

Optimizing Instagram Engagement using Stories and Reels

Carol Maytum, maytumc@ash.org
Megan Manning, manningm@ash.org

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

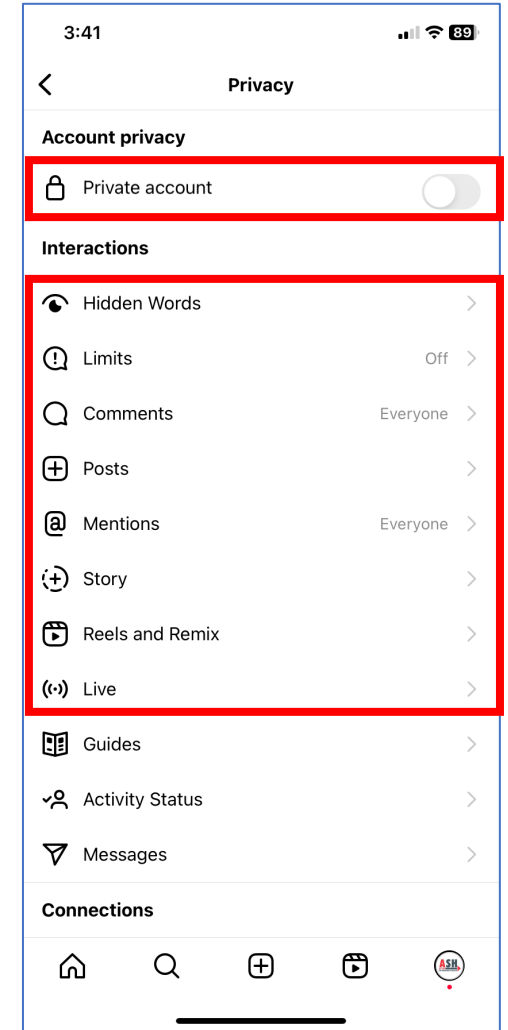
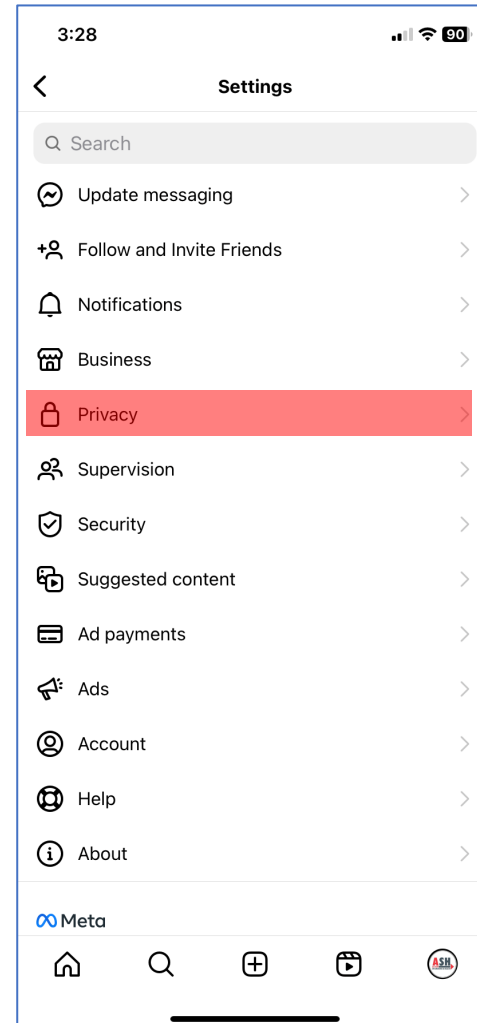
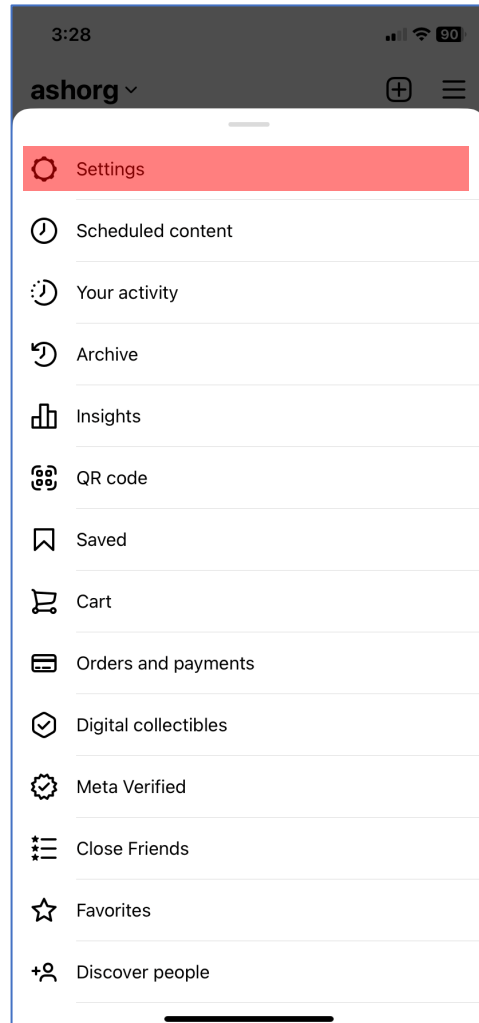
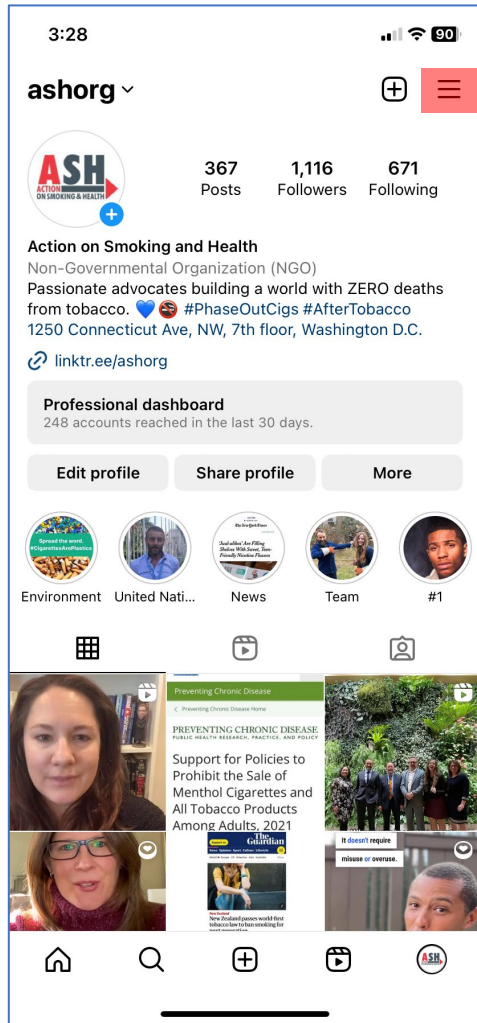
- i. Know the Difference
- ii. Creating a Story and Reel

4. Resources

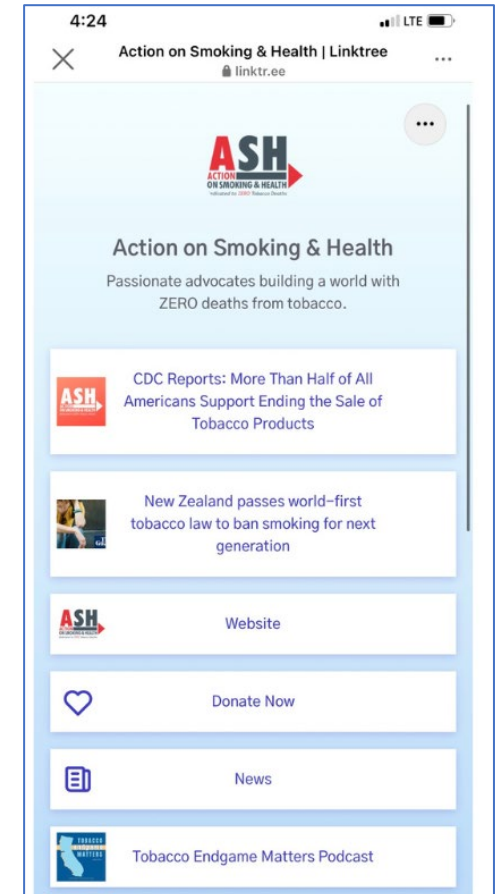
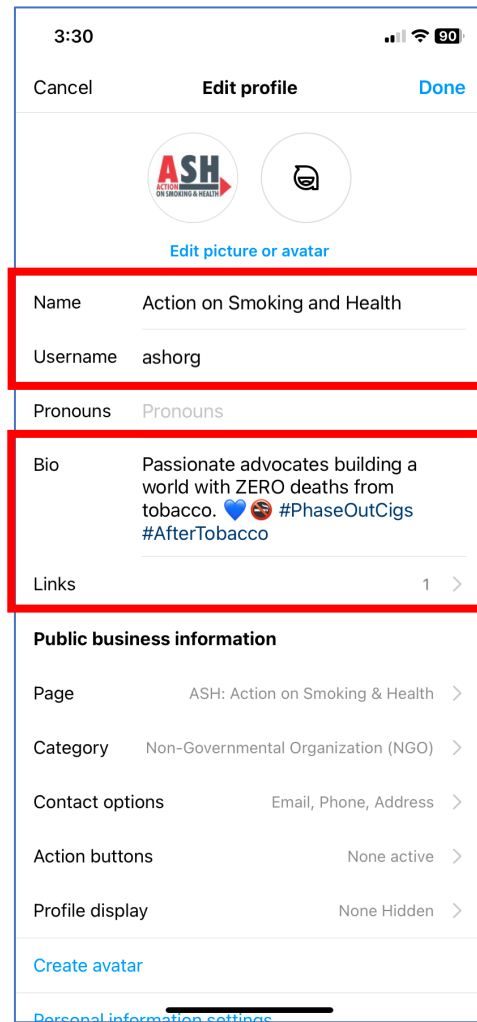
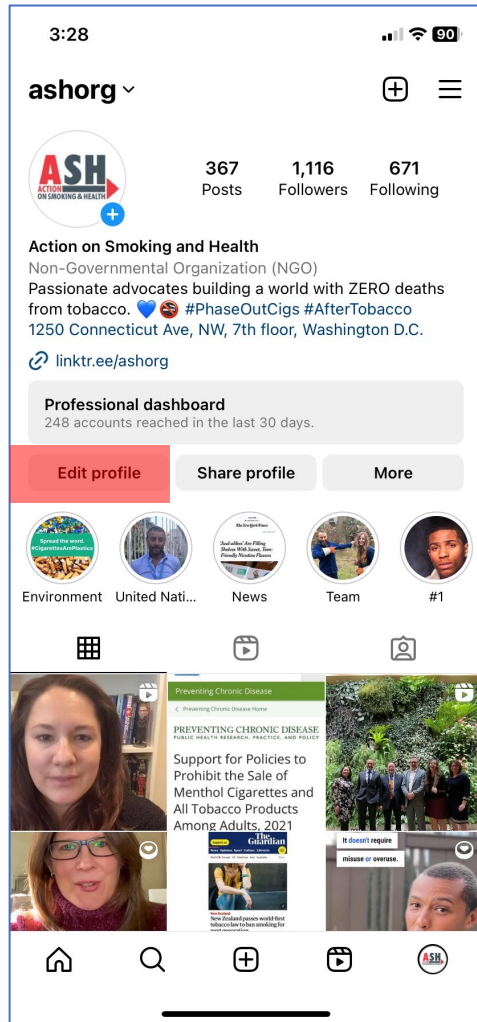
5. Q&A



SETTING UP YOUR PROFILE: Privacy

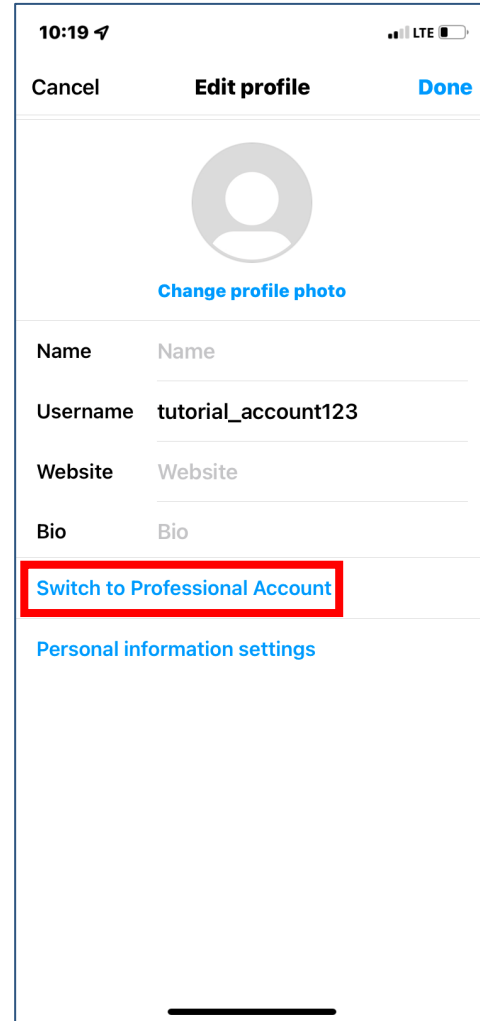
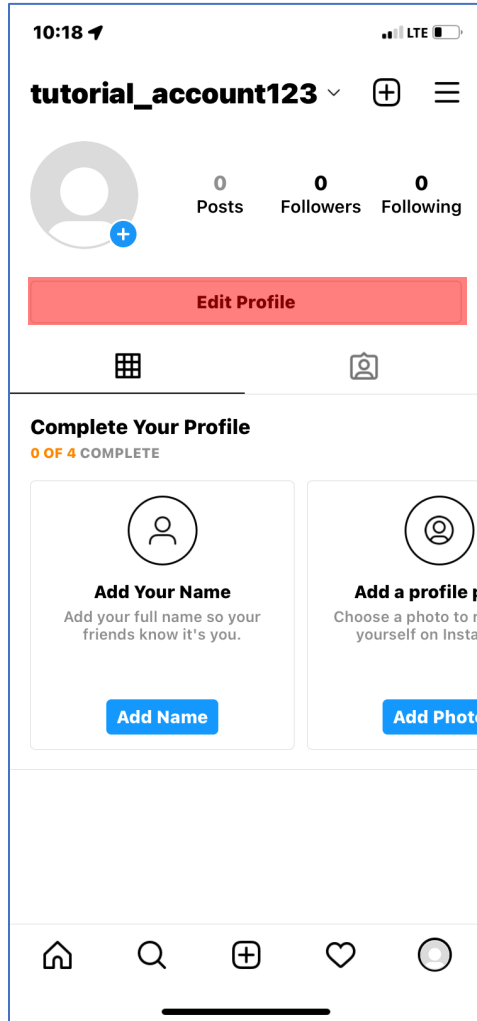


SETTING UP YOUR PROFILE: Bio & Website

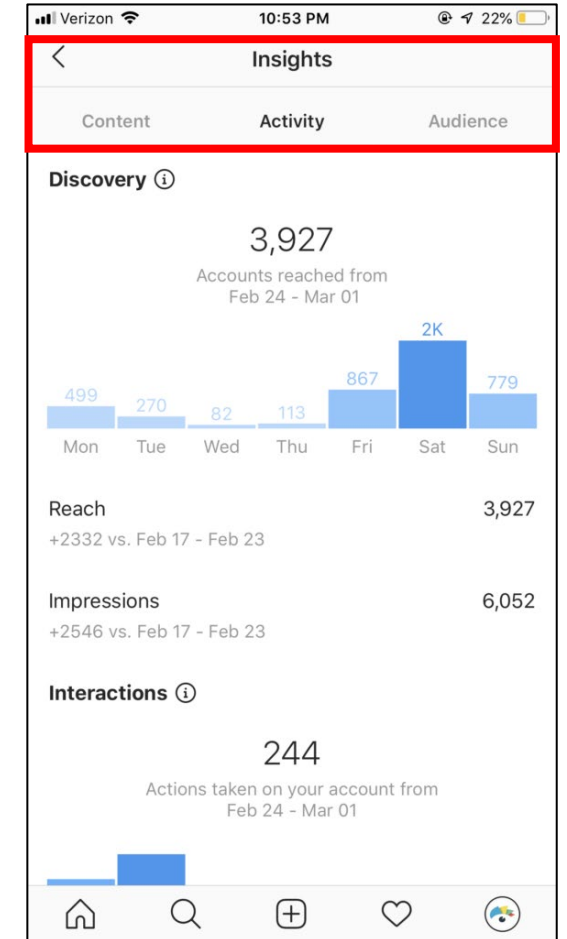
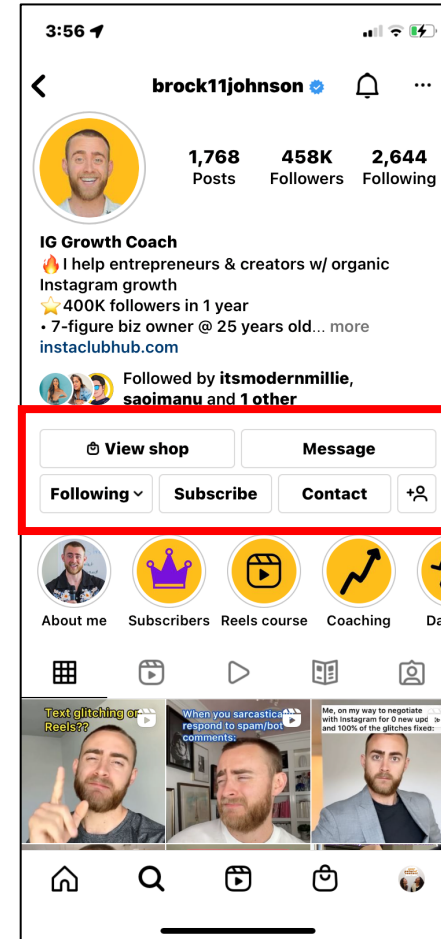


GET STARTED: <https://linktr.ee>

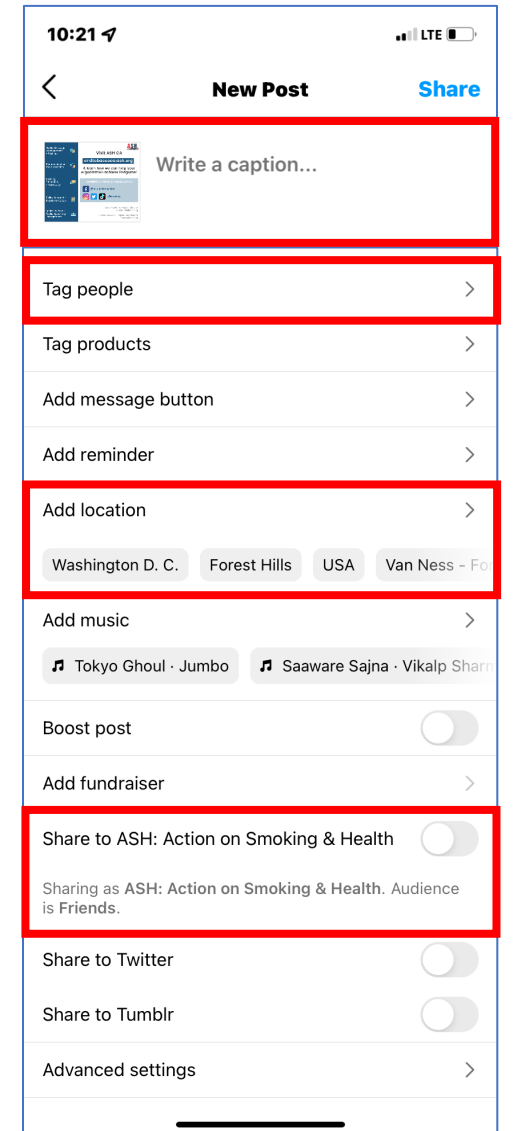
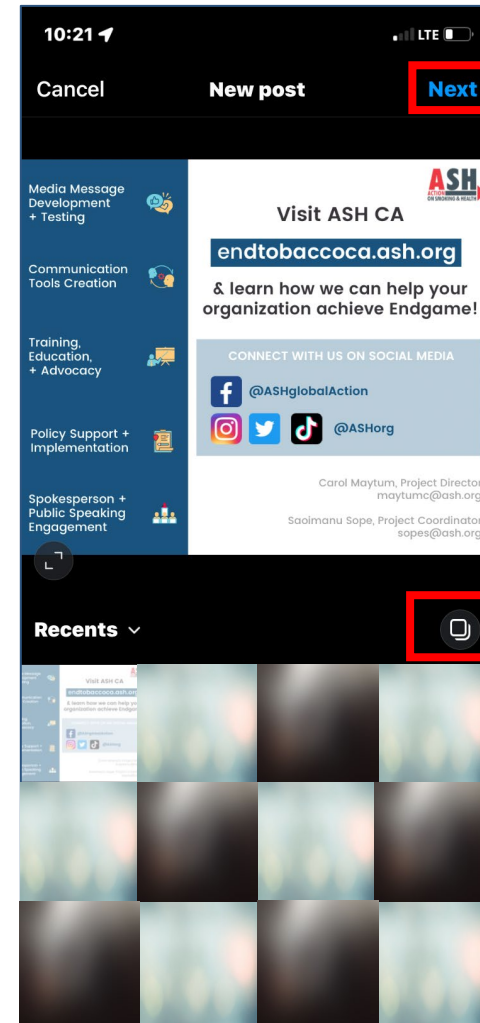
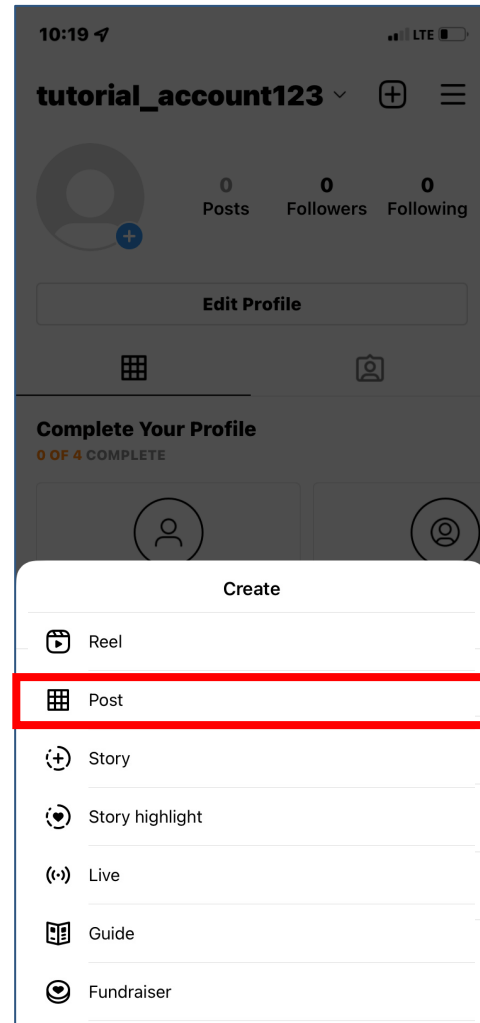
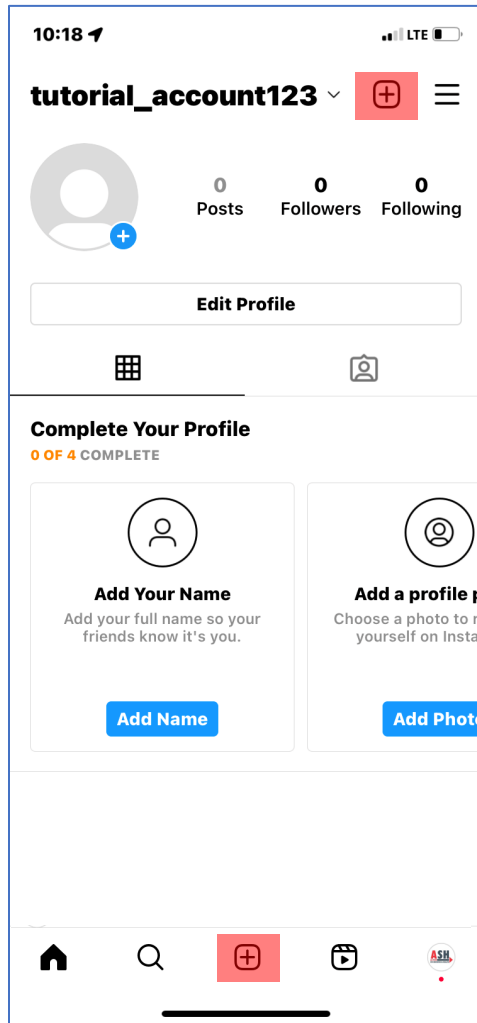
SETTING UP YOUR PROFILE: Account Type



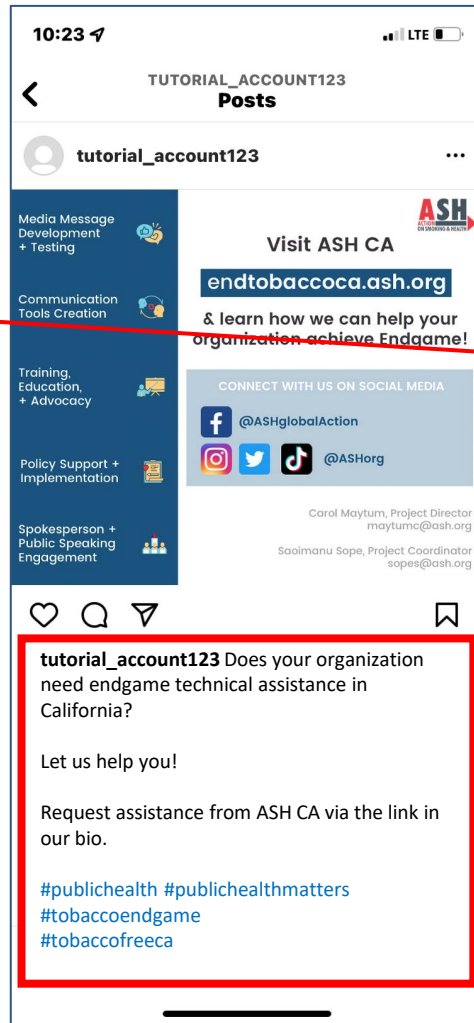
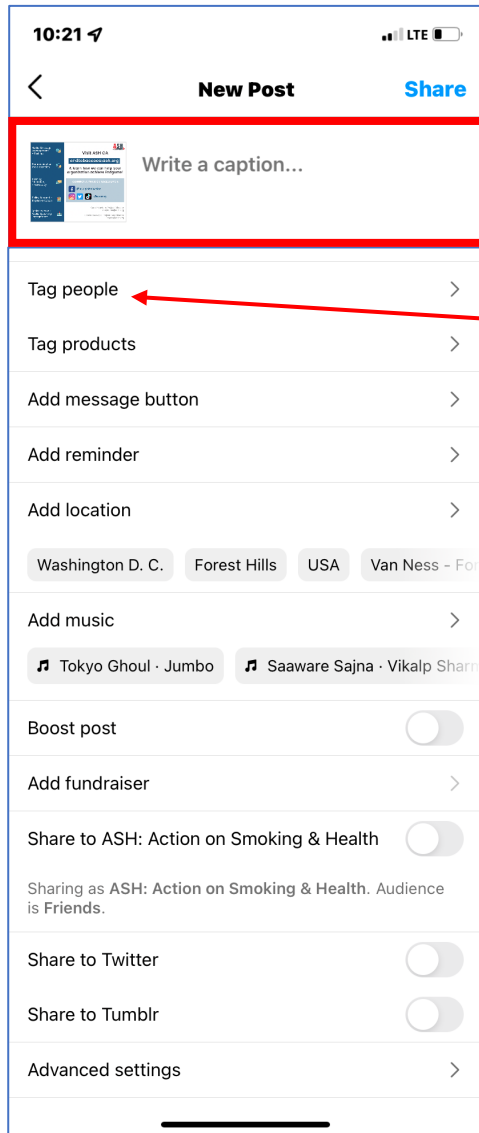
Benefits of a Professional Account



POSTING CONTENT: Photos, Carousels & 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.

#TobaccoKills
#PublicHealth
#TobaccoFree

Tags

Publicly visible, sends them a notification, may appear to their followers, and may appear on their account

Long Captions with Line Breaks

Liked by aatcl savingblacklives and 31 others
ashorg Congratulations to all Californians who upheld their flavored tobacco ban law yesterday!

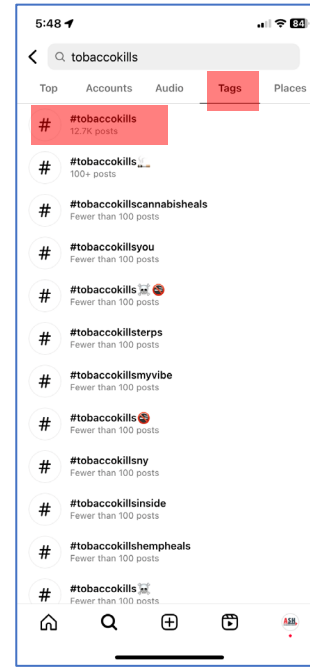
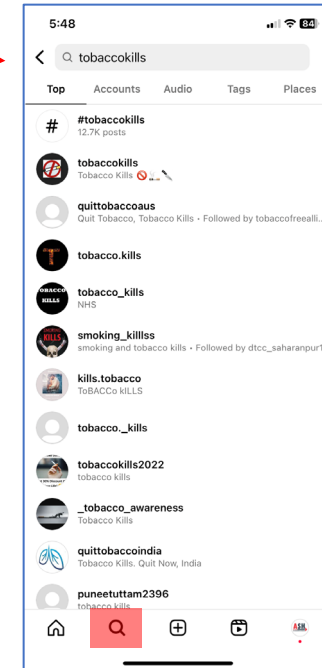
After two years of delayed implementation because of tobacco industry interference, California is finally able to enforce its law which already passed the legislature in August 2020 and was signed by Governor Newsom.

California is now the biggest state to act on flavored tobacco products, and we hope the FDA follows suit soon.

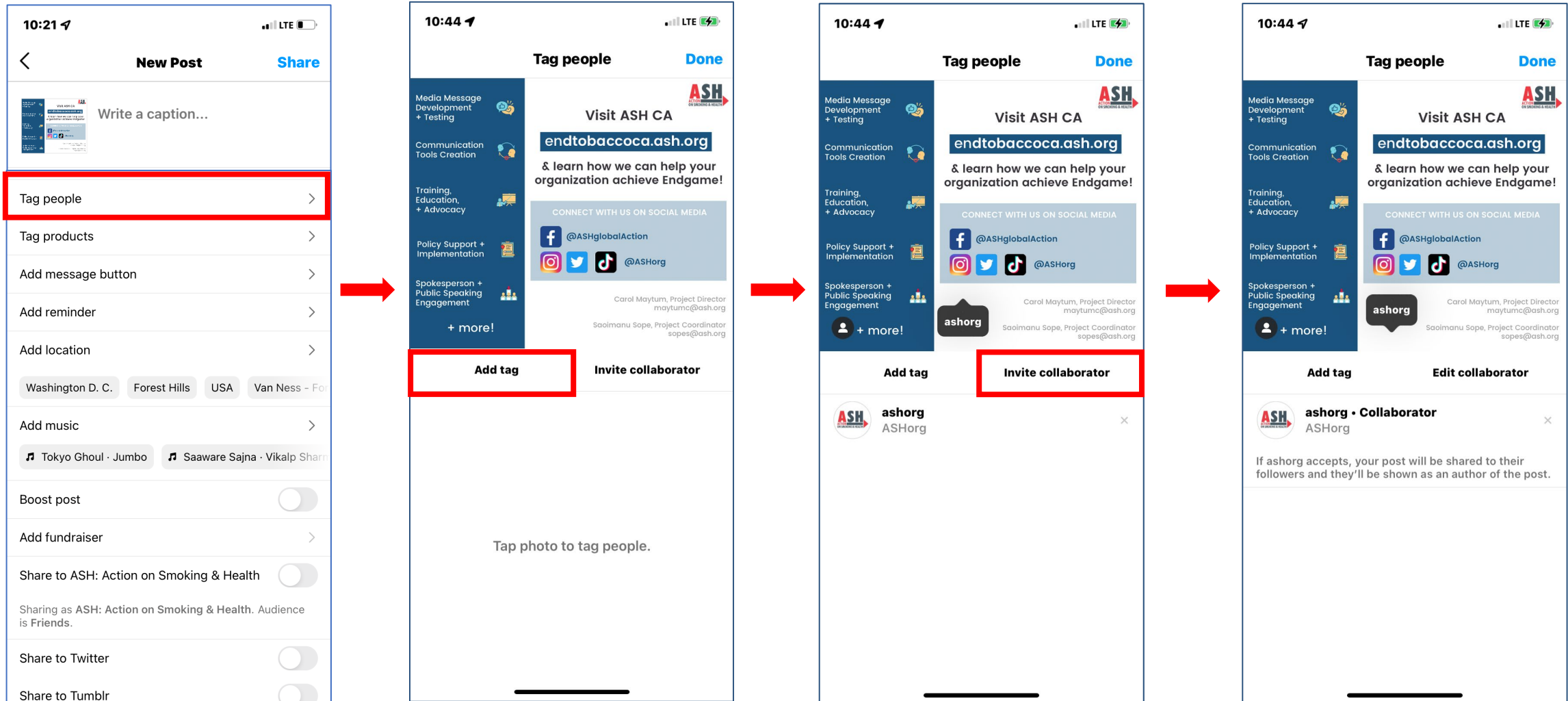
Restricting the sale of flavored tobacco products is crucial to protect children from the unrelenting efforts of the tobacco industry to hook them with a deadly addiction.

And today, that protection begins for California's youth.

#prop31 #sb793 #yeson31 #tobaccofree
#tobaccoendgame #publichealth #publichealthmatters
#california #health #healthylifestyle #healthy



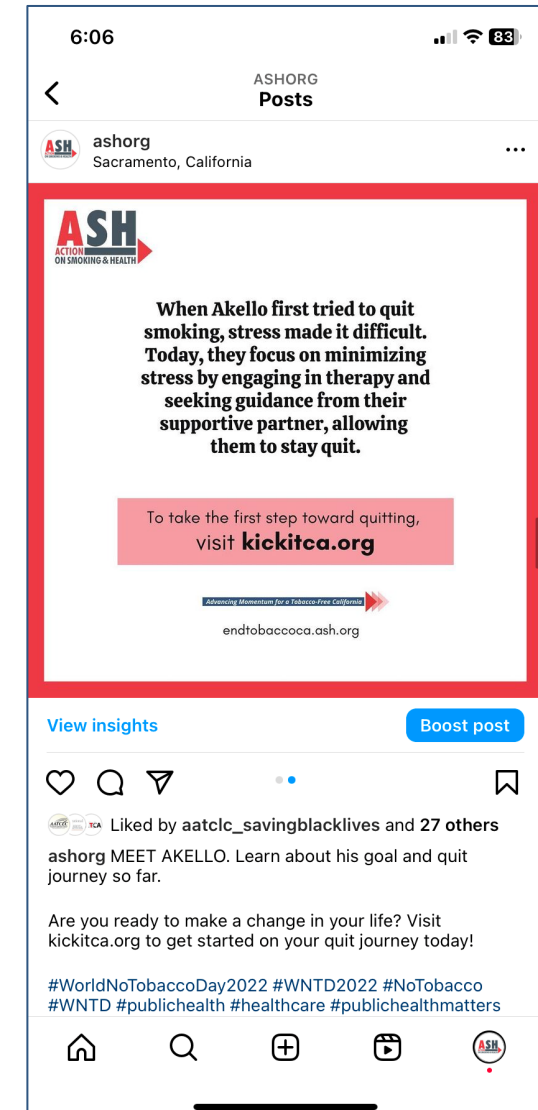
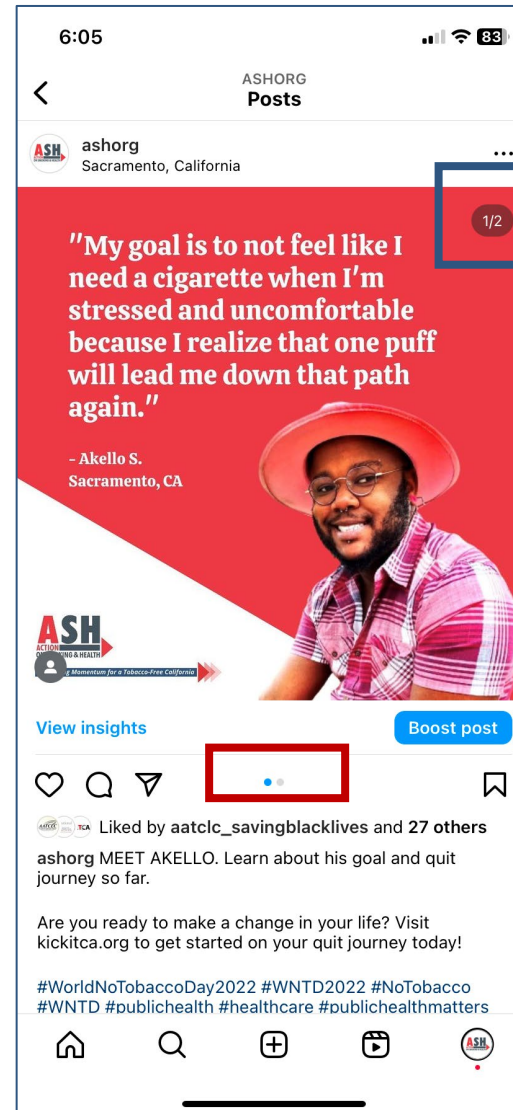
POSTING CONTENT: Tags & Collaborator



POSTING CONTENT: Carousels

Carousel Posts

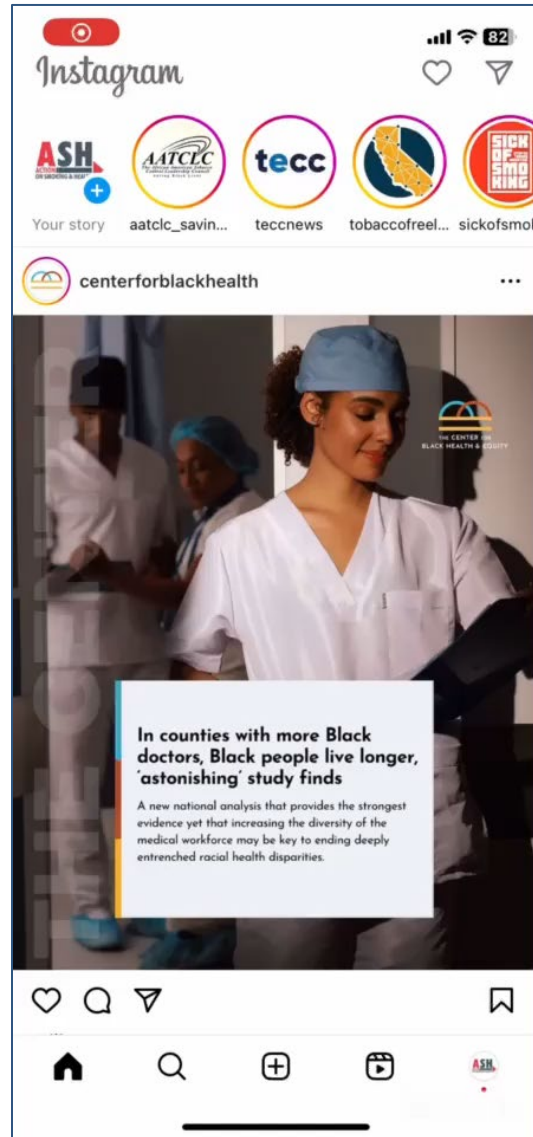
More than one photo and/or video in the same post, boosts engagement compared to one image or one video posts.



Reels vs. Stories | 9:16 dimensions

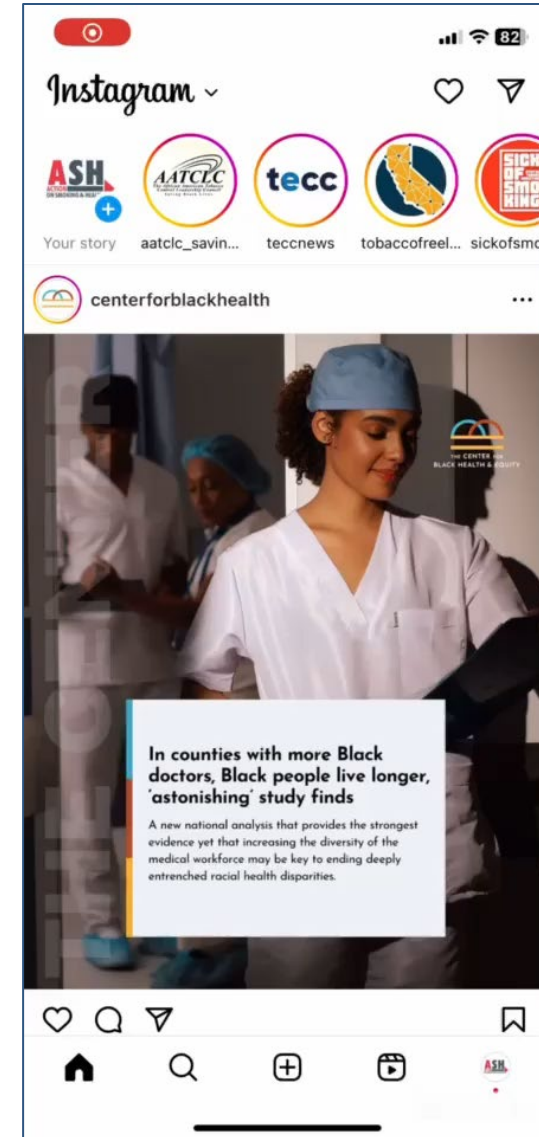
Reels

Instagram reels get **67% more engagement** than standard Instagram videos.



Stories

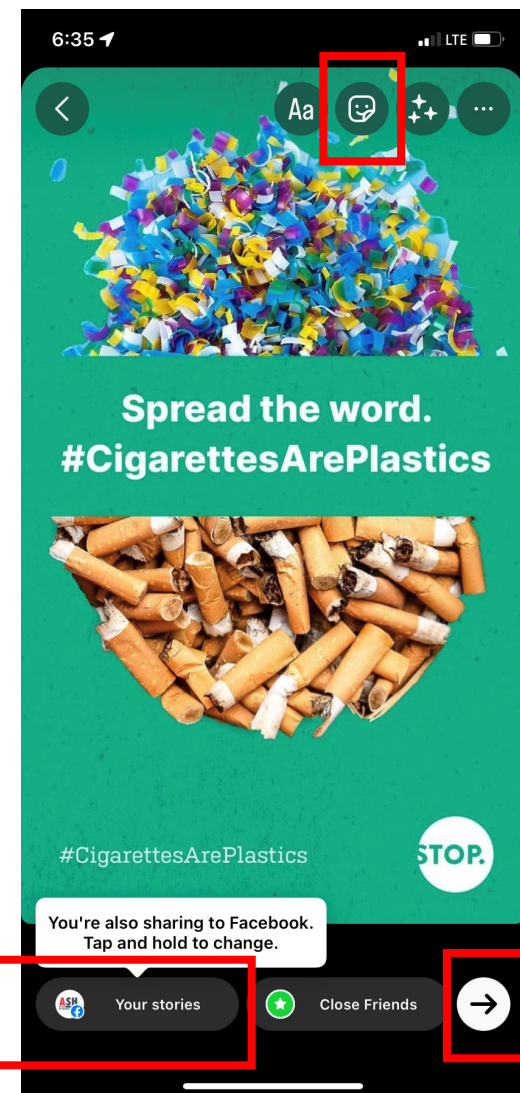
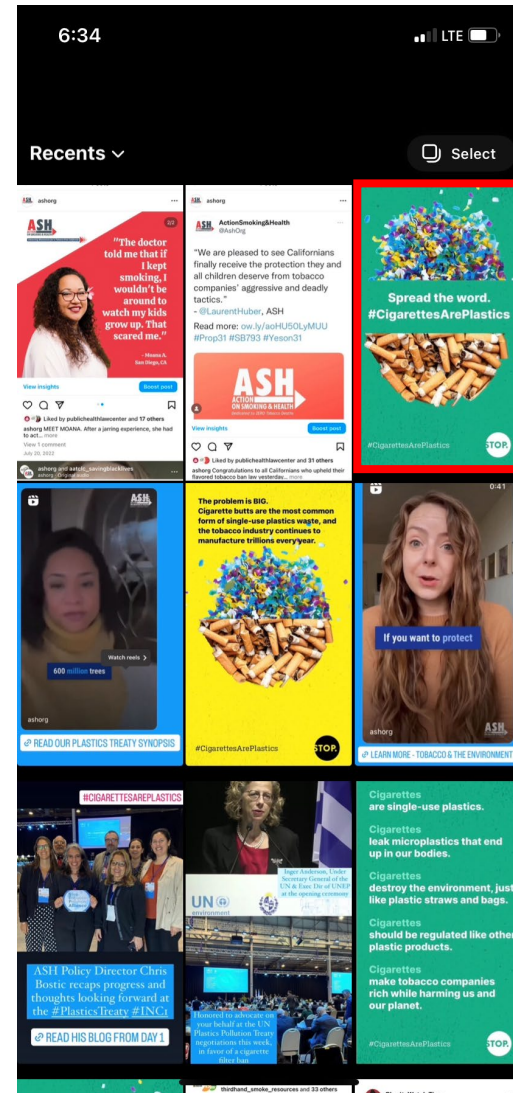
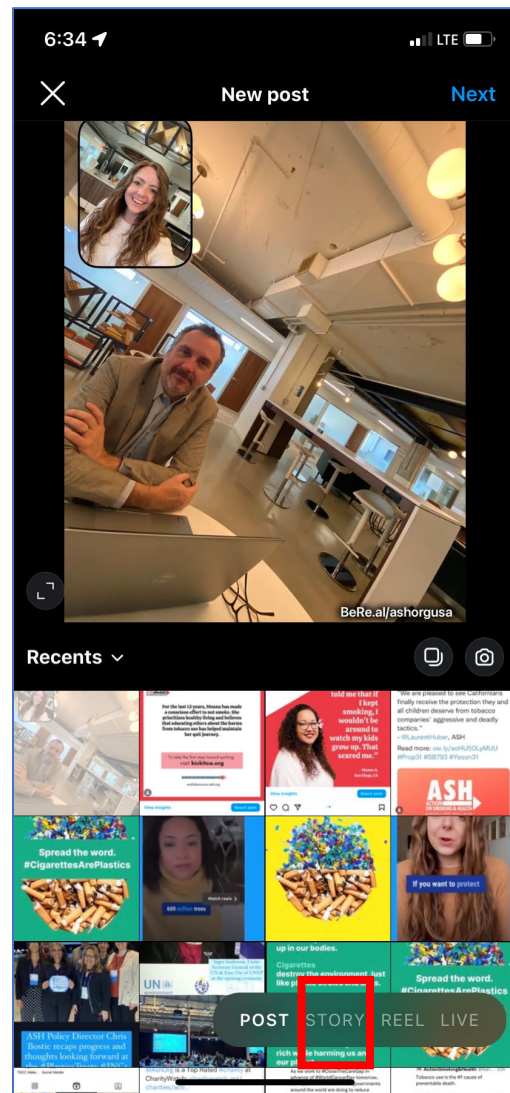
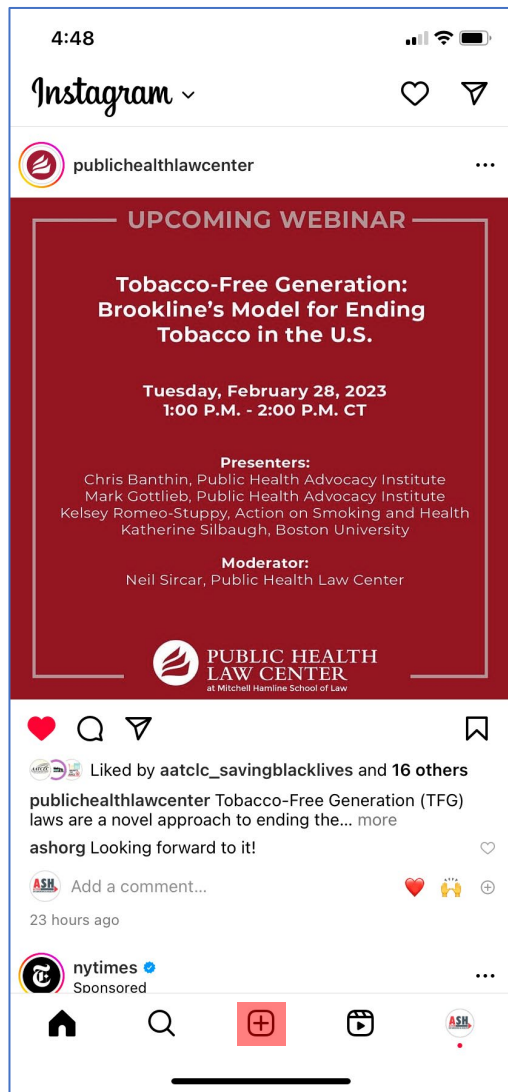
58% of users say they're more interested in a brand after seeing them post a story.



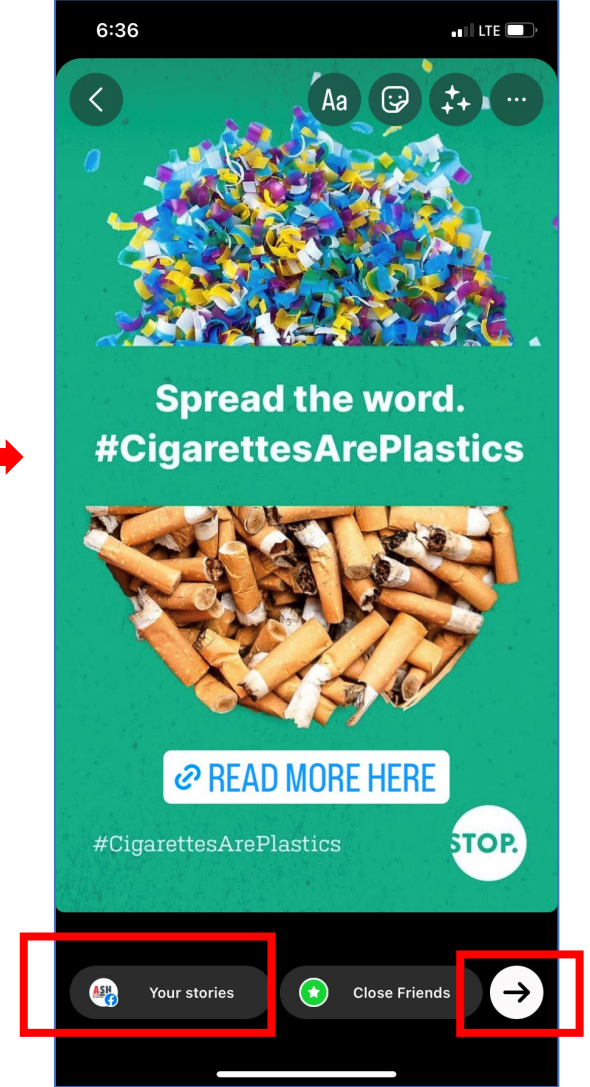
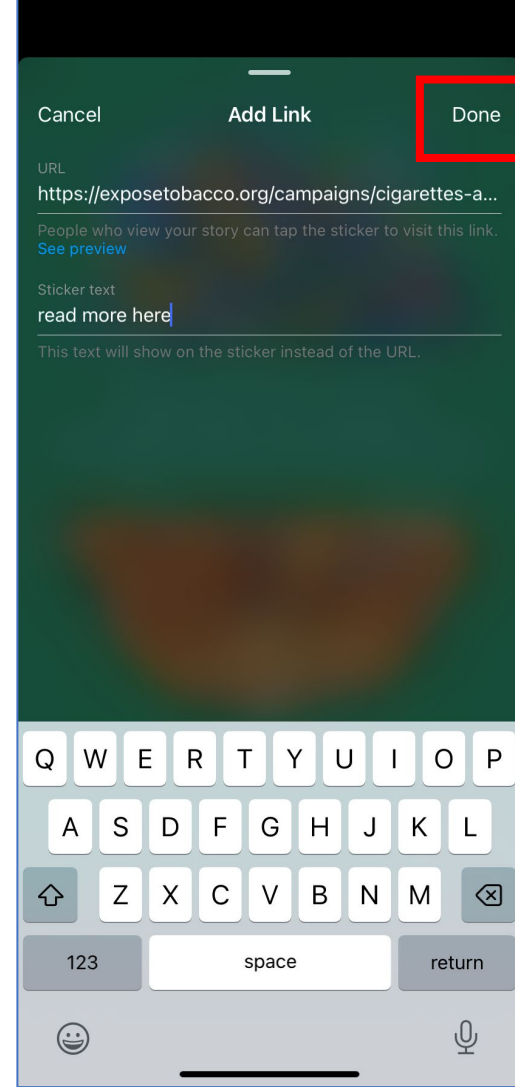
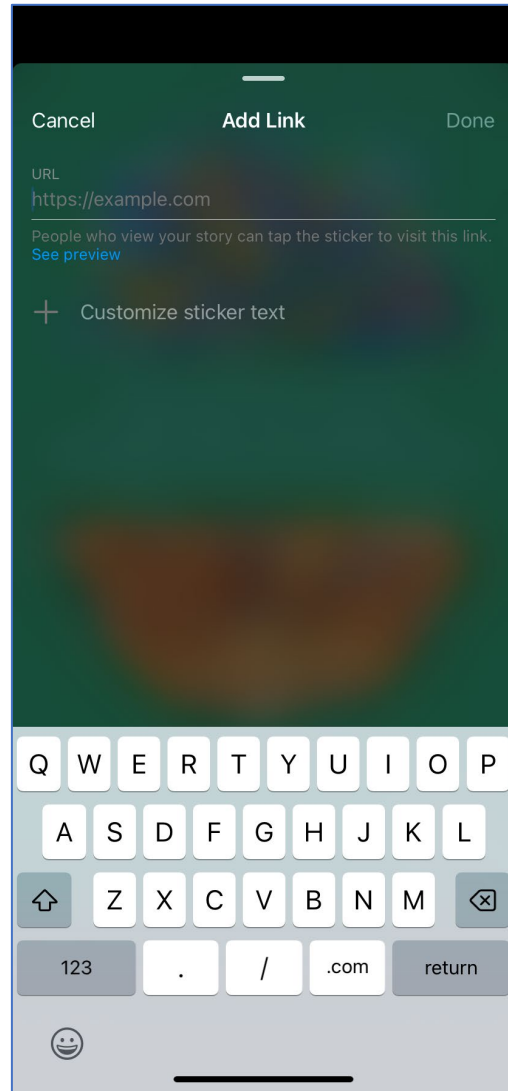
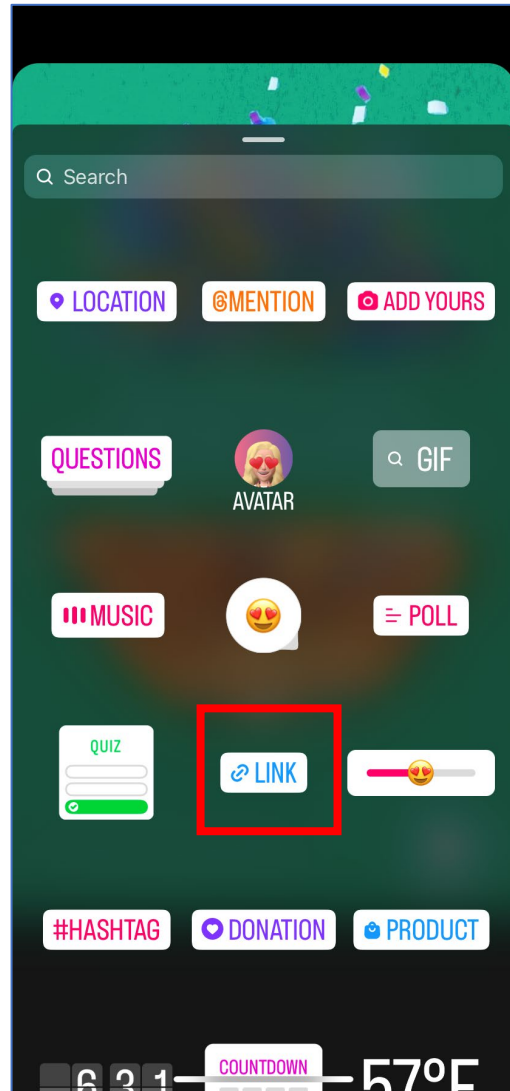
KNOW THE DIFFERENCE

	STORY	REEL
Time Availability	Disappears after 24 hours unless they are saved in your profile highlights	Available on your Reels tab and feed if enabled until you choose to delete it
Length	15-60 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 a 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. You see individual viewers	Promoted in your followers' and non-followers' feed. If your account is public, anyone can see your Reels. You see individual Likes & number of views
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, text, camera effects, and Dual view like BeReal	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 unless screenshotted)	Reels can be shared by almost anyone (if public) and do not disappear
Engagement	Polls, Countdown, GIFs, Tag Partners and LINK!	Can comment and share to Story

CREATE A STORY

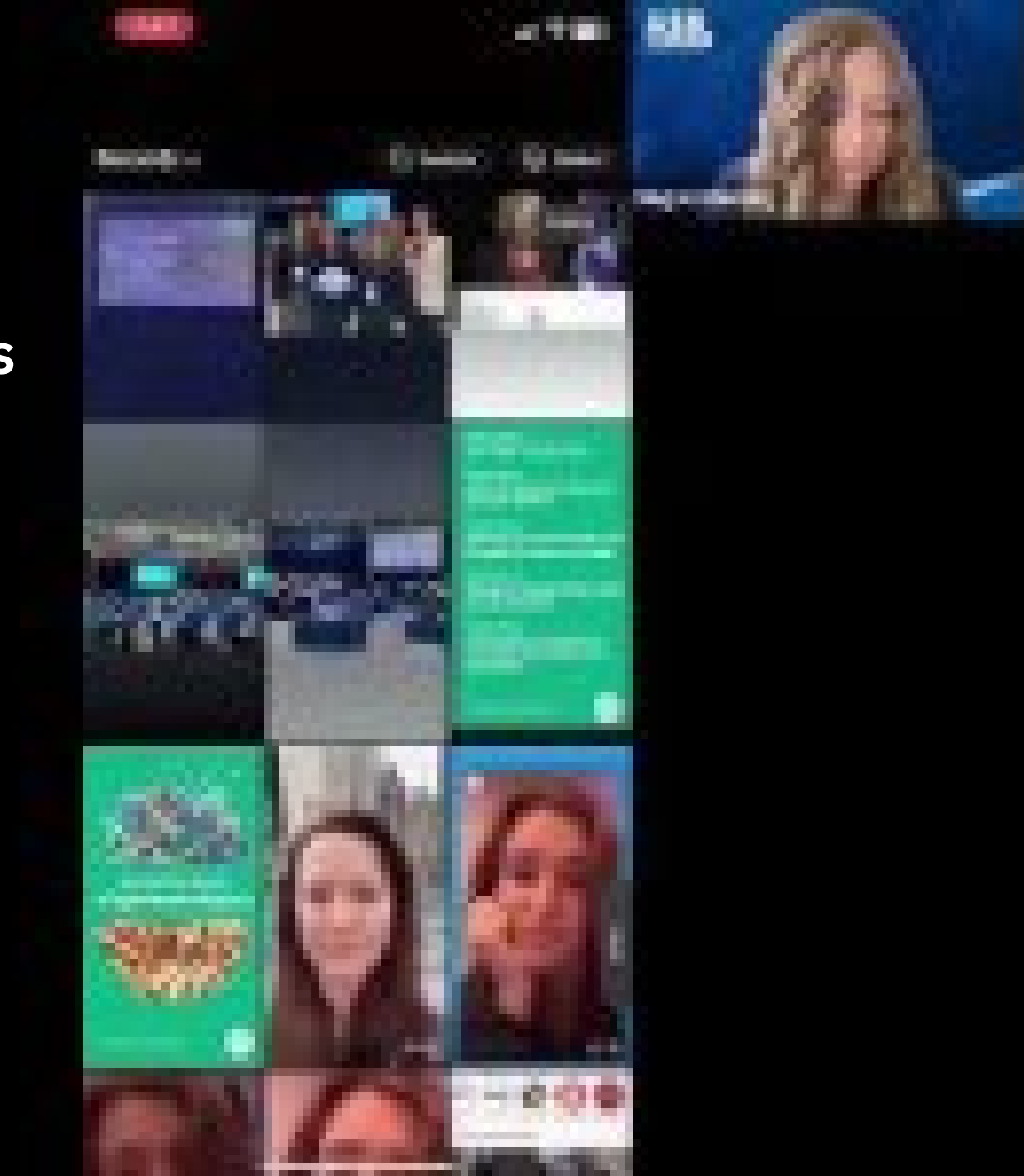


CREATE A STORY

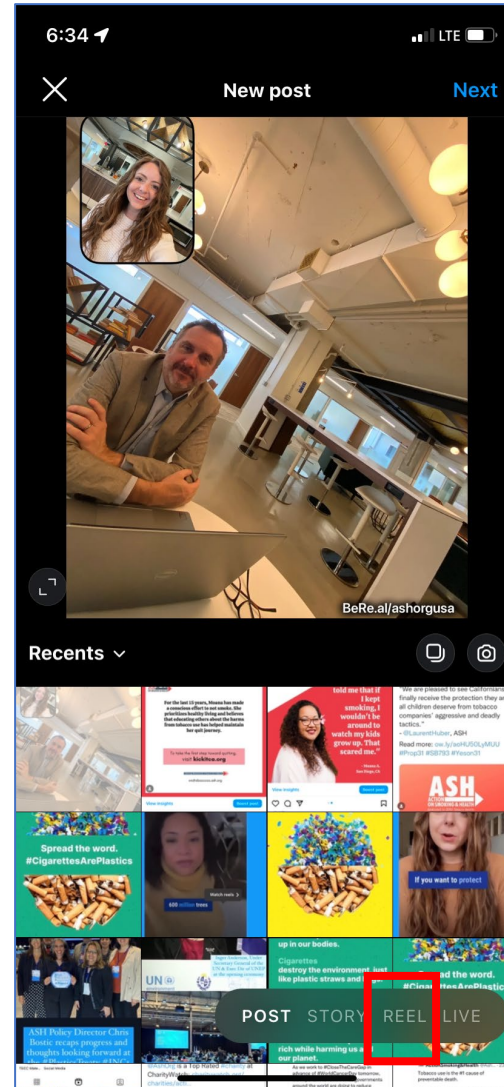
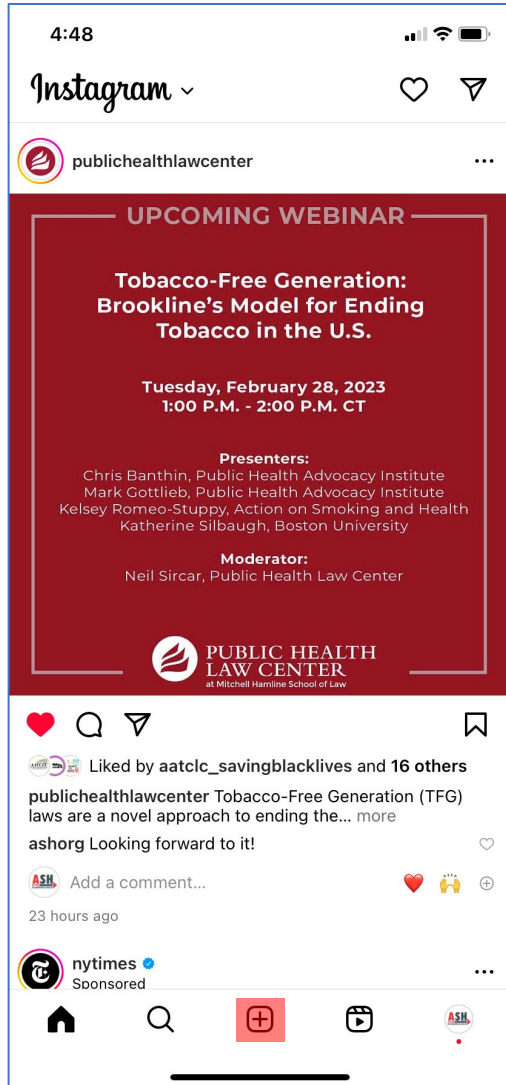


Instagram Training: Posting Multiple Stories

[Watch Here>](#)



CREATE A REEL



Option 1 – Upload a pre-recorded video from your device as a Reel: [Training Here](#)



Option 2 – Record and edit a Reel in Instagram.

Instagram Training: Posting a Reel

[Watch Here>](#)



RESOURCES: Design Templates

The screenshot displays the Canva website interface. At the top, the navigation bar includes the Canva logo, links for Design spotlight, Business, Education, Plans and pricing, and Learn. On the right, there are icons for a mobile device, settings, a notification bell with a '9+' badge, a 'Create a design' button, and a user profile icon labeled 'AT'.

On the left side, a sidebar shows the user's profile 'ASH Team' with 3 members, and a list of navigation options: Home, Projects, Templates, Brand Hub (marked as 'NEW'), and Apps.

The main content area features a large purple banner with the text 'Discover a magical new era'. Below this is a search bar and a row of category icons: For you, Docs, Whiteboards, Presentations, Social media, Videos, Print products, Websites, and More. Underneath the icons, tabs for 'Popular', 'Instagram', 'Facebook', and 'LinkedIn' are visible, with 'Instagram' currently selected.

A grid of Instagram template thumbnails is shown below the tabs. The templates include: Instagram Post (Square), Instagram Story (highlighted with a red border), Instagram Ad (Square), Instagram Reel (highlighted with a red border), Animated Instagram Post (...), and Instagram Story Ad.

At the bottom of the page, a row of additional design templates is displayed, including a green circular graphic for 'Belden Foundation', a woman in a white dress, a collage of four photos, a man in a blue shirt, a golden retriever, and a motivational quote about moving forward.

<https://www.canva.com>

RESOURCES

endtobaccoca.ash.org/communications-tools

Getting Started on Social Media



[Read More](#)

How to Establish Posting Standards



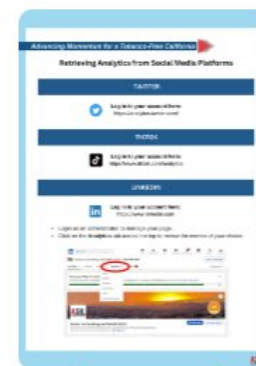
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Responding to Comments



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Retrieving Analytics



[Read More](#)

Getting Facebook Ads Approved



[Read More](#)

TikTok Features to Know



[Read More](#)



RESOURCES

endtobacco.ash.org/communications-tools

Videography 101 for Social Media (Part 1: Filming)



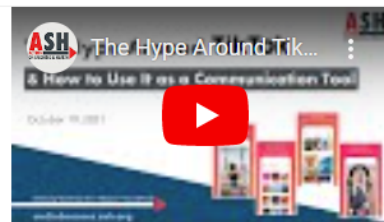
Videography 101 for Social Media (Part 2: Editing)



Videography 101 for Social Media (Part 3: Final)



PowerPoint Slides: **Demystifying Facebook by TECC**



PowerPoint Slides: **The Hype Around TikTok and How to Use It as a Communication Tool**

PowerPoint Slides: **Optimizing Instagram Engagement using Stories and Reels**



PowerPoint Slides: **Smoking and Tobacco Products Micro-Influencer Focus Group Results Report**

Sample Social Media Posts



Additional Presentation Slides

- **Tobacco Control University: Endgame Communications**

Social Media Resources produced by Latinos Unidos Contra el Habite y Adicion a Tabaco (LUCHA):

- **How to Respond to Comments**
- **Cómo Responder a los Comentarios**
- **Tobacco Control Best Practices on Social Media**

PowerPoint Reviewing the Communications Tools Available from ASH on This Webpage for LLAs

THANK YOU!

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endtobaccoca.ash.org

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CONTACT US

Carol Maytum

Project Director

maytumc@ash.org

Megan Manning

Associate Director of Communications

manningm@ash.org

WEBINAR SERIES: WHO NEEDS TO QUIT TOBACCO?

Join our speakers from ASH and UCSF upEND Tobacco as they discuss a societal approach to quitting tobacco.

Speakers



RUTH E. MALONE, RN, PHD
Professor, Department of Social & Behavioral Sciences, UCSF



PATRICIA MCDANIEL, PHD
Professor, Department of Social & Behavioral Sciences, UCSF



ELIZABETH SMITH, PHD
Professor, Department of Social & Behavioral Sciences, UCSF



CHRIS BOSTIC, JD, MSFS
Policy Director, ASH



CAROL MAYTUM, MPH
Project Director, ASH

Dates

WHO NEEDS TO QUIT TOBACCO?



Tobacco Retailers | [Recording Here](#)



The Planet | [Recording Here](#)



April 26, 2023: Tobacco Industry | [Register Here](#)



May 24, 2023: Government | [Register Here](#)

