



## Instagram and Facebook Reels

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According to **Adobe**, statistics indicate that Reels get 22% more interaction on Instagram than standard video posts

- Relevance: Your Reel is more likely to be shown to those who have engaged and watched similar content of the same niche.
- Timeliness: The first 24 hours after your Reel has been published will be the most crucial as Reels will be shown to the most amount of people when the content is at its freshest. The engagement you get during this time period will determine the long-term success of your Reel.

### Creating a Facebook Reel:

Ensure you're using the latest version of Facebook. Navigate to the Reels section on your Feed and tap 'Create', or tap the camera icon in the top right corner when viewing a reel. Add video to your Reel:

- Tap the Record button to capture new video.
- Use the photo icon in the lower left corner to add existing video clips.
- Enhance your Reel with audio, text, effects, captions, or a timer by tapping the icons on the right side of your screen. Explore more creative tools for Reels here.
- Tap 'Next' when you're done. Write a description for your Reel. Select your audience.

Note: Reels are public by default, and reels from business or creator pages can only be posted publicly. Tap 'Share Reel' to publish a creation.

### Creating an Instagram Reel:

Start by opening the app and tapping the plus (+) icon at the bottom of the screen. Switch to the Reels tab using the bar at the bottom. Select one or more photos or videos from your camera roll and use the sliders to adjust their length. Tap **“Next.”** Alternatively, you can record directly by tapping the record button at the bottom center of the screen.

To add more clips, tap **“Add clips,”** or trim individual clips by selecting **“Edit.”** Enhance your Reel further by adding music, sound effects, or original audio using the music note icon, applying filters with the stars icon, adding stickers with the smiling sticker icon, and inserting text with the “Aa” icon.

Add transitions between clips by swiping up and tapping the bar between each clip. You can also apply enhancements to individual clips by selecting each one.



When you finish editing, tap “**Next**” at the bottom right. Choose a cover image for your Reel that will display on your Instagram profile feed. Craft an engaging caption, tag people or products, and then tap “**Save draft**” to finish later or “**Share**” to post your Reel.

## **Upload requirements:**

### ***Instagram***

- You can upload a reel with an aspect ratio between 1.91:1 and 9:16.
- Reels should have a minimum frame rate of 30 FPS (frames per second) and minimum resolution of 720 pixels.




### ***Facebook***

- Length: Up to 90 seconds (videos can be as short as 3 seconds)
- Recommended video support: HDR (note that some creative effects may not be supported in HDR)
- Recommended format: .mp4
- Recommended resolution: 1080p
- Upload aspect ratio: 9:16

## **Content guidelines:**

- Cover Photo Size  
The recommended size for cover photos is 420px by 654px (or 1:1.55 ratio)
- Reels Quality  
You can choose to always upload a reel at the highest quality. \*Note it may take longer to upload a reel of higher quality.

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1. Tap  or your profile picture in the bottom right to go to your profile.
2. Tap  in the top right.
3. Tap **Account**, then tap **Data usage**.
4. Next to **Upload at highest quality**, tap  to toggle on.

## ***Reels best practices:***

### **Keep it vertical**

Reels should be filmed vertically since users view them vertically on their mobile devices. Filming in landscape mode will result in videos with black bars on the sides, preventing



full-screen viewing, or will require users to rotate their phones. Vertical videos offer the best viewing experience, helping your content reach a larger audience and perform better overall.

**Text and Captions:**

It is important to have in mind that most viewers watch video content with the sound off. This makes adding captions and on-screen text to your Instagram Reels crucial—not just for accessibility, but also to ensure your content can be enjoyed by those who prefer to watch in silence.

**The First Few Seconds...**

The initial seconds of your Reel are crucial for capturing and retaining viewers' attention. To prevent them from swiping away, start with something concise, interesting, or visually appealing. Make it immediately clear what your Reel is about to keep your target audience engaged.

**\*Consistency:**

Maintaining a regular flow of social media content is key to growing your channel. By consistently including Instagram Reels in your social media strategy, you can stay on a growth trajectory and keep producing the content your followers love.

**Optimum posting amount per social media platform**

<b>Facebook</b>	1-2 posts per day
<b>Twitter</b>	3 Tweets per day
<b>LinkedIn</b>	2-5 posts per week
<b>Instagram</b>	1-2 Reels per day + 1 image or carousel post per day
<b>TikTok</b>	1-3 posts per day
<b>Pinterest</b>	4-10 posts per day



### **Use CTAs:**

Including a call-to-action, whether spoken, written in the caption, or added as a comment on your Instagram Reel, is an effective and easy way to help achieve your social media goals.

### **Drive Traffic by Encouraging Viewers to Head to Your Link in Bio:**

An option to drive traffic from Reels is by incorporating a clear call-to-action (CTA) that directs viewers to visit the link in your bio. You can do this with on-screen text, a verbal mention, in your video caption, or a combination of these methods.

### **Include Hashtags**

Using 3-5 hashtags can effectively help the Instagram algorithm identify your content and present it to relevant audiences. For instance, hashtags like #VeganRecipes, #PlantBased, and #WhatVegansEat signals to the algorithm that your content focuses on vegan cooking, potentially increasing its visibility to users interested in similar topics.

- Every time you post on social media, you have a chance to strengthen your relationship with your audience. Sharing interesting news or inspiration can spark conversations, while promoting your products or services boosts brand awareness

## **Edit your reel clips within Instagram**

Edit your Reel clips on Instagram directly within the app using a variety of user-friendly tools. After recording or selecting a clip from your gallery, tap the **"Edit Video"** button located at the **bottom left**. Here, you'll find several video editing options:

- **Scale:** Adjust the size of your video.
- **Crop:** Customize the framing of your video.
- **Rotate:** Rotate your video by pinching the screen and moving your fingers.
- **Undo/Redo:** Easily undo or redo up to 20 editing actions using the arrows above the timeline.

**Note:** *When you post or share an **Instagram Reel** to your **Facebook Page** from the Instagram platform, Facebook users will not be able to comment on your content. When clicking, the link will redirect a user to log into the Instagram app if they want to comment. This could cause you to lose engagement from users who don't have Instagram or aren't signed in on that device.*

## **Sharing Facebook Reels to Instagram**

- To share your reels to Instagram, you must be using your Facebook Profile and have your Instagram and Facebook accounts added to the same Accounts Center. At this



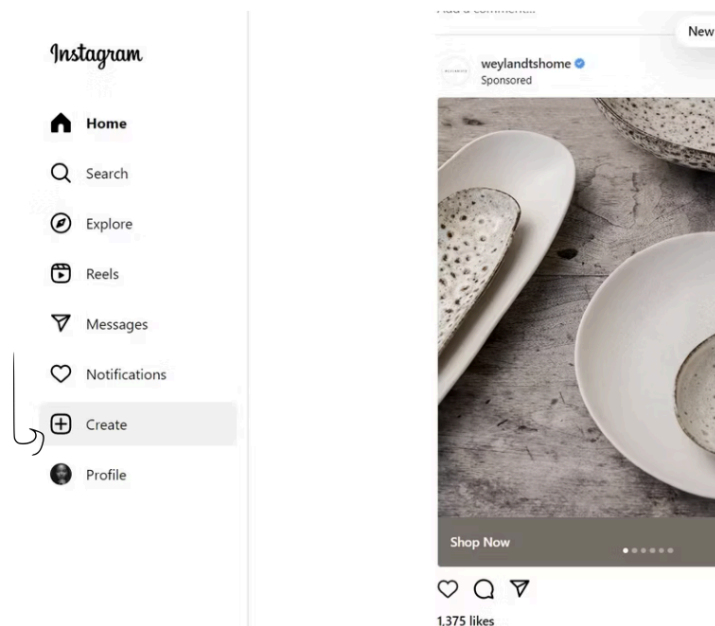
time, you can only share a reel to Instagram from the Facebook app for iPhone and Android.

- Once your accounts are added to the same Accounts Center, you can share your reel to Instagram. Keep in mind, you can only share your reel from Facebook to one Instagram account at a time.

## How to Post Instagram Reels from Your Computer

**Option 1: Instagram Browser Version** Instagram's desktop version now allows creators and brands to upload directly from a web browser. Here's how:

1. **Open Instagram.com** and log into your account.
2. You'll see your feed, stories, and options in the top right corner.
3. Click the '+' button to edit photos, add captions, hashtags, tags, locations, alt text, and access advanced settings.
4. Post your videos to your Instagram account.



### Pros:

- Allows adding captions, locations, tags, and hashtags.
- Accessible from any browser (Safari, Chrome, Firefox, Bing, etc.).



**Cons:**

- Limited photo-cropping options and minimal add-ons.
- Cannot schedule content or upload Instagram Stories.

**Option 2: Facebook Creator Studio** Creators and businesses can link their Facebook Business Page to upload content to Instagram from the Creator Studio. Here's how:

1. Connect to Facebook Creator Studio with your Facebook credentials.
2. Navigate to Instagram Studio.
3. Upload, schedule, and publish posts by selecting content from the top-left corner.
4. Access insights into your content's success.

**Pros:**

- Allows drafting, publishing, and tracking various Instagram content.

**Cons:**

- Does not support uploading Reels, carousel posts, or stories.
- No post-editing after scheduling.

**Option 3: Using a Chrome Extension**

1. **Deskgram (Mac):**
  - A popular option for uploading Reel content via the desktop app. Integrates with Chrome, allowing a range of content uploads.
2. **Desktopify (Windows and Mac):**
  - A Chrome extension for both Windows and Mac users. Allows video uploads from Dropbox, Google Drive, or your desktop.

**Pros:**

- Great for uploading and publishing Instagram content.
- Generally free, suitable for beginners and small businesses.

**Cons:**

- No in-app editing tools; you need to edit content outside the extension.
- Lacks analytics on Instagram videos.

**Option 4: Using a Social Media Management Platform** This is the preferred option for uploading Reels to Instagram. Third-party apps allow us to upload and schedule Reels to



auto-post directly from your desktop, with various features to ensure your audience sees your content.

**Pros:**

- Provides an all-in-one platform for content creation, scheduling, and tracking performance across multiple social media platforms like Instagram, TikTok, Facebook, YouTube, and more.

By using these methods, you can efficiently manage your Instagram Reels and other content directly from your computer.

**Video editing software options:**

- CapCut (Mac, Windows)
- Adobe After Effects (Mac, Windows)
- Adobe Premier Rush (Windows, Mac)
- iMovie (Mac, iPhone, iPad)
- Davinci Resolve (Windows, Mac)
- Clipchamp (Editing video in a web browser)