

ninja

HOW TO

Reels & Stories: gli shortform per conquistare tutto



Orazio Spoto

Instagram Expert & Presidente di Instagramers Italia

Agenda

01. Tendenze

02. Le Stories

03. I Reels

04. Reels Case



HOW TO

01. Tendenze



Trend per storie e reels

1. Trasforma le foto o le stories in Reels
2. Personalizzare i link delle storie
3. Fai dei reel virali via la musica (solo per i creator)
4. Usa i sondaggi

Instagram facts

Primi paesi: India, USA e Brasile.

52%

uomini

1,22 miliardi

utenti attivi

70%

sotto i 34 anni

25 - 34 anni

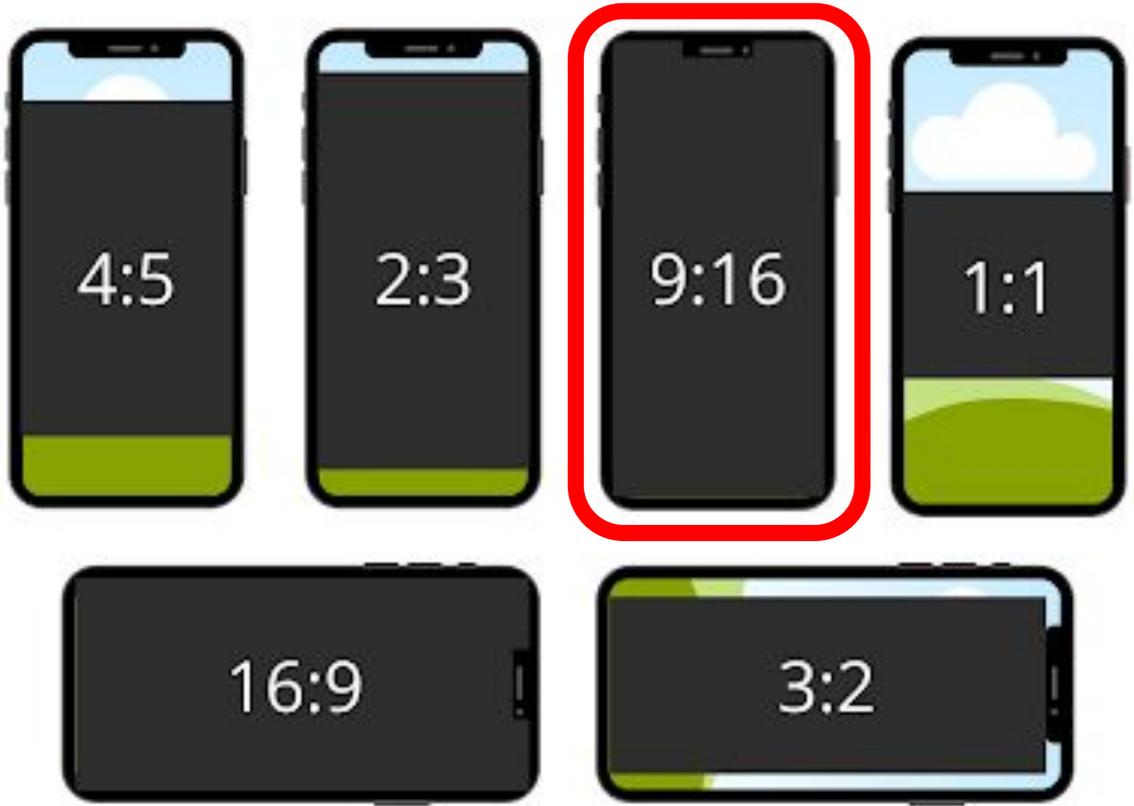
la fascia più ampia
(31,7% della
popolazione su ig)

HOW TO

02. Stories



9:16



HOW TO

03. Reels



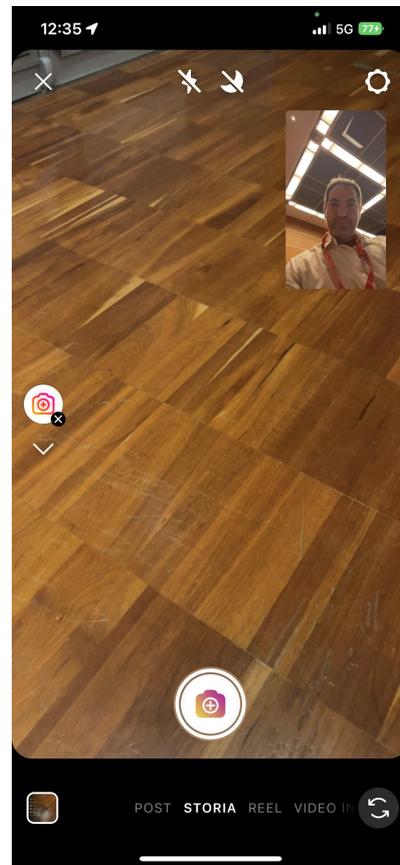
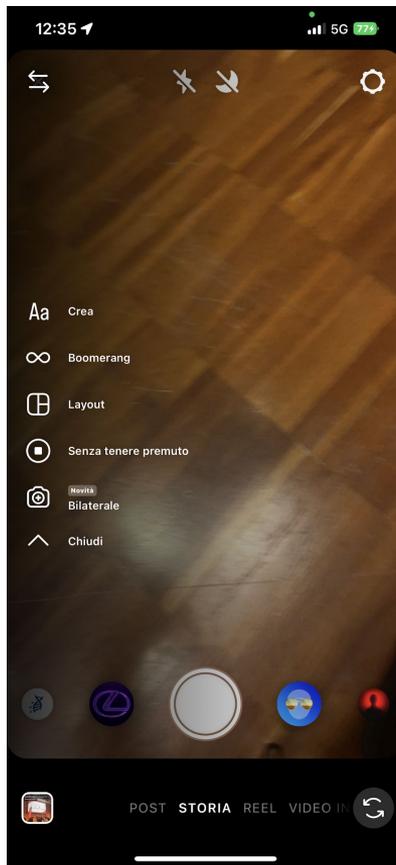
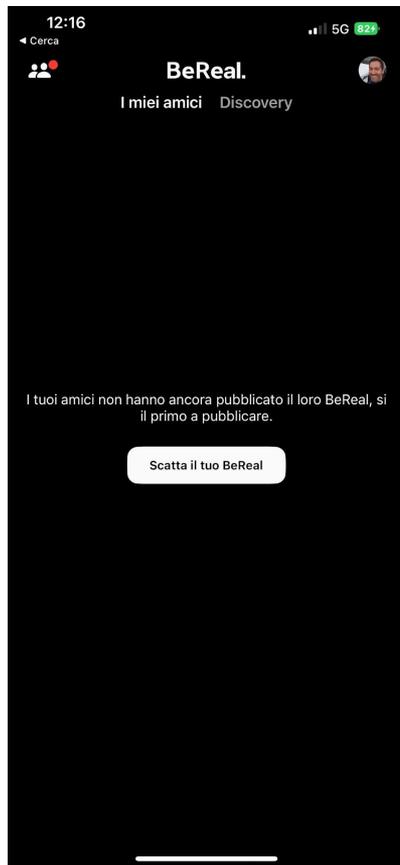
Reels

- Fino a **90 secondi**
- Editati in **verticale** e **full screen**
- Sono **immersivi**
- Oltre **un miliardo di persone** interagisce su base mensile
- Si registra un **aumento delle interazioni del 22%** rispetto ai video post

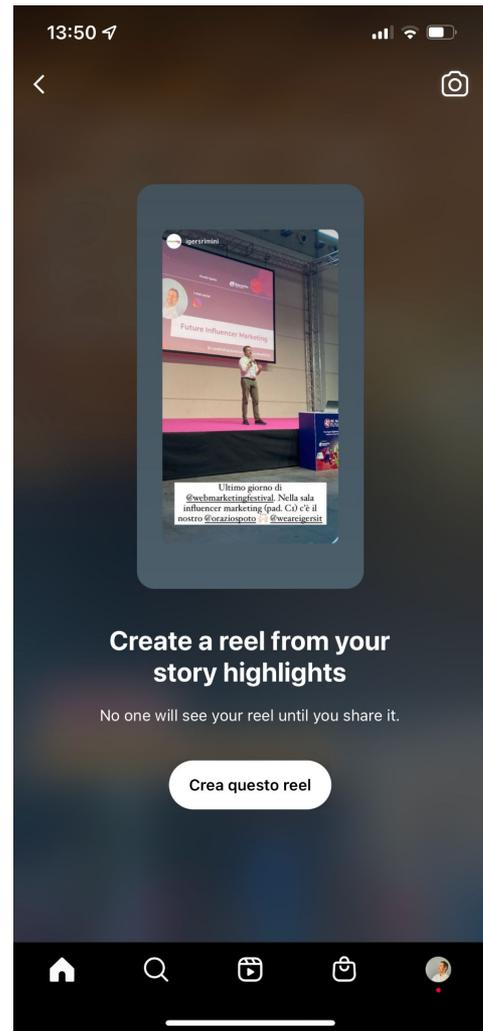
Reels: vantaggi

- Danno un **boost alla reach**
- Aumenta l'**engagement**
- Fai new **business**

BeReal e Instagram Reels



Reelification



Reels Insights

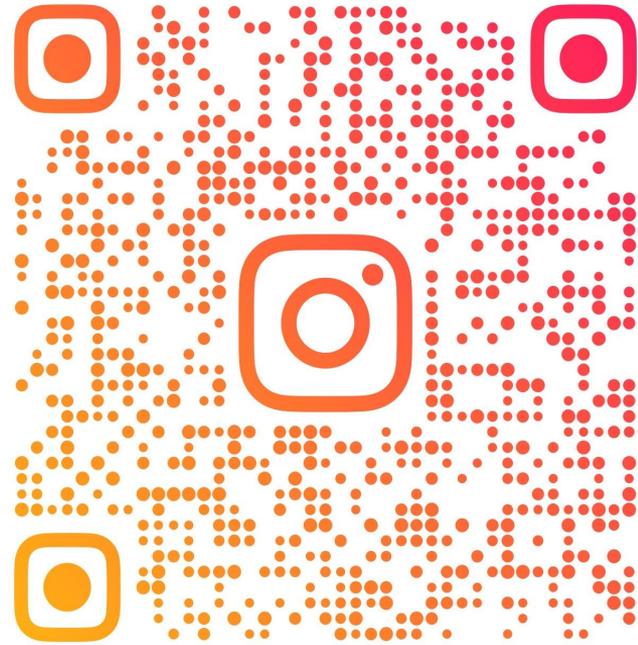


HOW TO

03. Reels Case

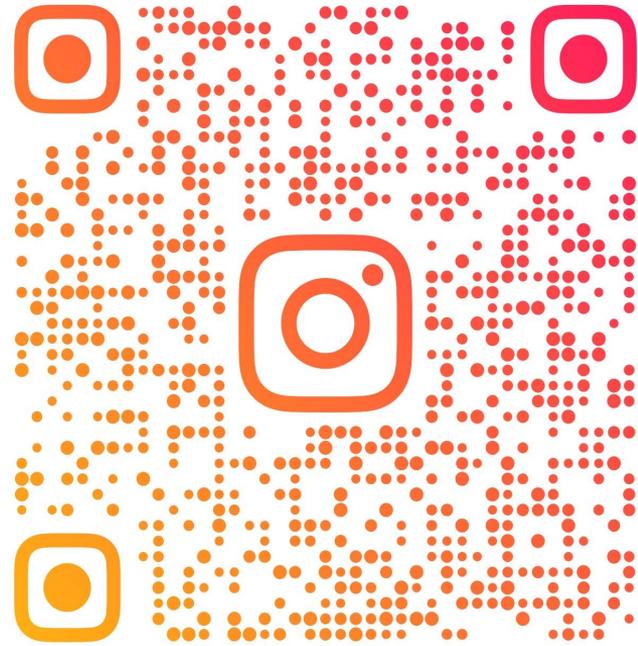


Esplorazione urbana



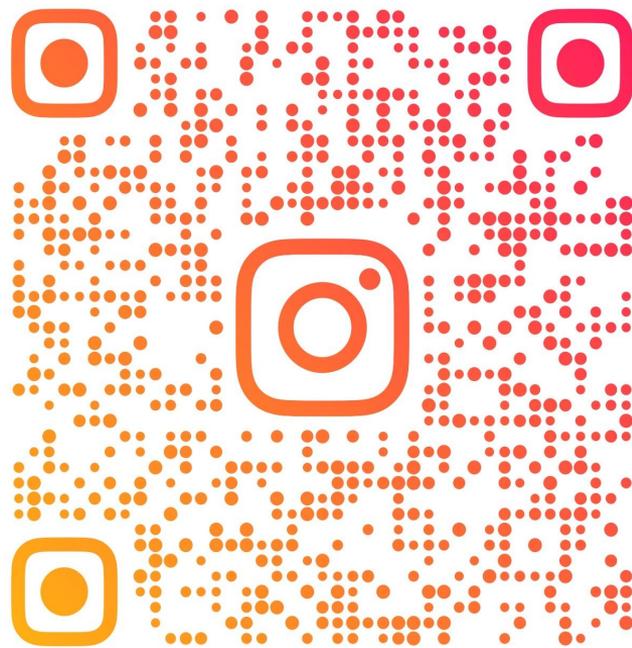
REEL CONDIVISO IN DATA 15 GENNAIO
DI GMARCOD91

Timelapse
per interior design



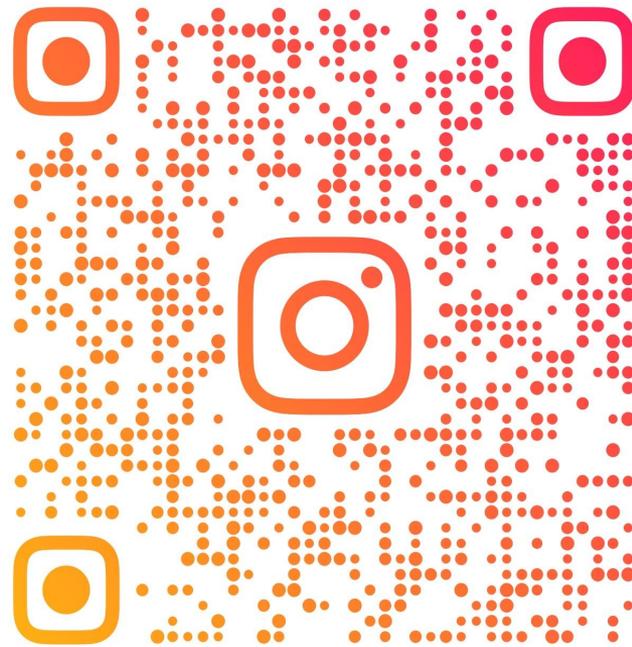
REEL CONDIVISO IN DATA 9 GENNAIO
DI PAUSE_DECO

Motivazionali da film



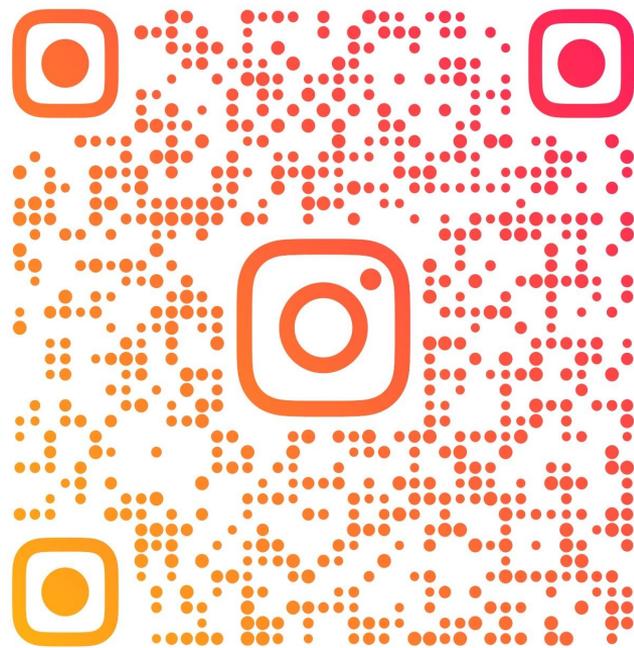
REEL CONDIVISO IN DATA 7 NOVEMBRE 2022
DI XXI.VISION

Tutorial



REEL CONDIVISO IN DATA 2 NOVEMBRE 2022
DI CAMERA.SETUP

Frasi motivazionali



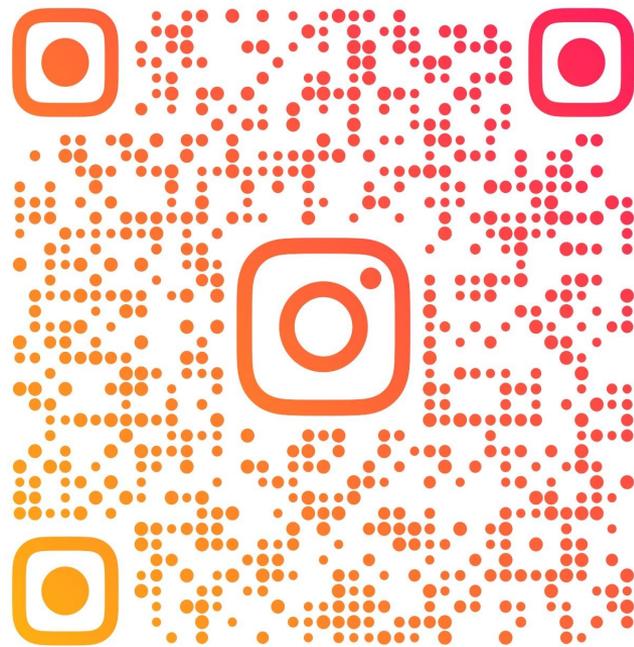
REEL CONDIVISO IN DATA 4 NOVEMBRE 2022
DI SAILING.WITH.CARAVELLE

Reel di Ruberry per
attività sponsorizzata



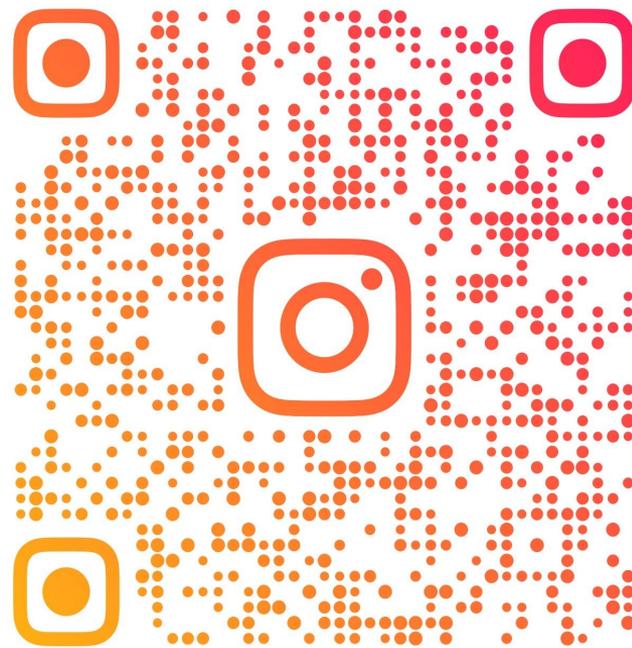
REEL CONDIVISO IN DATA 28 NOVEMBRE 2022
DI RUBERRY

Informazioni utili



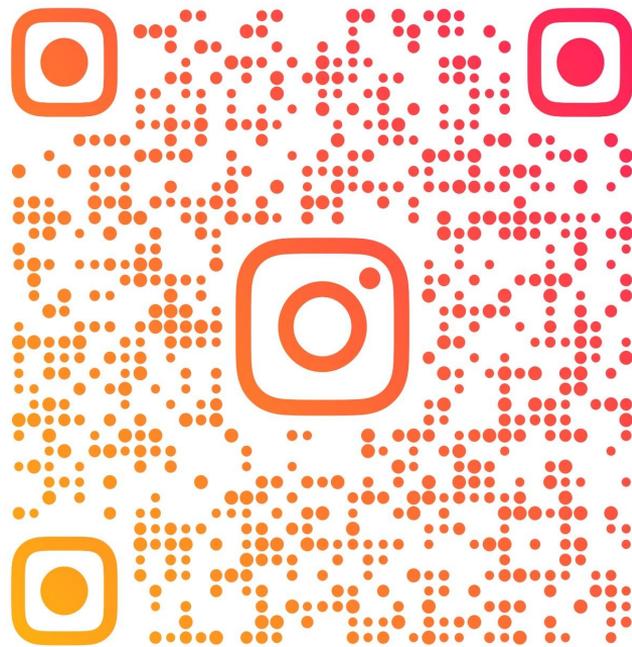
REEL CONDIVISO IN DATA 3 NOVEMBRE 2022
DI MILANODASCROCCO

Motivazionale - film



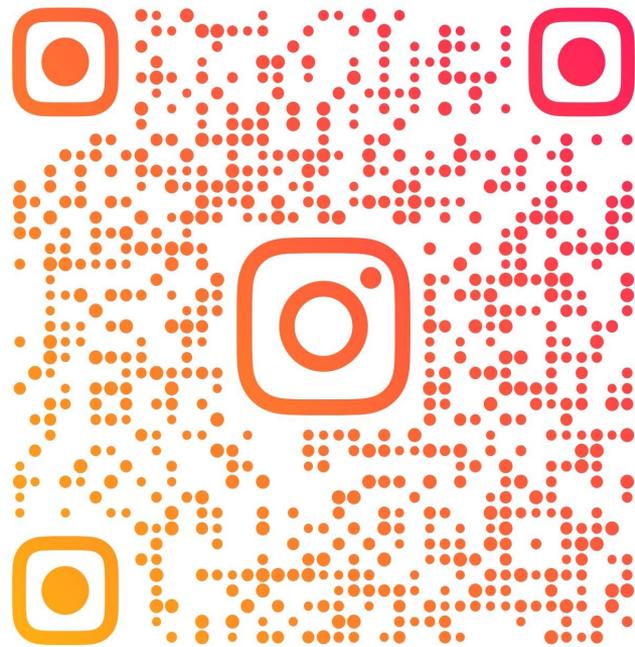
REEL CONDIVISO IN DATA 7 NOVEMBRE 2022
DI XXI.VISION

Tutorial



REEL CONDIVISO IN DATA 19 SETTEMBRE 2022
DI BROCK11JOHNSON

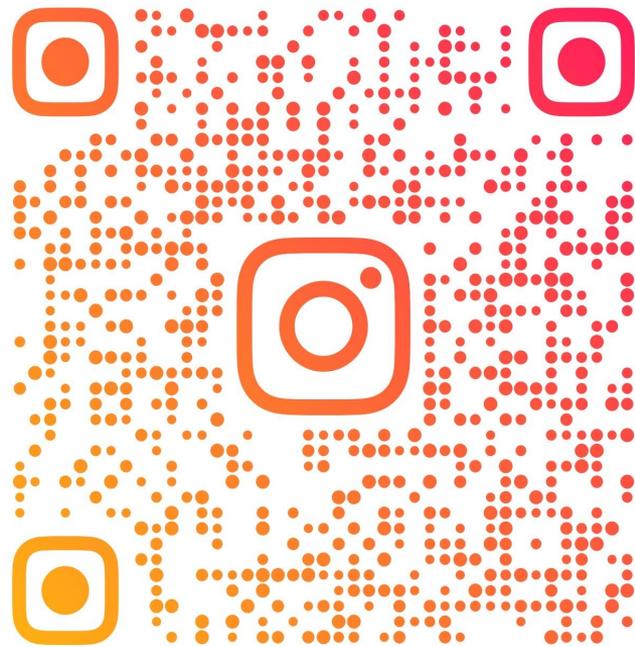
Tutorial



REEL CONDIVISO IN DATA 30 OTTOBRE 2022

DI KYLENUUTT

Tutorial



REEL CONDIVISO IN DATA 30 OTTOBRE 2022

DI KYLENUUTT

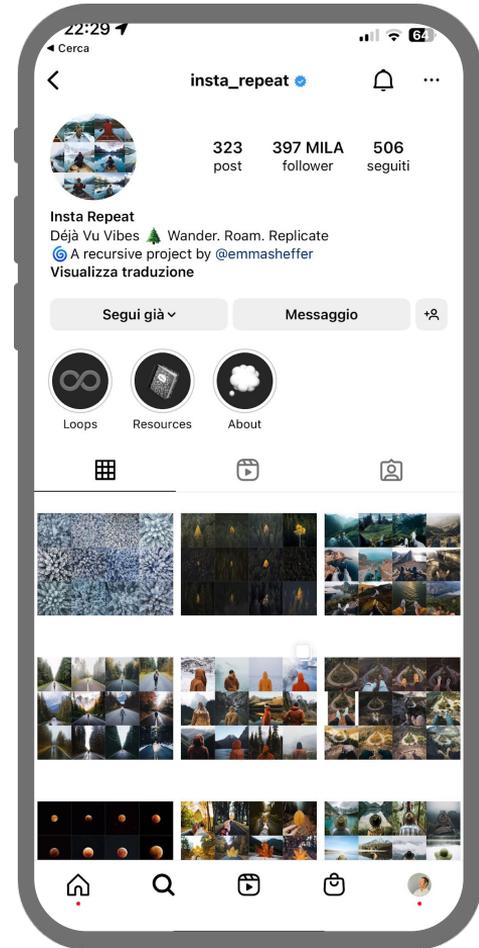
TECH

Instagram Stumbles in Push to Mimic TikTok, Internal Documents Show

Reels faces formidable competition from the leading short-video platform; creators follow the views

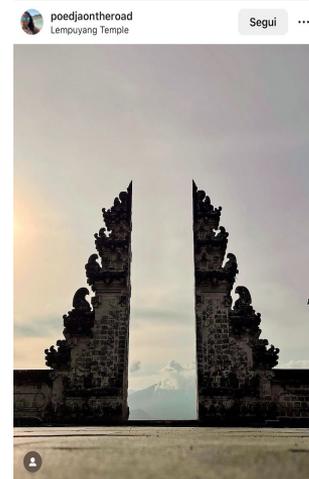
Lengagement dei Reels è crollato del 13,6%

Narrare



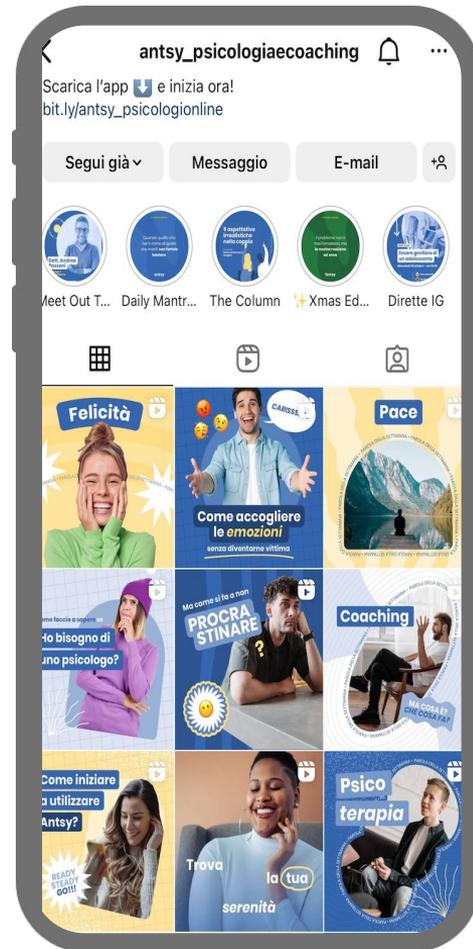
Narrare

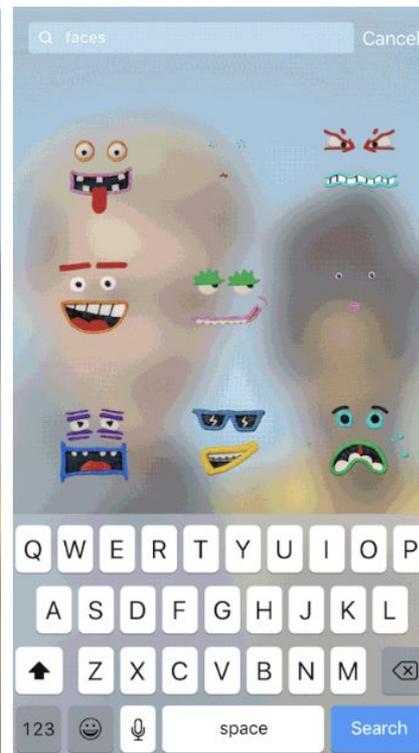
Instagram vs Reality



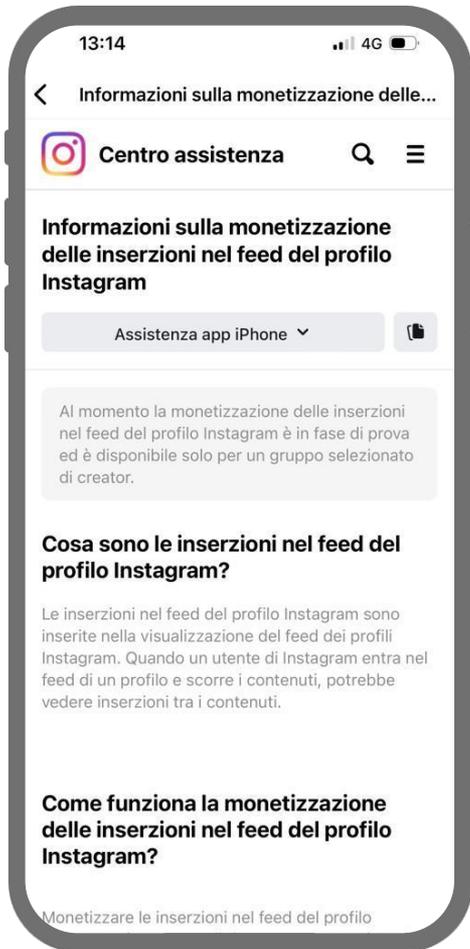
Attrarre
graficamente.

L'importanza della cover, oltre che del
contenuto.



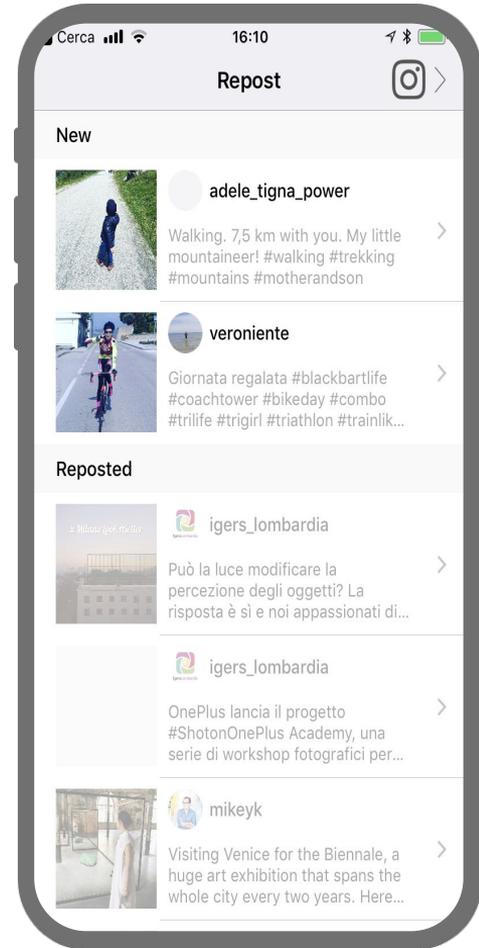


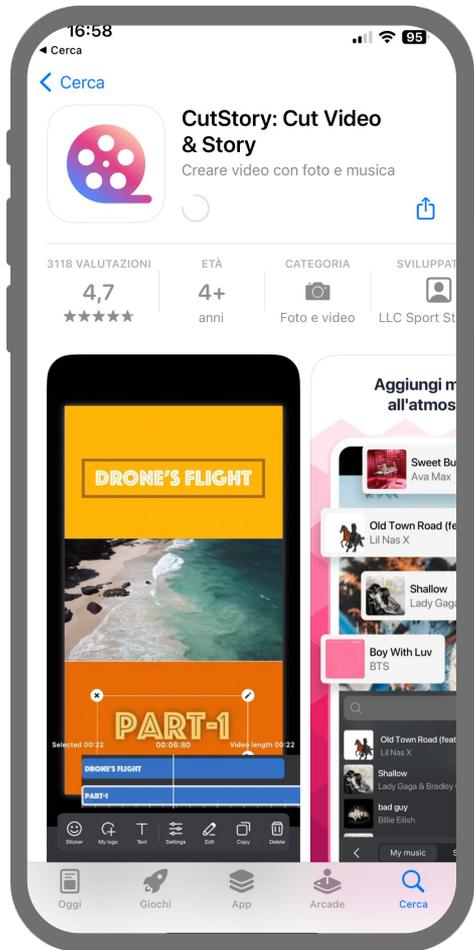
Intrattenere **con le storie**



Monetizzare

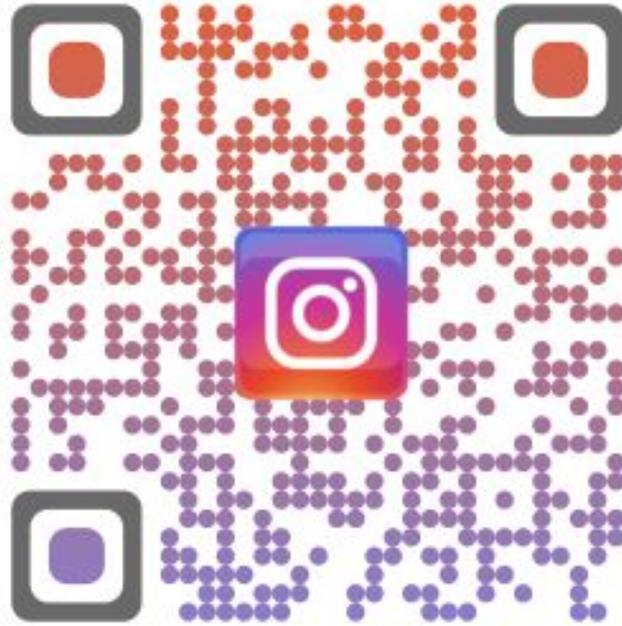
Strumenti **Repost**





Strumenti **Cutstory**

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