Optimizing Instagram Engagement using Stories and Reels

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OUTLINE

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   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

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4. Resources

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SETTING UP YOUR PROFILE: Privacy

Action on Smoking and Health
Non-Governmental Organization (NGO)
Passionate advocates building a world with ZERO deaths from tobacco. 🗣️ #PhaseOutCigs #4forTobacco
1050 Connecticut Ave, NW, 7th floor, Washington D.C.

Professional dashboard
249 accounts invested in the last 30 days.

Search
Scheduled content
Your activity
Archive
Insights
QR code
Saved
Cart
Orders and payments
Digital collectibles
Meta Verified
Close Friends
Favorites
Discover people

Settings
Update messaging
Follow and Invite Friends
Notifications
Business
Privacy
Supervision
Security
Suggested content
Ad payments
Ads
Account
Help
About
Meta

Account privacy
Private account

Interactions
Hidden Words
Limits
Comments
Posts
Mentions
Story
Reels and Remix
Live
Guides
Activity Status
Messages
Connections
SETTING UP YOUR PROFILE: Bio & Website

GET STARTED: https://linktr.ee
SETTING UP YOUR PROFILE: Account Type

Benefits of a Professional Account

- **Switch to Professional Account**

Personal information settings
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

tutorial_account123 Does your organization need endgame technical assistance in California?
Let us help you!
Request assistance from ASH CA via the link in our bio.
#publichealth #publichealthmatters #tobaccoendgame #tobaccofreeca
POSTING CONTENT: Tags & Collaborator

Tag people

Add tag

Invite collaborator

Tag products

Add message button

Add reminder

Add location

Washington D.C.  Forest Hills  USA  Van Ness  Fo-
Add music

Tokyo Ghoul - Jumbo  Saarae Saefa - Vikalp Shor
Boost post

Add fundraiser

Share to ASH: Action on Smoking & Health

Sharing as ASH: Action on Smoking & Health; Audience is Friends.

Share to Twitter

Share to Tumblr
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

<table>
<thead>
<tr>
<th></th>
<th>STORY</th>
<th>REEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time Availability</strong></td>
<td>Disappears after 24 hours unless they are saved in your profile highlights</td>
<td>Available on your Reels tab and feed if enabled until you choose to delete it</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>15-60 seconds max (per individual Story)</td>
<td>15 minutes max (90 seconds max – recommended)</td>
</tr>
<tr>
<td><strong>Hashtags</strong></td>
<td>Users can find your Story to view when searching a specific hashtags</td>
<td>If a user searches for a hashtag, Reels will also appear in search results</td>
</tr>
<tr>
<td><strong>Reach</strong></td>
<td>Promoted in your followers’ feed. If your account is public, anyone can see your Stories. You see individual viewers</td>
<td>Promoted in your followers’ and non-followers’ feed. If your account is public, anyone can see your Reels. You see individual Likes &amp; number of views</td>
</tr>
<tr>
<td><strong>Saves</strong></td>
<td>Users cannot save Stories</td>
<td>Users can save Reels</td>
</tr>
<tr>
<td><strong>Explore Page</strong></td>
<td>Rarely gets featured</td>
<td>Most of the explore page is dedicated to Reels</td>
</tr>
<tr>
<td><strong>Editing Tools</strong></td>
<td>Filters, layouts, text, camera effects, and Dual view like BeReal</td>
<td>Audio editing, AR effects, clip and picture alignment, timer, countdown, and speed control</td>
</tr>
<tr>
<td><strong>Sharing</strong></td>
<td>Users can share Stories to their own or send it to someone’s inbox (privacy settings and time availability still applies unless screenshotted)</td>
<td>Reels can be shared by almost anyone (if public) and do not disappear</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td>Polls, Countdown, GIFs, Tag Partners and <strong>LINK!</strong></td>
<td>Can comment and share to Story</td>
</tr>
</tbody>
</table>
CREATE A STORY
CREATE A STORY

Before:

- Location
- Mention
- Add Yours
- Questions
- Avatar
- GIF
- Music
- Poll
- Quiz
- Link
- Hashtag
- Donation
- Product
- Countdown

Add a Link:

- URL: https://example.com
- People who view your story can tap the sticker to visit this link.
- Customize sticker text

After:

- Spread the word.
- #CigarettesArePlastics
- Read more here
- Your stories
- Close friends
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

https://www.canva.com
RESOURCES

endtobaccoca.ash.org/communications-tools


PowerPoint Slides: Optimizing Instagram Engagement using Stories and Reels

PowerPoint Slides: Demystifying Facebook by TECC

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

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

Sample Social Media Posts

Additional Presentation Slides
- Tobacco Control University: Endgame Communications

Social Media Resources produced by Latinos Unidos Contra el Hambre y Adición a Tabaco (LUCHA):
- How to Respond to Comments
- CómoResponder 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!

Visit ASH CA: endtobaccoca.ash.org

FOLLOW ASH

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@ASHorg
@ASHglobalAction
@ASHorg

CONTACT US

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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?

 ull  Tobacco Retailers | Recording Here
 ull  The Planet | Recording Here
 ull  April 26, 2023: Tobacco Industry | Register Here
 ull  May 24, 2023: Government | Register Here