

# REELS PLAYBOOK

FOR POLITICS & GOVERNMENT



# REELS

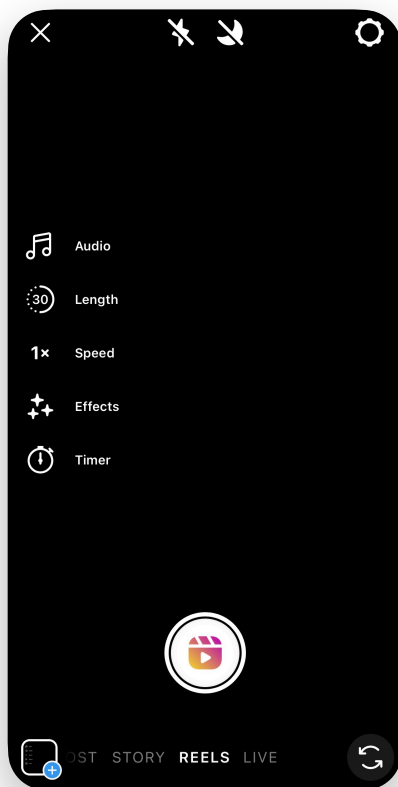


## Get creative

Use Reels to **create entertaining short videos for your audience** and give them a glimpse behind the scenes. Become part of cultural moments on Instagram by making short videos with our easy-to-use creative tools and posting them to your Feed or Stories.

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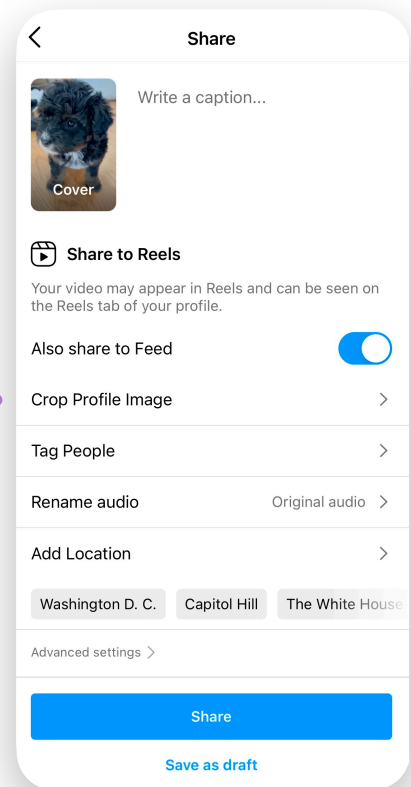
## Reels Basics



Swipe right and select Reels to begin creating.



Use the audio, speed, effect, time, or align tools to maximize your creative potential.



Post finished Reels to your Feed or share them to your Stories.



# REELS GET INSPIRED



Be part of a larger moment by tapping into popular songs, trends, or challenges, and keep an eye on your insights to see what type of content resonates most with your audience.

## Instagram Home



## REELS TAB

Instagram is adapting to enormous shifts in how people create and enjoy culture.

We launched the new Reels tab so users can be one tap away from entertainment by and discovery of the creators they love.

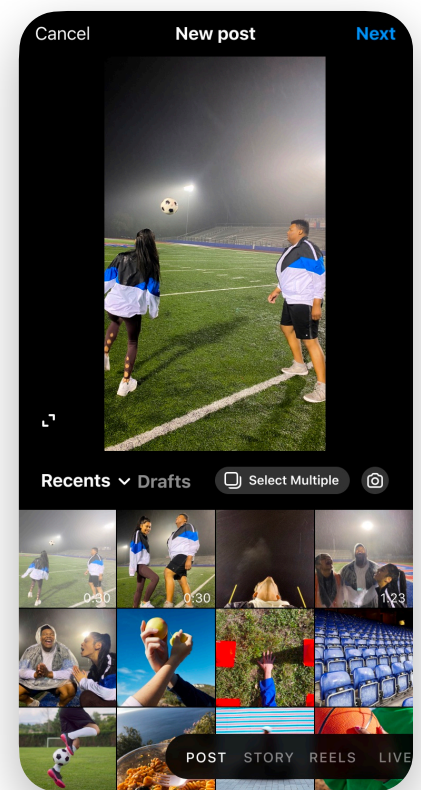
## Reels Tab



Published Reels can be shared both in your Feed and under the new Reels tab.

Sharing your video in the Reels tab allows it to be distributed to a broader audience.

## Unified Camera



We are making it easier for you to create content with the launch of a unified camera.

From the home screen, tap on the unified camera button to access post creation for Feed, Stories, Reels, Live and Video.



# REELS

## GET INSPIRED



Before posting, run through our dos and don'ts checklist to make sure you're giving your Reel its best chance for engagement.

### DO post a Reel that is:

- ✓ **Entertaining:** Are you grabbing people's attention? Making them laugh? Surprising them?
- ✓ **Inspiring:** Are you starting a trend others can easily participate in?
- ✓ **Creative:** Are you capitalizing on creative tools like text, filters, and effects?
- ✓ **Vertical:** Are you sharing vertical clips instead of horizontal (or landscape)?
- ✓ **Engaging:** Are you drawing people in with the audio?
- ✓ **Experimental:** Are you trying something new? Showing a different side of yourself?

### DON'T post a Reel that is:

- ✗ **Low quality:** Is the video blurry or uploading in low resolution?
- ✗ **Visibly recycled:** Does the video contain logos or watermarks from other apps?
- ✗ **Text heavy:** Is the imagery coming through or is the screen majority text?



# REELS GET INSPIRED

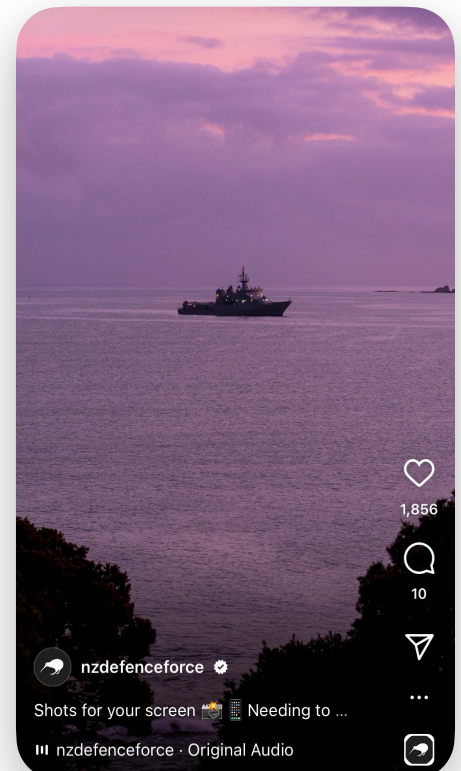
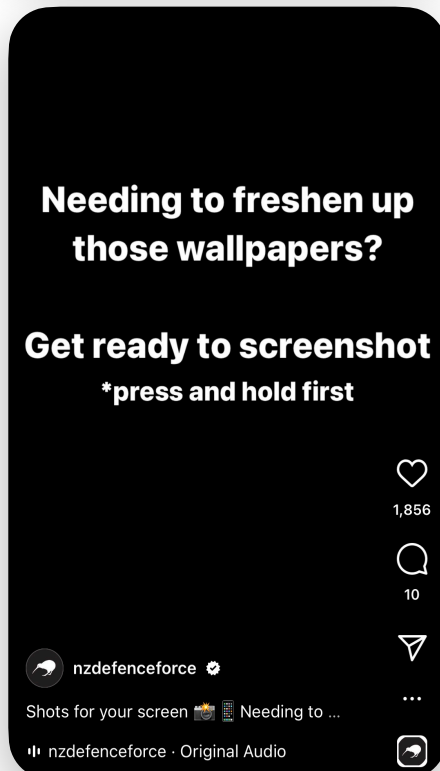


Show off your creativity and give your audience a look behind-the-scenes with Reels.



- **Use your time wisely:** Be intentional in your 15, 30 or 60 second Reel. Use the **first 3 seconds** to draw in your audience.
- **Celebrate your policies:** Create Reels that show off how your policies and programs are positively impacting your community.

- **Stand out:** Use audio from our library, add timed text and stickers, or remix a trending Reel. Get creative!
- **Be yourself:** Don't take yourself too seriously. Showcase your personality to connect better with your audience.





# REELS

## START CREATING



The Reels camera allows you to film, edit, and share directly from Instagram. Use these tools to enhance your creative vision.

### 1 Locating the Reels Camera

Swipe right and select "Reels." Here, you can create your Reel from scratch or upload existing content from your camera roll.

### 2 Using the Creative Tools

Use any or all of the features highlighted below to elevate your Reel.

#### AUDIO

Select a song from the Instagram music library to be featured in your Reel

#### LENGTH

Choose from 15 to 60 seconds

#### SPEED

Change the speed for the whole video or only for certain clips

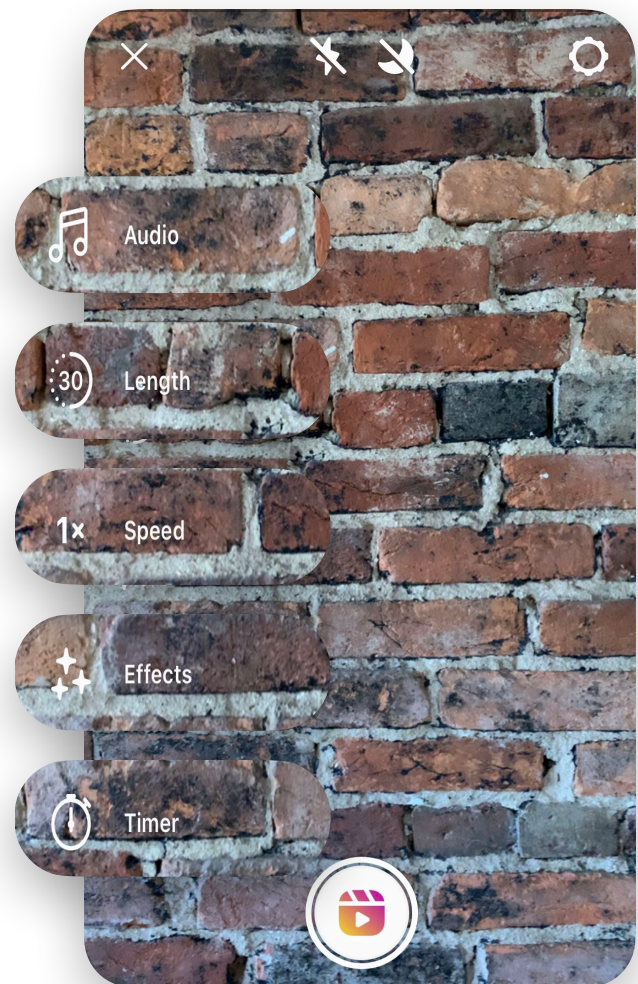
#### EFFECTS

Record a clip using any Instagram effects. Record multiple clips with different effects.

#### TIMER

Use the timer to help you record hands-free.

### REELS CAMERA





# REELS

# START CREATING



Stitch multiple clips together to create your Reel. Clips can be filmed using the Reels camera or uploaded from your camera roll.

## 3 Multiple clips

Record multiple clips or one long clip up to 60 seconds.

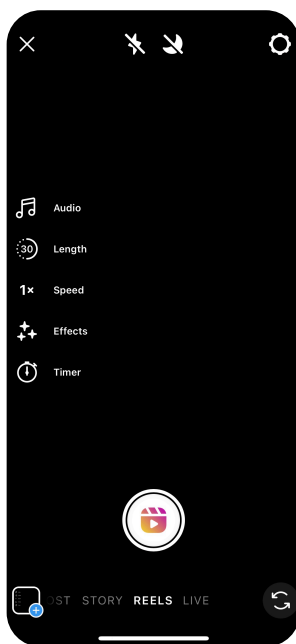
At this phase, you can also:

- Use different effects for each clip
- Upload video from your phone gallery
- Review your clip, delete or re-record it
- Edit or trim any clip

## 4 Timeline

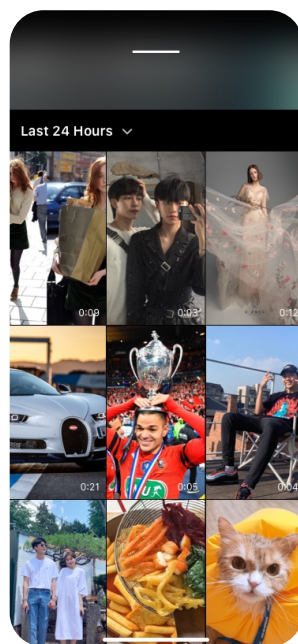
Review your Reel and see all of the clips stitched together in a timeline. This is your last opportunity to add timed text or stickers before sharing.

To upload existing content from your camera roll on to Reels, follow these steps:



### STEP 1

Open Reels



### STEP 2

Swipe up to access your camera roll



### STEP 3

Select the video or photo you'd like to upload, then trim (if necessary)



### STEP 4

Add audio, text and other effects before publishing your content to Reels

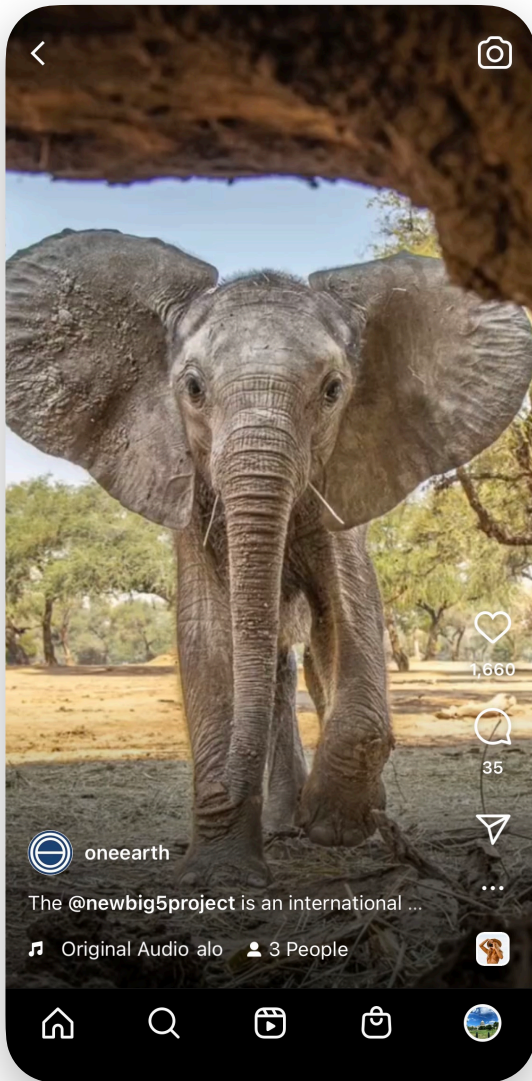


# REELS





# START CREATING







Use this guide to understand device-specific format specifications for Reels.



## iOS

-  Up to 60 seconds (as short as 3 seconds)
-  .mp4 format
-  Min 1080P, and 4K if available (note: the user's video will be capped at 720p after upload)
-  Upload aspect ratio: 9:16

## ANDROID

-  Up to 60 seconds (short as 3 seconds)
-  .mp4 format
-  Min 1080P, and 4K if available (note: the user's video will be capped at 720p after upload)
-  Upload aspect ratio: screen aspect ratio of the user's device

~~4:5~~

REELS ARE NOW FULL  
SCREEN (9:16) IN FEED

~~4:5~~



# REELS



## INTERACTIVE TOOLS

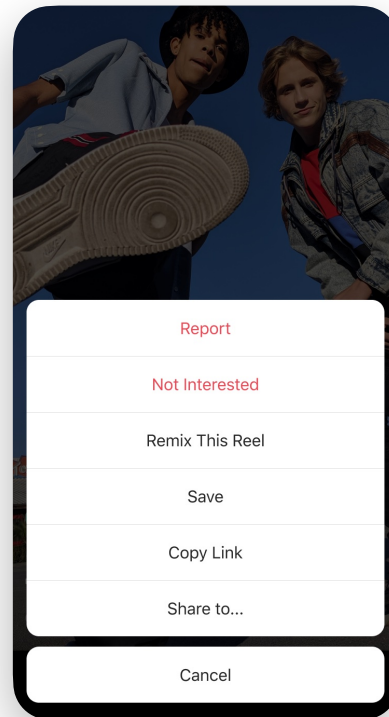
Interactive tools have always been a huge part of how people connect on Instagram. **Remix** allows you to engage and collaborate with your supporters in new ways. Think about how you can **use Remix to connect** with your audience.

### Original Reel



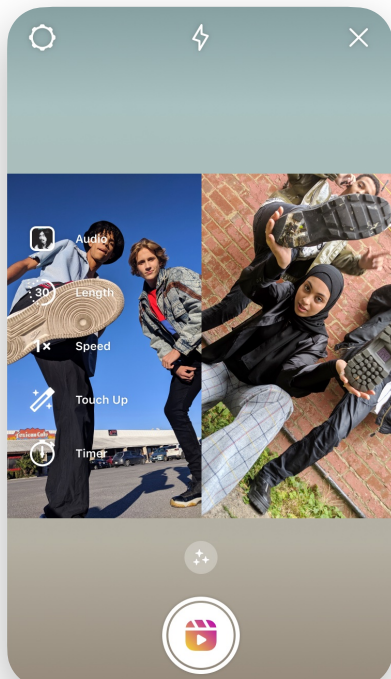
Find the reel you want to remix and tap the three dot menu in the bottom right corner.

### Reels Options



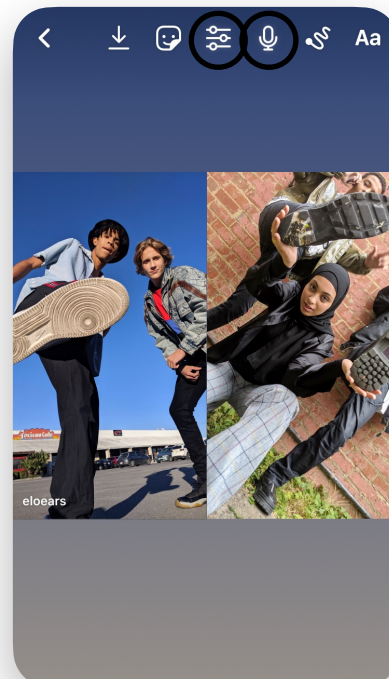
Select "Remix This Reel" to get started.

### Recording your Remix



The screen will split: Original reel on the left and your recording on the right. Start recording by pressing and holding the record button.

### Editing Your Reel



Once you have recorded, tap the microphone icon to add a voiceover and/or the slider icon to adjust audio volume. Edit as you desire, add a caption and post your remixed reel.



# REELS

# INTERACTIVE TOOLS






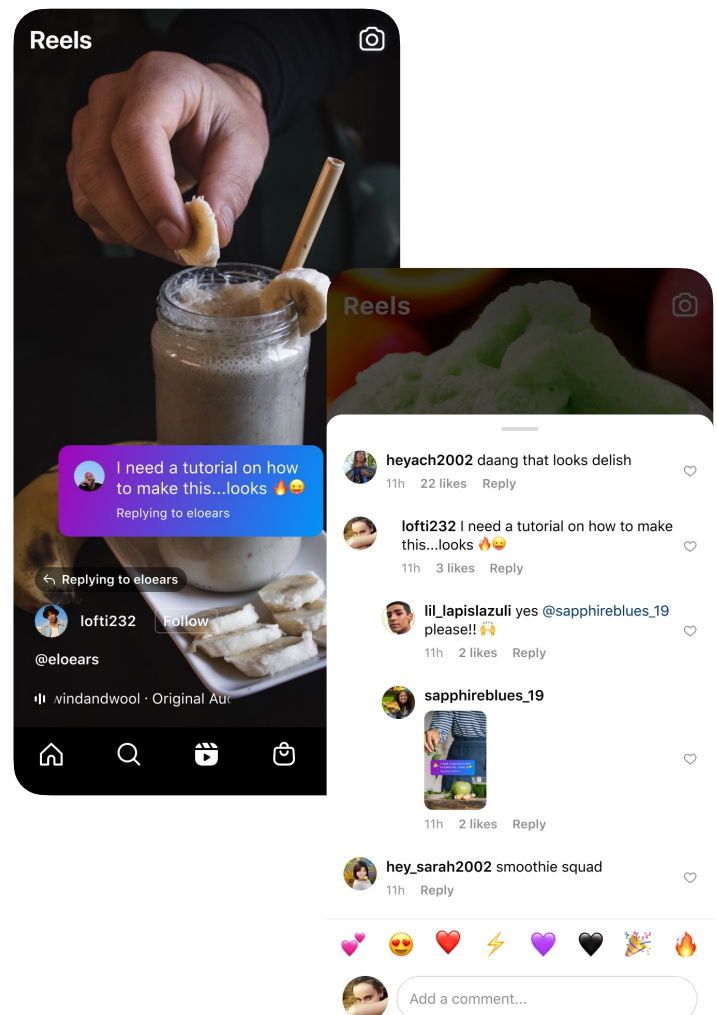
Reply to comments with a Reel to bring your audience closer.

## Now there are more ways to:

- Answer questions
- Dive deep
- Respond to quality comments
- Keep the conversation going

Replying to a comment with a Reel will allow you to:

-  **Get Inspired by Your Audience**  
Draw inspiration from your community when they comment.
-  **Create a Unique Style**  
Show off your unique style. Choose from colors and gradients to customize the look and feel of your Reel.
-  **Stay Connected to Your Community**  
Get closer to your community by answering questions and taking requests.





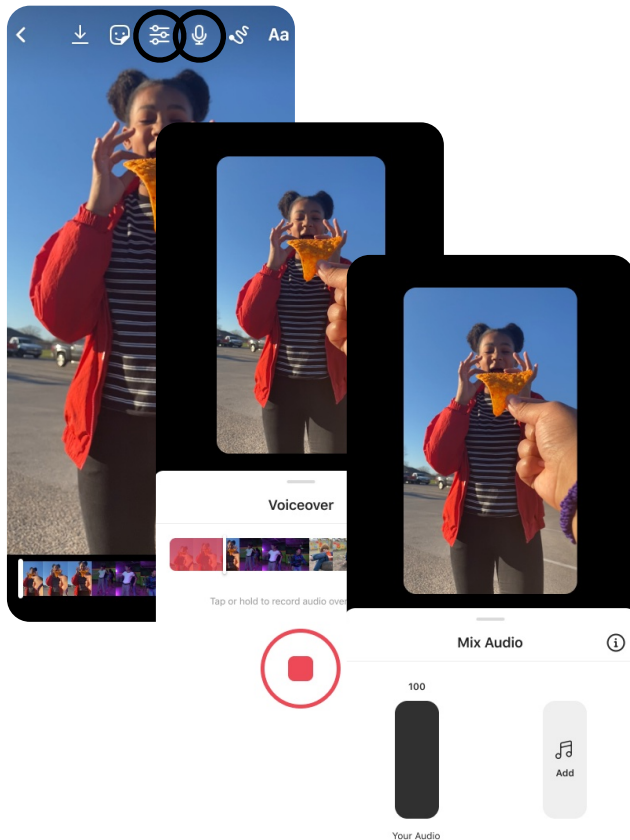
# REELS

# MUSIC & AUDIO



Take control of your sound using these music and audio features on Reels.

## Voiceover & Mixed Audio



### Voiceover

Voiceover lets you add audio commentary to your reels, giving you more creative control.

### Mixed Audio

Want to add commentary to your reel with a song playing in the background? Use Mixed Audio to adjust the volume on your original audio or the music you select.

### How does it work?

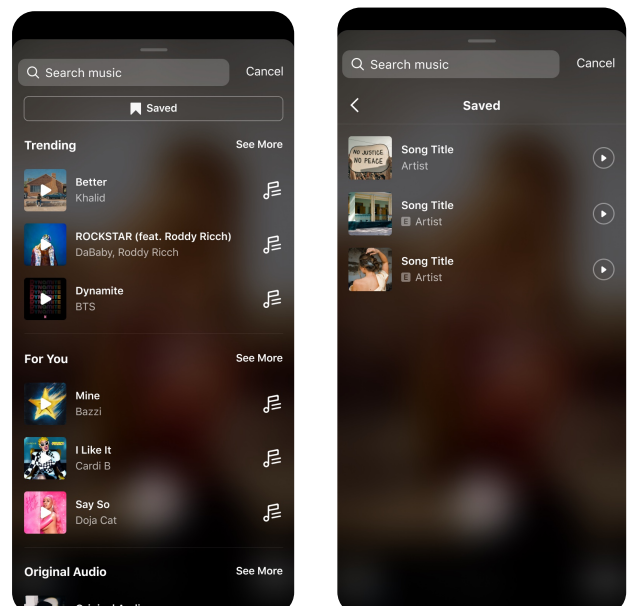
1. To record a Voiceover, choose the microphone icon from the top toolbar.
2. Tap or hold the button to record. Position the white timeline slider where you want your voiceover to start. Create as many voiceover clips as you'd like. To discard a voiceover clip, hit the delete button
3. To add music and adjust volume for any audio in the background, select the slider icon up top after recording your reel. Once you have your desired audio, post your reel!

Discover new music through Trending and For You, browse through your saved audio, or search for something specific with the improved audio browser. Anyone will be able to access these clips and use the audio to create their own Reels.

### How does it work?

1. Open the Reels camera and tap the Audio icon.
2. You'll see an expanded browser providing options for audio tools like saved audio. Trending audio and For You.

## Audio Browser





# REELS

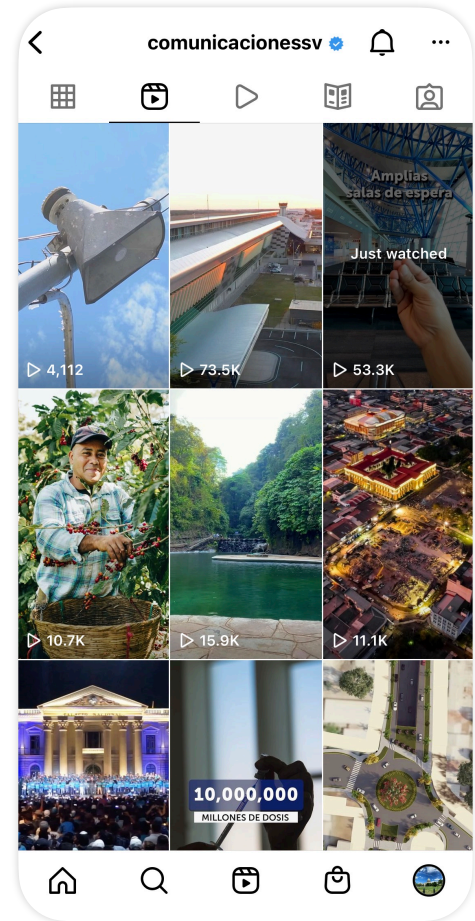
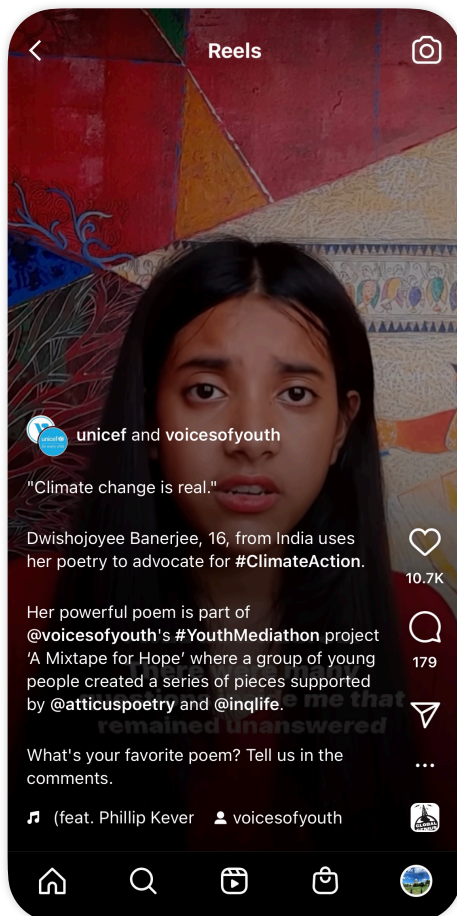


# SHARE WITH THE WORLD

Once you've created your masterpiece, it's time to share it with the world. Share your Reel in both Feed and the Reels tab, or save your Reel in Drafts to post later.

## BEFORE POSTING

- Collaborate with (and tag) friendly accounts
- Add your location
- Write thoughtful captions
- Share in both the Reels Tab and Feed



## AFTER POSTING

- Promote your Reel in Stories
- Access your shared Reels via Profile
- Not ready to post? Save Reels to your Drafts and share later



## GENERAL

**Q: Can I cross-post my Reels to Facebook?**

A: You are not be able to share your Reels to Facebook from Instagram at this time.

**Q: What insights are available for Reels?**

A: Account Insights for Reels include plays, accounts reached, likes, comments, saves, and shares.

**Q: Does Reels support Stories stickers?**

A: You are not able to use interactive stickers (i.e. poll, questions) or the Link Sticker, however you can use the Captions Sticker in Reels.

**Q: Does Reels support the Collabs feature?**

A: Yes. With Collabs, you can invite another account to show as a collaborator on a Reels video or Feed post. Your collabs posts will show in both your Feed and the collaborator's, helping to expand your reach.

**Q: Can Reels be Boosted or Promoted?**

A: No, Reels cannot be Boosted or Promoted at the moment.

**Q: What happens if the video I remix gets deleted?**

A: If the video you remixed is removed, the remix is also removed.

**Q: Why use Reels instead of Video or Stories?**

A: Reels is a new addition to how you can share and watch video on Instagram. Designed for short-form, entertaining videos, Reels has the power of the broad Instagram audience, and unique creative tools. Across Reels, Video and Stories, we're giving people more ways to share video the way they want—whether that's short, long, casual, edited, temporary, or permanent.

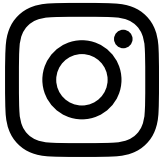
**Q: If the Instagram Video I'd like to remix is longer than 60sec, can I select which portion of the video I'd like to remix?**

A: If you are using iOS you can trim and select the segment of the Instagram Video you'd like to remix regardless of length. Keep in mind, the total length of your remix can be up to 60sec, the current length of Remix on Reels. On Android, you can currently only remix videos that are up to 60sec long, but trimming is coming soon.

**Q: Can I use Remix and Collabs together?**

A: Yes. You can use Collabs to co-author a remix with another account. To use Remix with Collabs, record your Remix or upload from your gallery and tap Preview and then Next. Tap Tag People and then tap Invite Collaborator to invite another account to be a collaborator on the reel. If they accept, both accounts will appear in the reel header and the remix will be shared to both accounts' followers. To learn more about Collabs visit our Help Center.





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