

HOW INSTAGRAM REELS HELP YOU GROW YOUR AUDIENCE

SOCIAL MEDIA TIPS

By Theresa Mintzer

Are you looking to grow your Instagram account? Creating Reels is one of the most effective ways to work with the current Instagram algorithm and grow your account organically. Why? Video content still stops the scroll. People are far more likely to pause for motion than for a static image.

Instagram Reels can be up to three minutes long and offer plenty of creative flexibility. You can add text overlays, filters, music, voiceovers, and captions to make your content more engaging and accessible. Adding captions and translation features is especially helpful, as many users watch videos without sound. You can also upload videos directly from your phone's photo gallery, making Reels easy to create even on a busy day. Unlike Stories, Reels are permanent and appear both on your Instagram feed and in the Reels tab, giving them a longer lifespan and more opportunities to be discovered.

Creating Reels is also a great way to show the personality behind your business. Content ideas include behind-the-scenes looks, quick tips, product highlights, FAQs, or a simple introduction to who you are and what you do. If you're feeling stuck, search for similar businesses or creators for inspiration, but always put your own spin on it.

Most importantly, keep your ideal audience in mind. You want to attract people who are genuinely interested in your services or products. A large following means very little if those followers are not potential customers.

While Reels are powerful, they shouldn't replace Stories or static posts entirely. The key to growth is consistency and creating content that speaks directly to your ideal customer. So have fun, stay intentional, and try creating a Reel today.

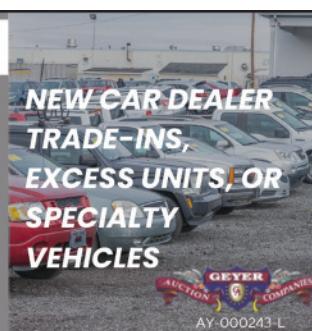
Need help putting this into practice? I offer social media coaching to guide you through the process. Visit minterzsolutions.com to learn more and schedule a session.

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