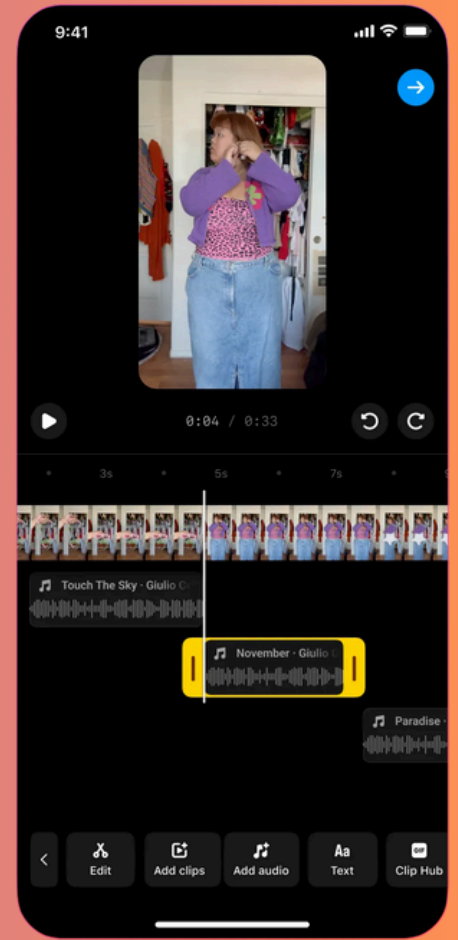
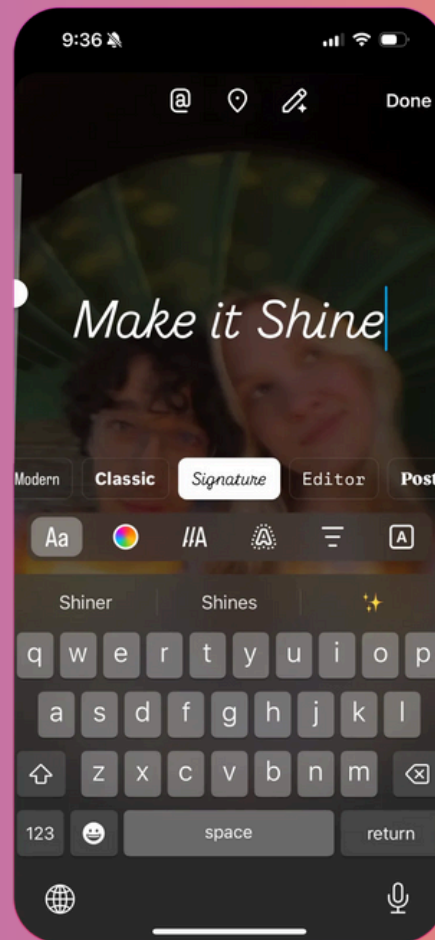
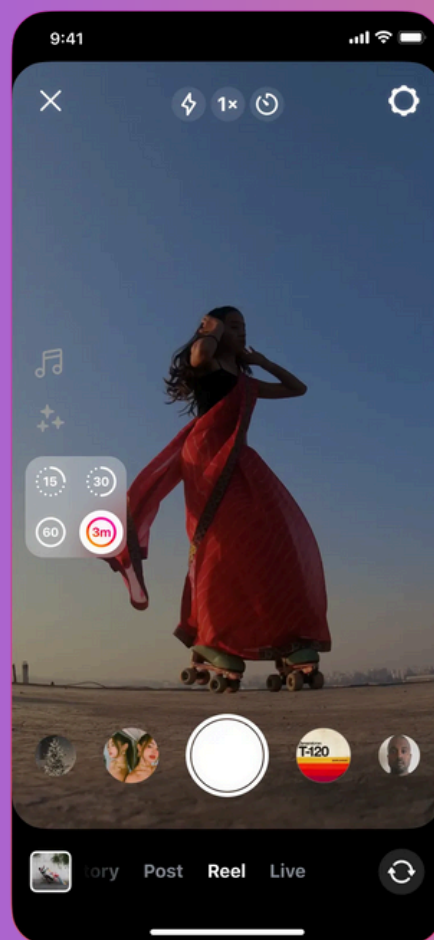
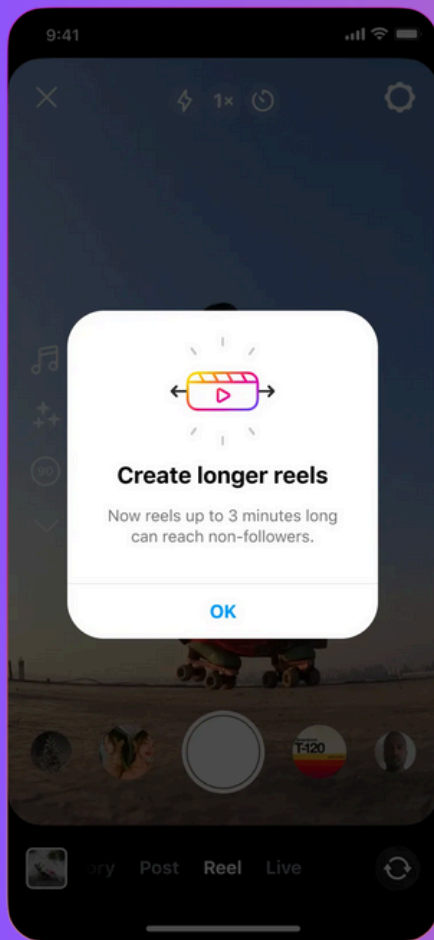


**Did you
know**



**Instagram Reels can
be 3 minutes long
now. 🕒**



Source: Instagram

**This change is in
response to user
feedback asking for
longer content creation
options. 🙄**

Since TikTok has supported 3-minute videos since 2021, Instagram is positioning itself to attract TikTok creators, especially with the uncertainty of TikTok's potential U.S. ban. 🌟

Instagram is also competing with YouTube Shorts, which allows videos up to 3 minutes long. 🎬

Instagram has announced that they'll be promoting longer Reels to non-followers, featuring them on the Reels tab and Explore page. 🔍

Opportunities for creators ✨

- **Deep-dive storytelling**
- **Expanded tutorials**
- **In-depth product demos**

How to leverage this feature to enhance your brand and engage with your audience 📌

- **Plan engaging narratives**
- **Maintain viewer interest**
- **Add value to each second**

**Imagine
Better.**



Powered by Search



x

passion
digital 