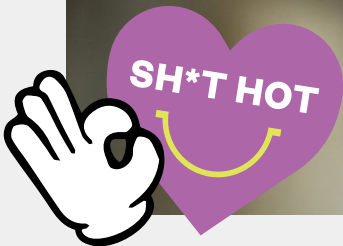


WHY IG REELS ARE OUTPERFORMING TIKTOK VIDEOS

Hold on a sec. Did we just say Instagram Reels are outperforming TikTok videos?

SHEESH!



YEP, YOU READ THAT RIGHT.

According to a recent Emplifi report, 2023 saw a surprising shift in the branded content game, with Instagram Reels taking the lead. You can read the report for yourself [here](#).

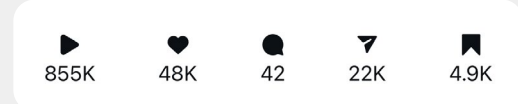
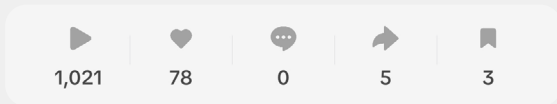
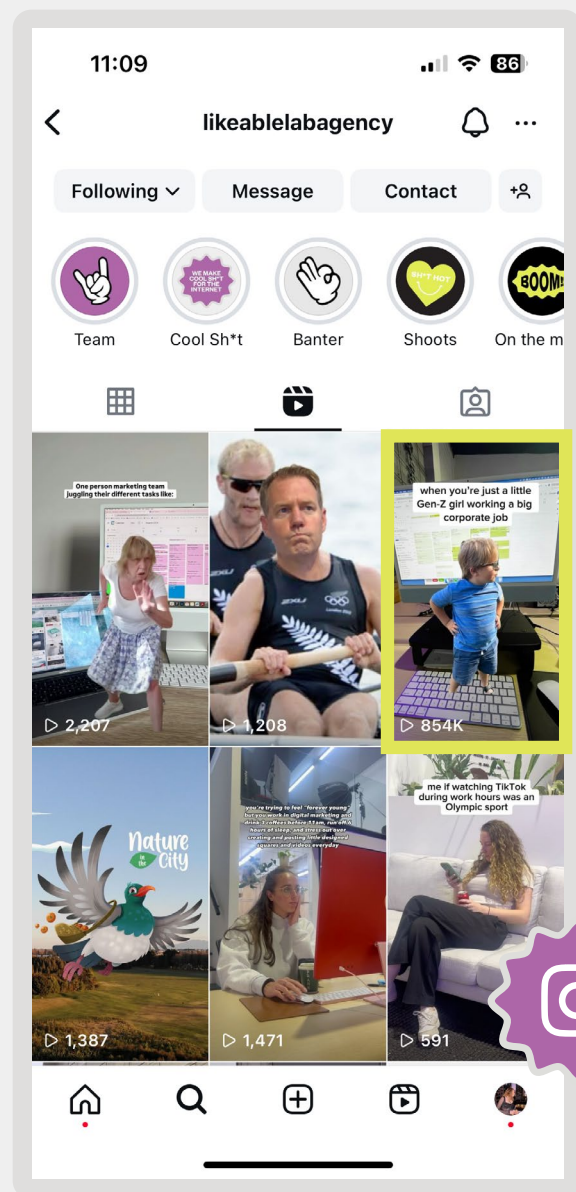
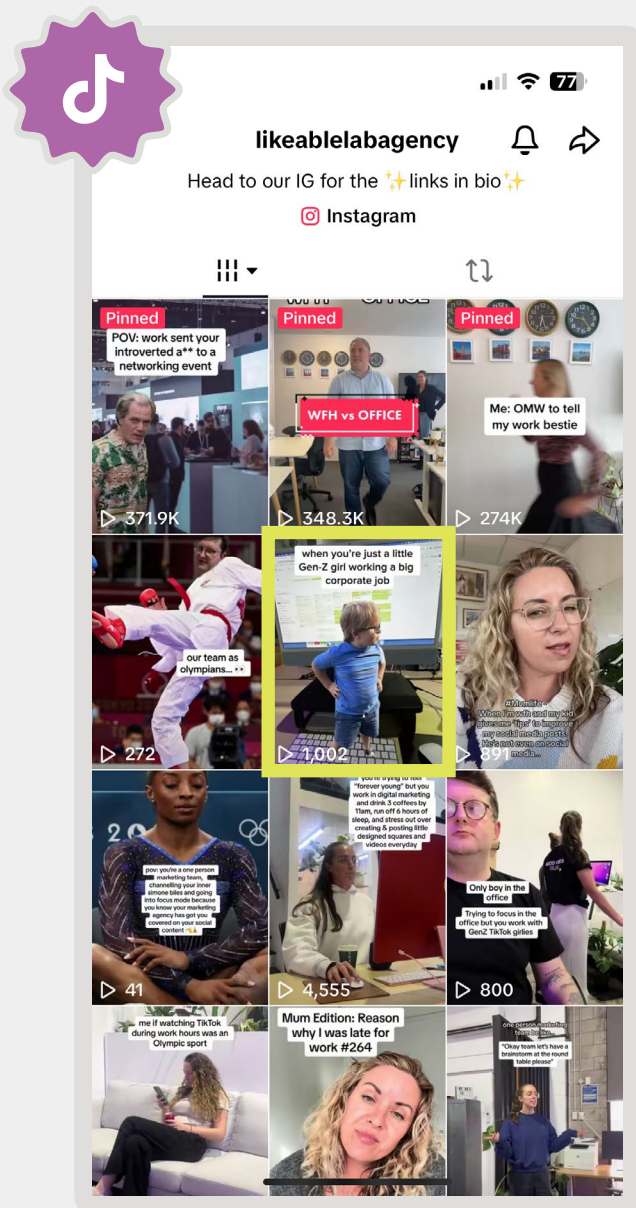
So, let's unpack this a bit.

THE RISE OF THE REEL:

We all know, Instagram has been pushing Reels hard since its launch in 2020. It's no secret they want video content to be king on their platform. This focus has translated into serious engagement and reach for brands.

Here's the kicker: longer-form Reels are actually crushing it compared to shorter videos on both platforms. We're talking about Reels clocking in at over 8,000 views versus TikTok videos of the same length getting barely 4,000 views. That's a significant difference, especially for businesses looking to maximise their impact on social media.

Take a look at a recent short form video we posted on both Instagram Reels and TikTok...



THE STATS BREAKDOWN!

SO... WHY ARE REELS ~~PERFORMING~~ BETTER?

There's no single answer, but some of our theories are:

- 1 Prime real estate:** Instagram prioritises Reels in its algorithm, giving them more visibility compared to Stories or static posts. Stories are great for quick updates, but Reels offer more space for high-quality, long-lasting content on social media.
- 2 Cost-effective content:** Compared to TikTok, advertising on Instagram can be lighter on the wallet. For smaller businesses and in this economic time this can be a game-changer.
- 3 Reaching the right audience:** Instagram boasts a wider demographic reach, with a larger user base than TikTok. This translates to more opportunities to connect with potential customers. Plus, Instagram users seem to be more receptive to branded content compared to TikTok users on social media.

SO, WE SHOULD ALL BE FLOCKING TO IG, RIGHT?

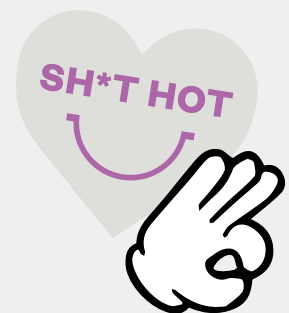
Not quite. Here are some things to consider:

- 1 The algorithm challenge:** Just like any social media platform, the Instagram algorithm plays a big role in how well your Reels perform. Cracking the code requires high-quality, valuable content that resonates with your target audience.
- 2 Music on mute:** Business accounts can't use copyrighted music on Reels. This can limit your options for trending tunes in your social media content.

THE TAKEAWAY

Ultimately, the choice between Instagram Reels and TikTok depends on your target audience and content goals. But for brands looking to expand their reach with longer-form social media content, Instagram Reels seems to be the new hot spot.

On social media, it's crucial to stay updated with trends and algorithms. The shift towards longer-form Reels is a perfect example of how dynamic the social media landscape can be.





LET'S CHAT!

Ready to take your social media engagement to the next level?

Let's chat about how we can help you achieve your social media goals!

Looking to download this information to keep on hand or send to someone?

Download it here.

