



# INSTAGRAM REELS

## SAVED MY LIFE

## LITERALLY

Tips & Tricks on how to succeed

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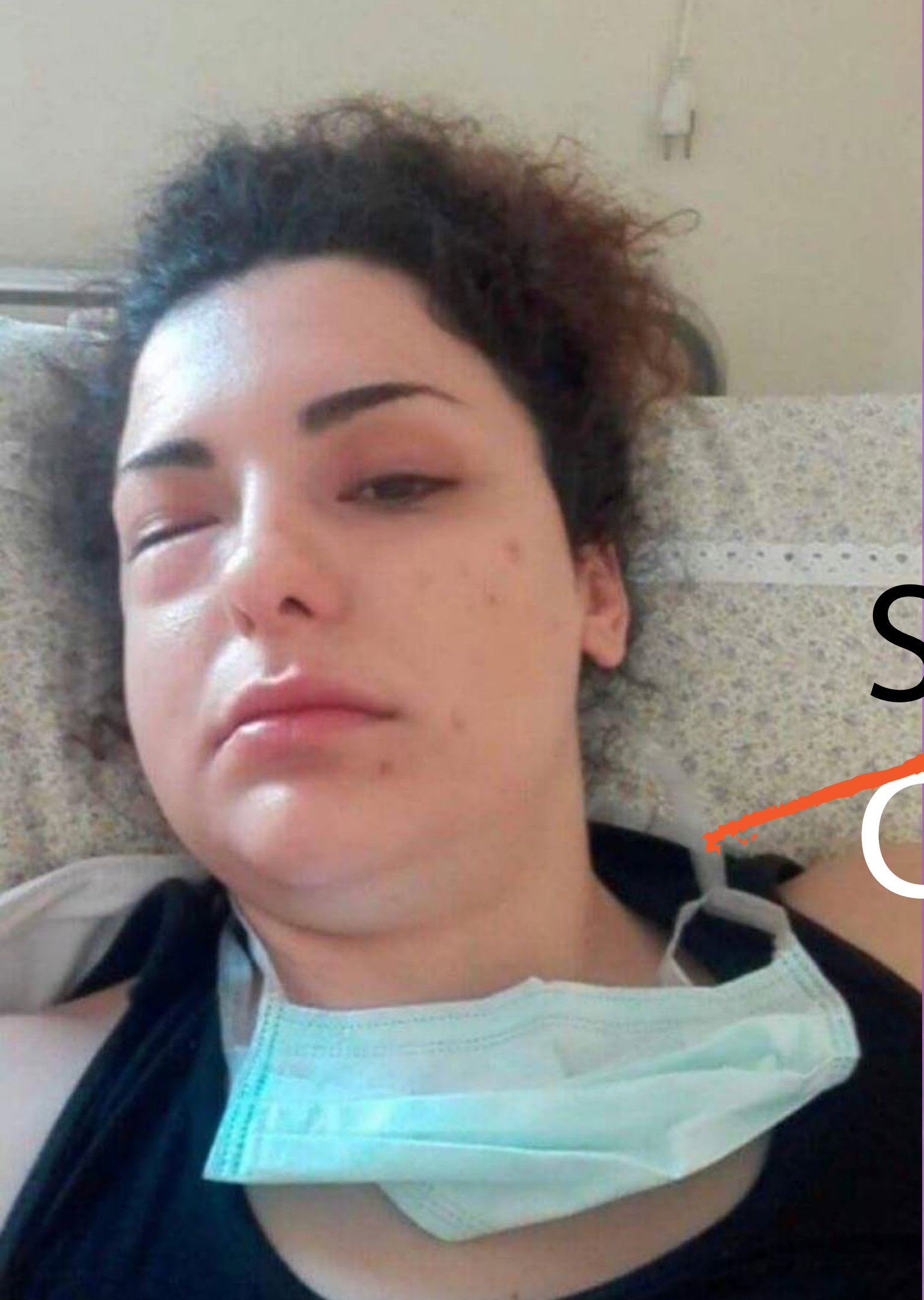
MARIETTA SARIGIANNIDOU **MYND**



DISTURBING IMAGE AHEAD







INSTAGRAM  
~~SAVED~~ MY LIFE  
CHANGED





“

**Video will dominate the  
platform**

**ADAM MOSSERI**



# FACTS 2023

## INSTAGRAM REELS

INTERACT WITH REELS  
EVERY MONTH

2,3B

MORE INTERACTION THAN  
STANDARD VIDEO POST

22%

GENERATION Z

Reels =  
TikTok

HOURS PER MONTH  
ON REELS

11,7 H

RESHARE REELS IN DM  
PER DAY

1B

# 3+1 Tips for creating engaging Reels



LEAD WITH A  
STRONG HOOK



USE REEL  
TEMPLATES



OPTIMIZE THE  
COVER PHOTO



ALWAYS  
CTA

# 3+1 Hacks for engagement



# HASHTAGS FOR  
DISCOVERABILITY

USE  
TRENDING  
SOUNDS

DETAILED  
CAPTION

CONSISTENCY



INSTAGRAM REELS  
CAN CHANGE YOUR  
LIFE...TOO



# THANK YOU

