

## META'S VIDEO EXPANSION WITH REELS

# WHAT ARE REELS ON META?



Meta continues to prioritize video on their platforms, as half of users' time on Facebook and Instagram is spent watching videos. In 2020, they rolled out Instagram Reels—short-form video content to compete with TikTok. Following its initial success, this was then launched on Facebook in 2022. A Reel is an up-to-60-second video clip with various creative features such as AR filters, Remix videos (taking elements of an existing Reel into one's own video), and audio components. These provide users, creators, and brands with exciting new ways to express themselves and engage with others on these platforms.



### INSTAGRAM

Instagram first launched Reels in 2020—and with marked success. Within a year, Reels became the primary source of engagement on Instagram, with millions of interactions daily. Notably, **Reels elicit 22% more engagement than traditional videos on Instagram**, with this content typically garnering more viewers than a users' identical content on TikTok.

#### HCP OPPORTUNITIES

Incorporating Reels is a seamless step to staying innovative for brands already seeing success with video content. For **HCP-influencer partnerships**, Reels is an effective way to maintain creator authenticity and diversify content output. Reels is also an exciting opportunity to bolster **User-Generated Campaigns**—with 60% of videos on social media being user-generated, it only makes sense to focus any community-driven efforts around video.



### FACEBOOK

Upon seeing Instagram's success with Reels, **Meta expanded this feature to Facebook in February 2022**. Functionally, Reels on Facebook are similar to Instagram, yet underscores Meta's interest in video as it brings this feature to the world's most popular social media platform. Since launching Reels on Facebook, Meta has expanded engagement options to now include all Facebook reactions (eg, Love, Sad, Angry, Laugh, Wow, and Support) beyond just "Likes."

#### HCP OPPORTUNITIES

While Reels are currently identical across Facebook and Instagram, Meta will be rolling out **Video Clipping** on Facebook in the coming months. This will give pages the opportunity to repurpose existing long-form video content into Reels, allowing them to easily test new placements with existing content.

## STAYING ON TOP OF THE REELS TREND

Reels offers brands new ways to create impactful video content. If your brand is newer to video overall, start with traditional formats (In-Feed, Stories) and then cross over to Reels once you know what works and what doesn't. For brands that are familiar with this opportunity, consider expanding existing content to Reels if engagement is one of your main priorities. Reels can also be utilized from a paid media standpoint (limited to 30 seconds), with placements including In-Feed, Stories, and the Explore tab on Instagram.