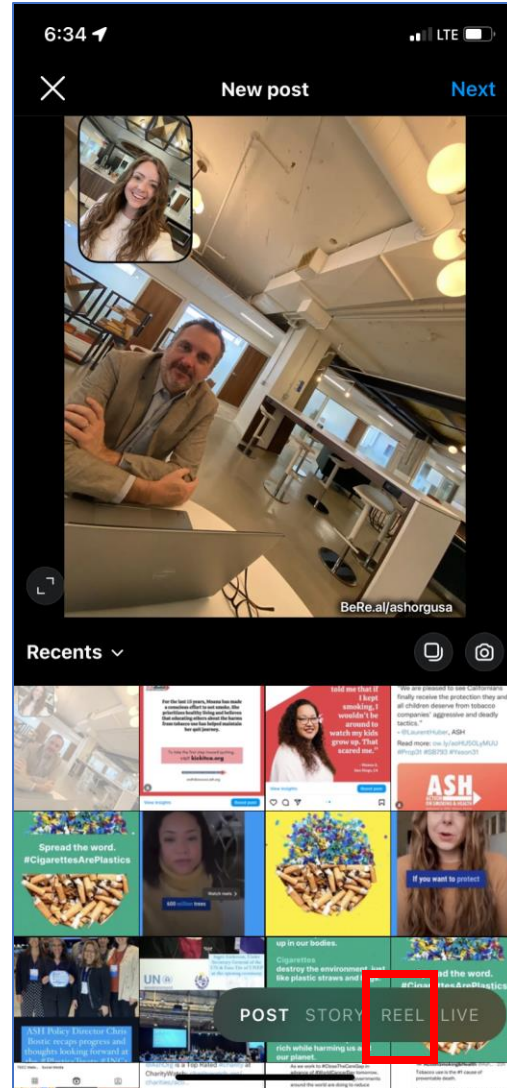
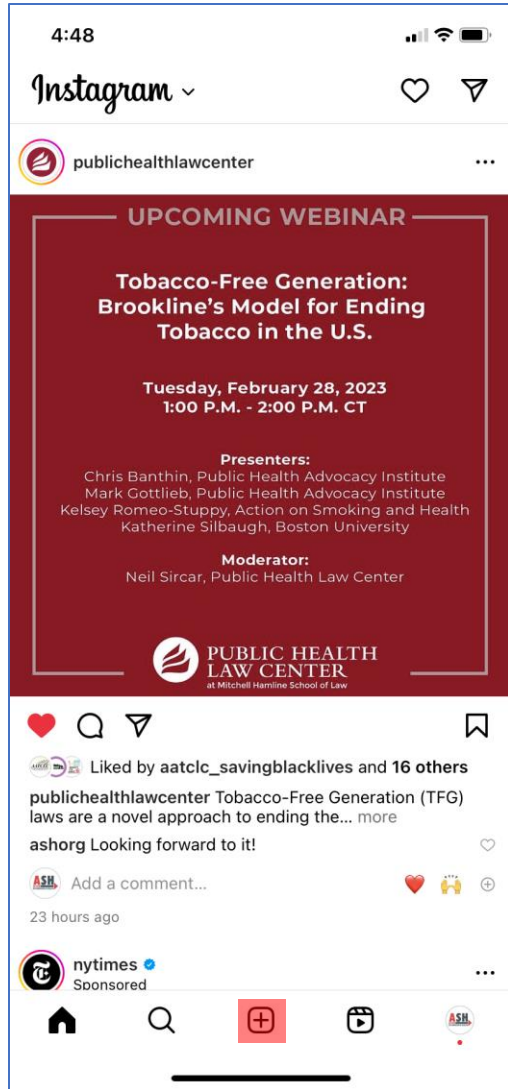
CREATE A STORY



CREATE A STORY



CREATE A REEL



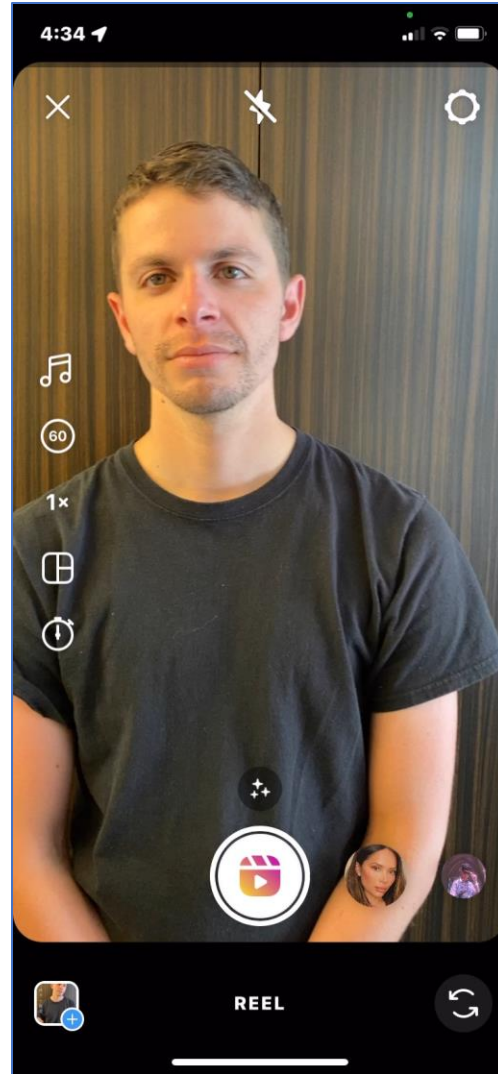
CREATE A REEL: Option 1

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

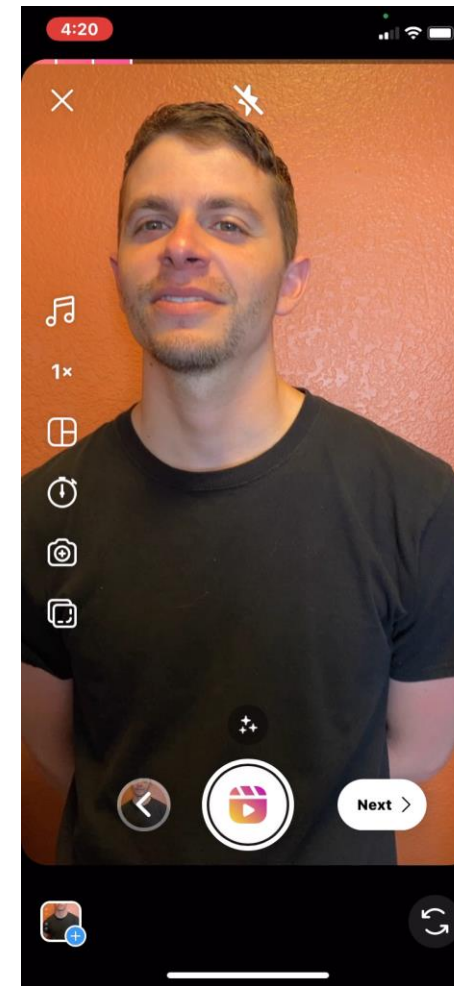


CREATE A REEL: Option 2

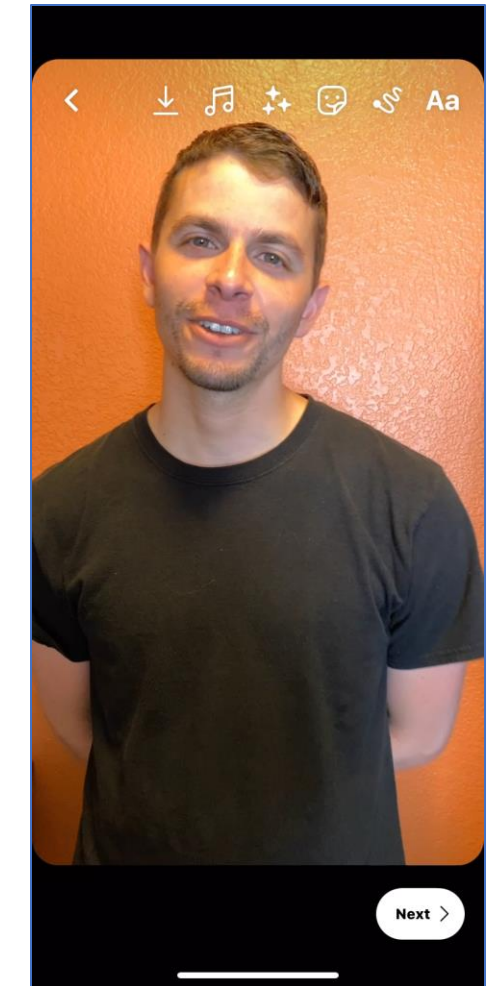
Option 2 – Record and edit a Reel in Instagram.



Deleting a single clip

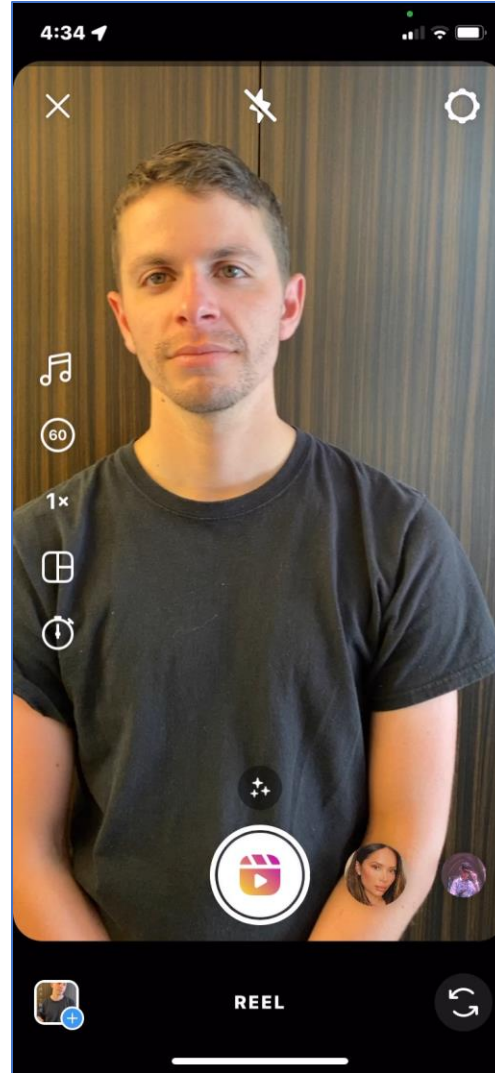
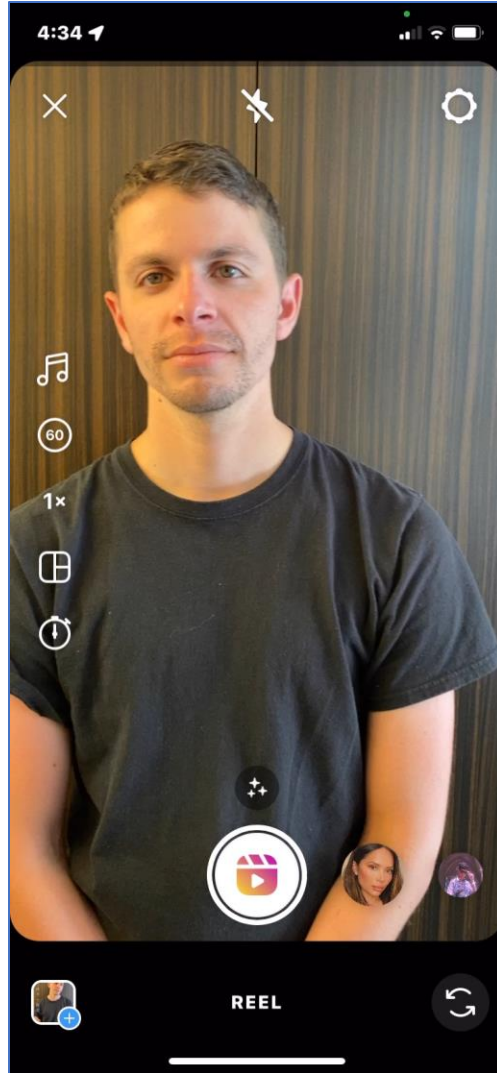


Turning your Reel into a Story

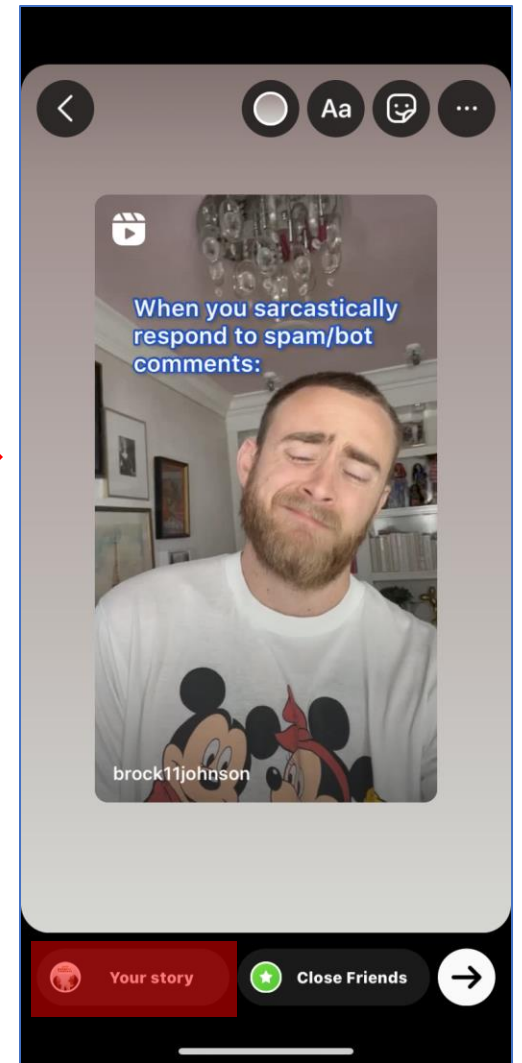
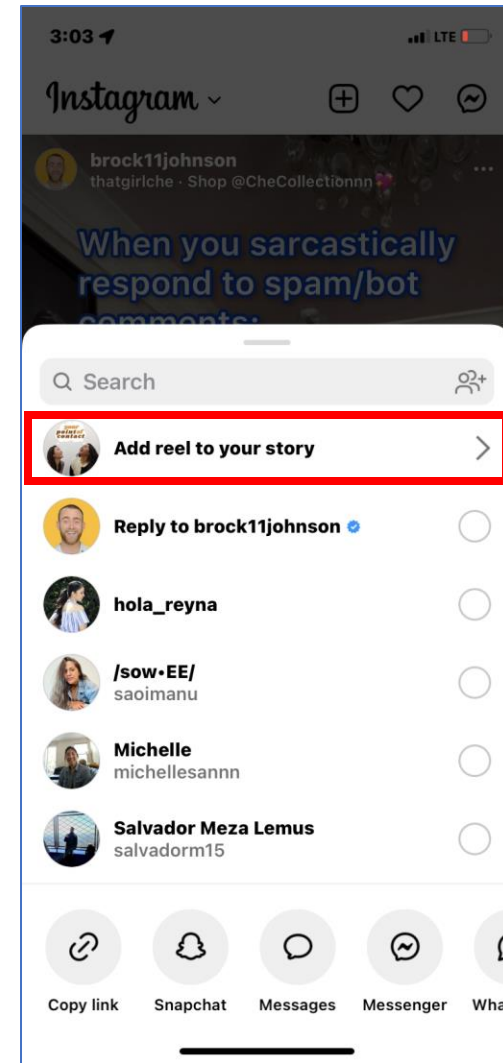
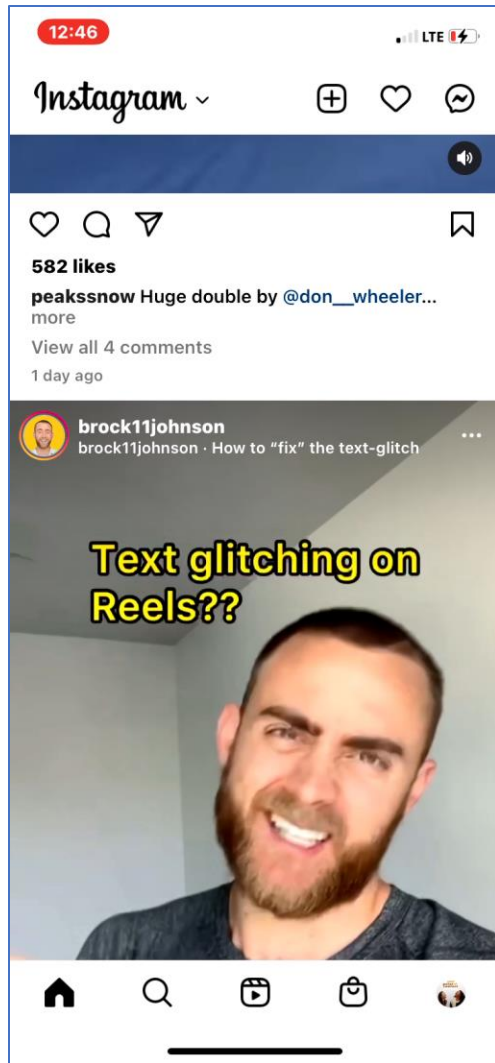


CREATE A REEL: Option 2

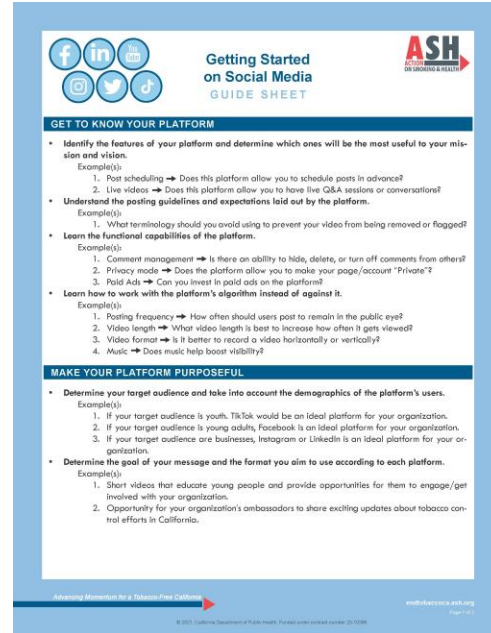
Option 2 – Record and edit a Reel in Instagram.



CREATE A STORY: Sharing Reels



RESOURCES



endtobaccoca.ash.org/ash-resources

ACCOUNTS TO FOLLOW



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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