

INSTAGRAM REELS POV

WHAT IS INSTAGRAM REELS?

According to Instagram, Instagram Reels is “a new way to create & discover short, entertaining videos on Instagram.” Similar to TikTok, Instagram users can record and edit together 15-second video clips set to music and share them to 4 places across Instagram: 1) Dedicated tab on IG Profile 2) In-Feed 3) Instagram Explore 4) Instagram Stories. Instagram Reels has its own version of the For You page: the new Reels Explore Feed. You can find the Reels feed on the Instagram Explore Page.

WHY DID INSTAGRAM LAUNCH REELS?

Reels is filling the gap of high-quality content that’s still informal, but has longer shelf life than 24 hours. It’s a more dynamic and creative opportunity to showcase more of your personality and brand. With over 1 billion active users already on Instagram, Reels could be considered a direct response from the platform to the growing popularity of TikTok, and the recent controversy the platform received around user data/privacy issues.

SHOULD THE HOSPITALITY INDUSTRY USE INSTAGRAM REELS?

Similar to Instagram Stories, publishing content via Instagram Reels can help increase brand exposure, especially as Reels are shared in the “Explore” section of Instagram (more than 50% of accounts on Instagram globally visit Explore every month). We recommend utilizing Reels **only** if you have content that is relatable, culturally relevant, inspiring, responsible & aligns with your brand’s tone and style. If you are going to utilize Reels, it is a good idea to leverage early while competition is low; especially since Instagram could be giving extra prominence to get the feature off the ground. Influencers and brands are already starting to use Reels as a way to promote products – so this is likely just the beginning. Please work with your BCV team to make sure content is aligned & see suggestions below.

BENEFITS	LIMITATIONS
Access to Instagram’s 1 billion+ active accounts & existing ecosystem, creating a one-stop shop for consumer engagement	Maximum video length of 15 second
Increase in brand exposure: 4 different placements across Instagram	Added complexity leaves potential to impact the rest of the platform
Syncs with Instagram’s already established functions	Oversaturation of content avenues on Instagram
An already-established fan base allows for higher adoption rate	Restrictions on uploading pre-recorded vs in-app videos
Potential for advertising placements down the road (like Instagram Stories)	Only insights available at this time are likes, comments & views

HOW TO USE INSTAGRAM REELS FOR BUSINESS

Instagram Reels is a new way to build your community and grow your reach on Instagram. It’s a fun and engaging way to share viral (and creative) snippets with your audience. Utilize these tips when putting together content for Instagram Reels:

- *Makes my day:* Clips that are surprising, make people laugh out loud & timely
- *Makes me want to:* Watch the clip again, share it and create a new Reel
- *Teach something new:* Give your audience insider knowledge about the property, staff, or tips & tricks unique to the brand

CONTENT IDEAS

- Share short clips of staff in their element to show off personality & humanize the brand
- How-to: Make X bartender’s Cocktail of the Day / Homemade Recipe
- Short clips of all the beautiful views & vantage points around property
- Educational content
- Feature new products/amenities/safety precautions
- Pet-friendly experiences
- Collaborate: Tap other creators or local partners
- Destination: BTS peek into staff participation in the community, local events, etc.
- Localization: Area highlights, walkability, etc.

WHAT EXACTLY IS THE DIFFERENCE BETWEEN REELS & TIKTOK?

INSTAGRAM REELS	TIKTOK
A new feature inside the overarching Instagram ecosystem	A platform
Users can create 15-second video only	Video time limit up to 1 minute
Reels shared to Stories will disappear after 24-hours	All videos stay on TikTok
Already established brands & influencers have another way to engage with their already-established audience	Majority of content is consumed on “For You” tab, so followers for influencers on TikTok is less valuable
Duet and local file upload aren’t currently supported	Users can “duet” with each other and upload songs directly into the app’s system

INSTAGRAM REELS

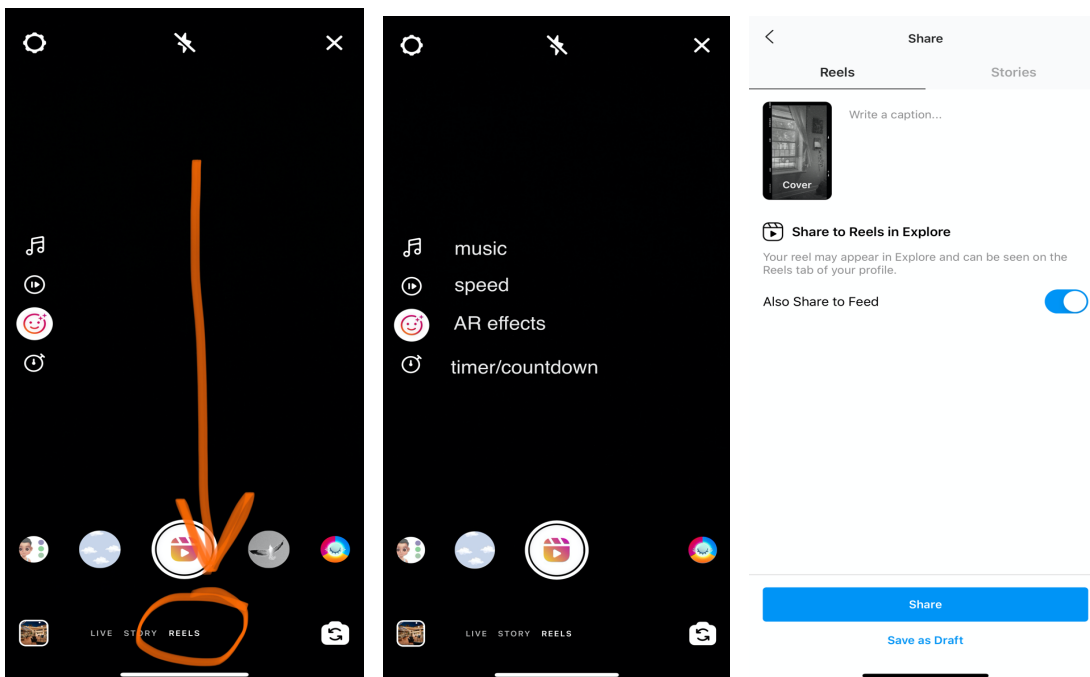
HOW-TO USE & FORMAT GUIDELINES

FORMAT GUIDE + QUICK TIPS:

- Short-form video content in full 9:16 portrait mode.
- Videos can be from 3–15 seconds in length.
- Videos can be filmed directly within the Reels camera and/or uploaded from your camera roll on your mobile device.
- They can be filmed as one full take or a series of takes stitched together.
- They're mobile-only. They can only be uploaded on mobile devices.

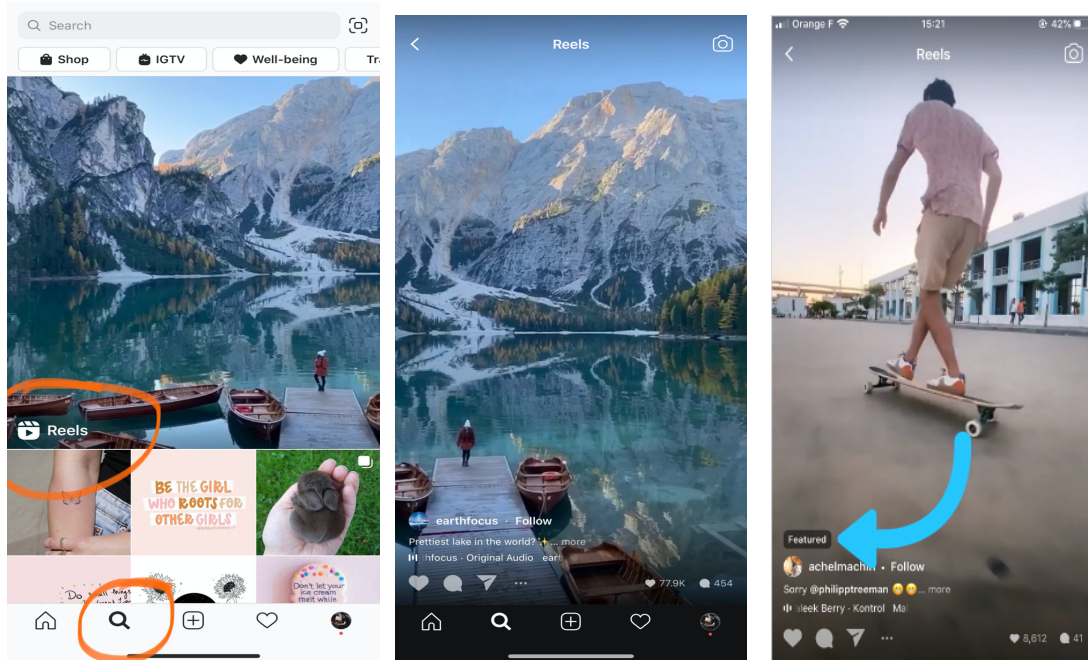
CREATE:

- To create an Instagram Reels, you use the Instagram Camera, just as you do for Instagram Stories. Now, there is a separate icon, “Reels”.
The effects you can add are:
 - Audio
 - AR Effects
 - Timer & Countdown
 - Align
 - Speed
- Reels can be recorded in a series of clips (one at a time), all at once, or using video uploads from your gallery. Record the first clip by pressing and holding the capture button.
- You'll see a progress indicator at the top of the screen as you record. Stop recording to end each clip.
- When you upload, you are then prompted to:
 - 1) Write a Caption 2) Share to Reels in Explore 3) Share to Feed 4) and Share to Stories.



EXPLORE:

- Reels in Explore showcases the best of trending culture on Instagram. Discover an entertaining selection of reels made by anyone on Instagram, in a vertical feed customized for you. If you love a reel, you can easily like, comment or share it with your friends.
- You'll also see some reels with a "Featured" label. If your reel is featured in Explore, you'll receive a notification. Featured reels are a selection of public reels chosen by Instagram to help you discover original content we hope will entertain and inspire you.



HOW ARE OTHER BRANDS USING INSTAGRAM REELS?

Please click on the links to see some examples, below.

- [LUXURY WORLD TRAVELER](#)
- [CONDE NAST TRAVELER](#)
- [CHELSEA KAUAI](#)
- [LOUIS VUITTON](#)
- [SEPHORA FRANCE](#)
- [Related Article: How Other Brands Are \(Already!\) Going Viral with Instagram Reels](#)

SOURCES

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