



Increase Your Instagram Engagement 15 Seconds At A Time



By Pablo A. Cabrera M. S.



- 287 square miles in Los Angeles County
- Population: Estimated 1.5 Million (majority urban residential)
- 26 cities plus Los Angeles County
- District Budget: \$5.7 million
- Communications Operational Budget: \$123,000
- Communications Department: 5 full time staff members



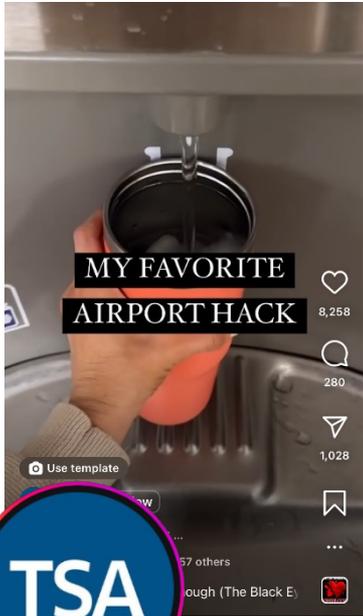
What is an Instagram reel?

- Vertical short form video (15, 30, 60, or 90 seconds)
- Trending audio



They get It!

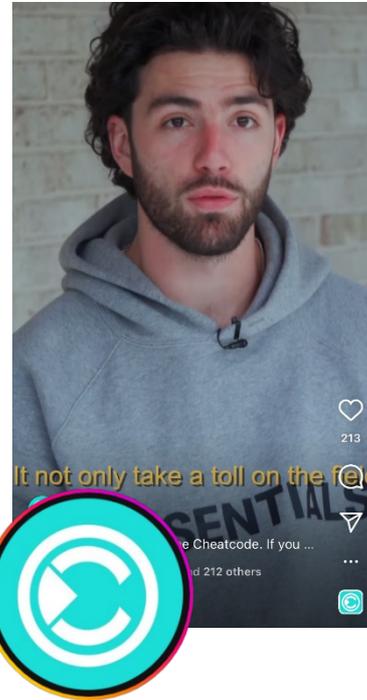
@TSA



@JessicaTheSportsrd



@CheatCode



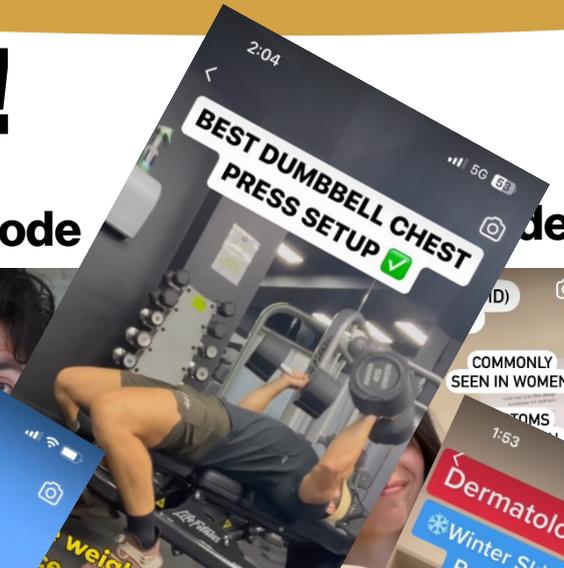
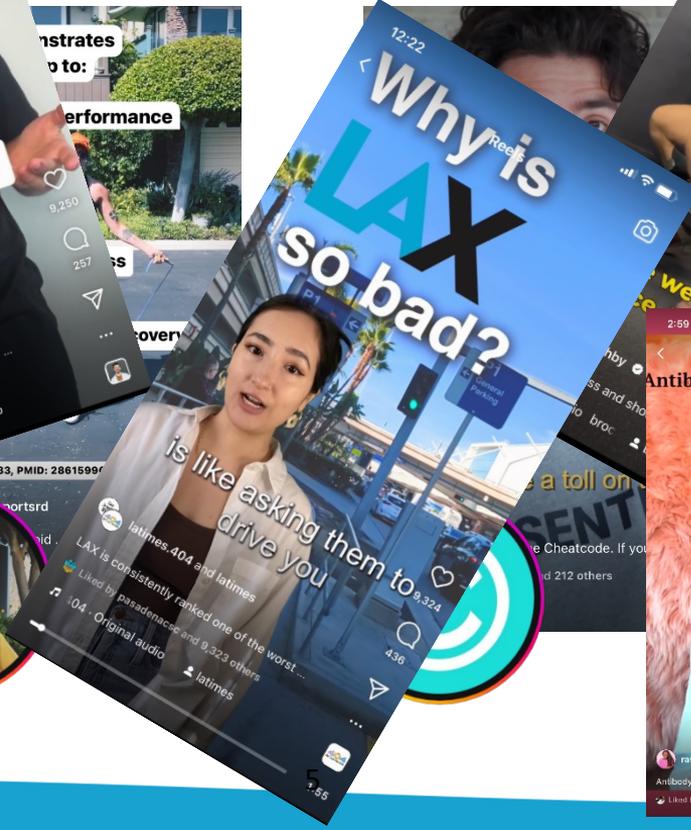
@FifteenBlades



They get It!

@TheSportsrd

@CheatCode



So How Do They Do It?



Top 5 Tips

1: Trending Audio

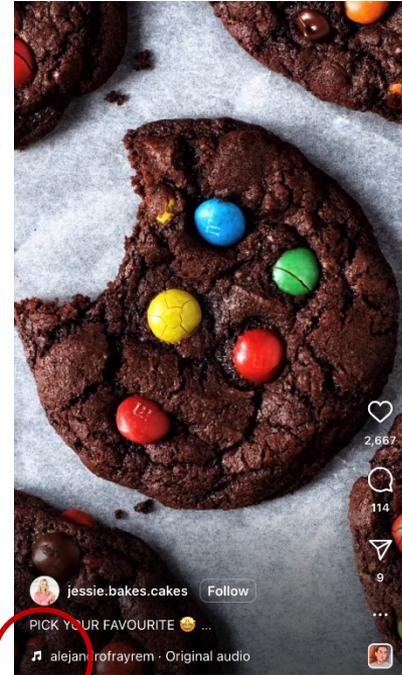
- This is how you will get the most eyes and ears on your content



Trending audio



Audio



2: Creative Transitions

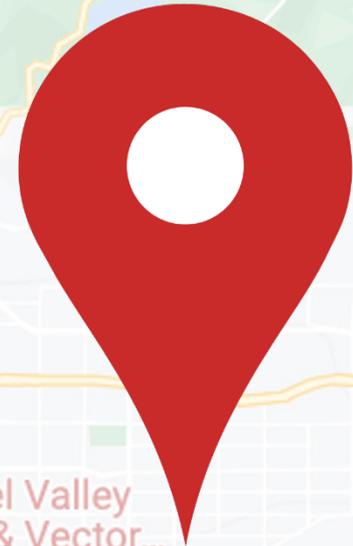
- Think about transitions that make you go “wow”
- Make it a reveal
- Endless loop



Altadena

3: GeoTagging

- Creating a digital foot print
- Adding to cities geo tag
- Relate more to your District/geographic location



San Gabriel Valley Mosquito & Vector...



4: Engaging Opening

- You have to catch people right away
- The first 2-4 seconds



5: Reusing Content

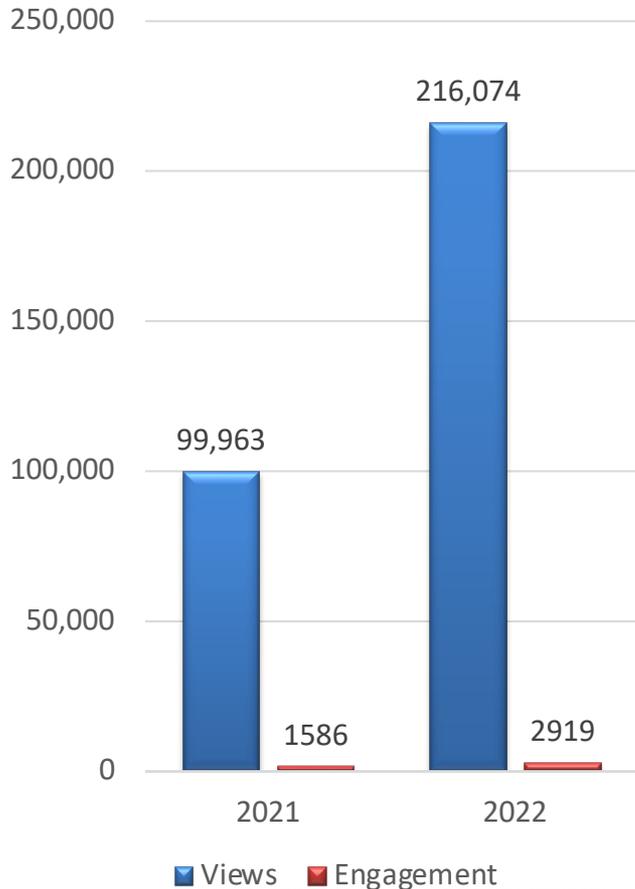
- Don't be afraid to reuse content
- It's social media so things move fast
- Use things from different shoots and put them together





Results

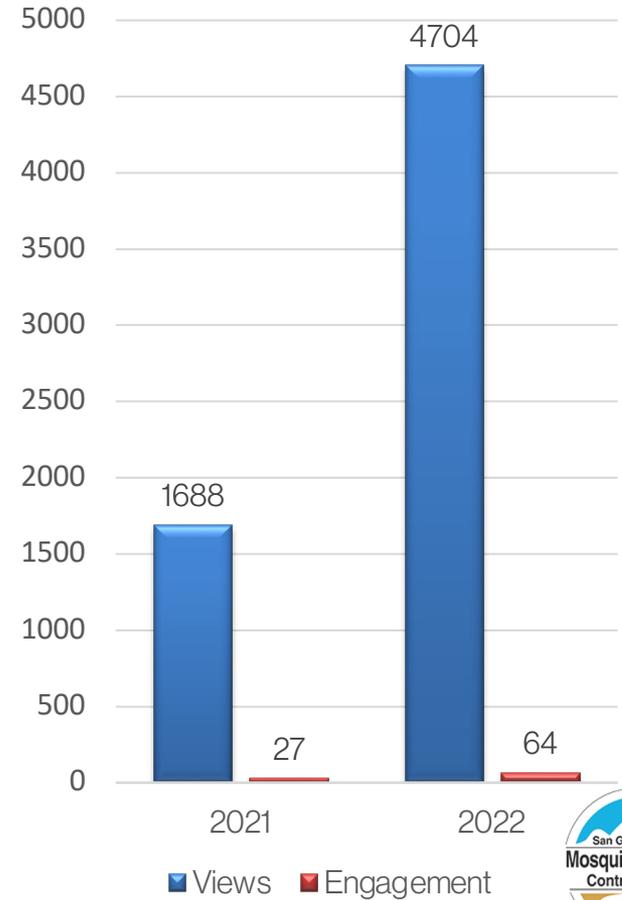
Total



2021: 63 Posts
2022: 74 Posts

116% increase in views
84% increase in engagements

Average





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Scan me for more info and
let's connect!