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## GROW YOUR AUDIENCE WITH INSTAGRAM REELS



### SOCIAL MEDIA TIPS

By Theresa Mintzer

Are you looking to grow your Instagram account? Creating Reels on Instagram is an excellent way to work with the current algorithm to grow your account. Why? Video content is still something that stops people from scrolling.

Reels are short multi-clip videos. They are up to three minutes and text, filters, and audio. Reels is Instagram's answer to TikTok. You can upload videos from your photo gallery as well. Unlike Stories, the content is permanent. Reels also appear on your Instagram feeds. I would recommend using them because it counts as an extra boost to your reach. It is a good idea to create a thumbnail with your hook for your Reel so if someone can quickly see what it is about.

Creating Reels is a great way to show your audience fun, creative content.



Some content ideas might include a behind the scenes look at your business, a list of your top products, or an introduction to your business. Be creative and have fun. Do a quick search to see what other businesses are doing for inspiration. Always remember to keep your audience in mind when you are creating content. You want to attract people who are interested in your services or products.

You can have a million follows, but if none of them is a potential customer then what is the point?

As with any new feature, Reels won't always be an advantage for reach, so you never want to ignore Stories or your feed. The basics are always the same — create consistent content aimed at your ideal customer. So have fun and make a Reel today.

Need help? I offer social media coaching. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.

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