

**MARKETING MEETING**

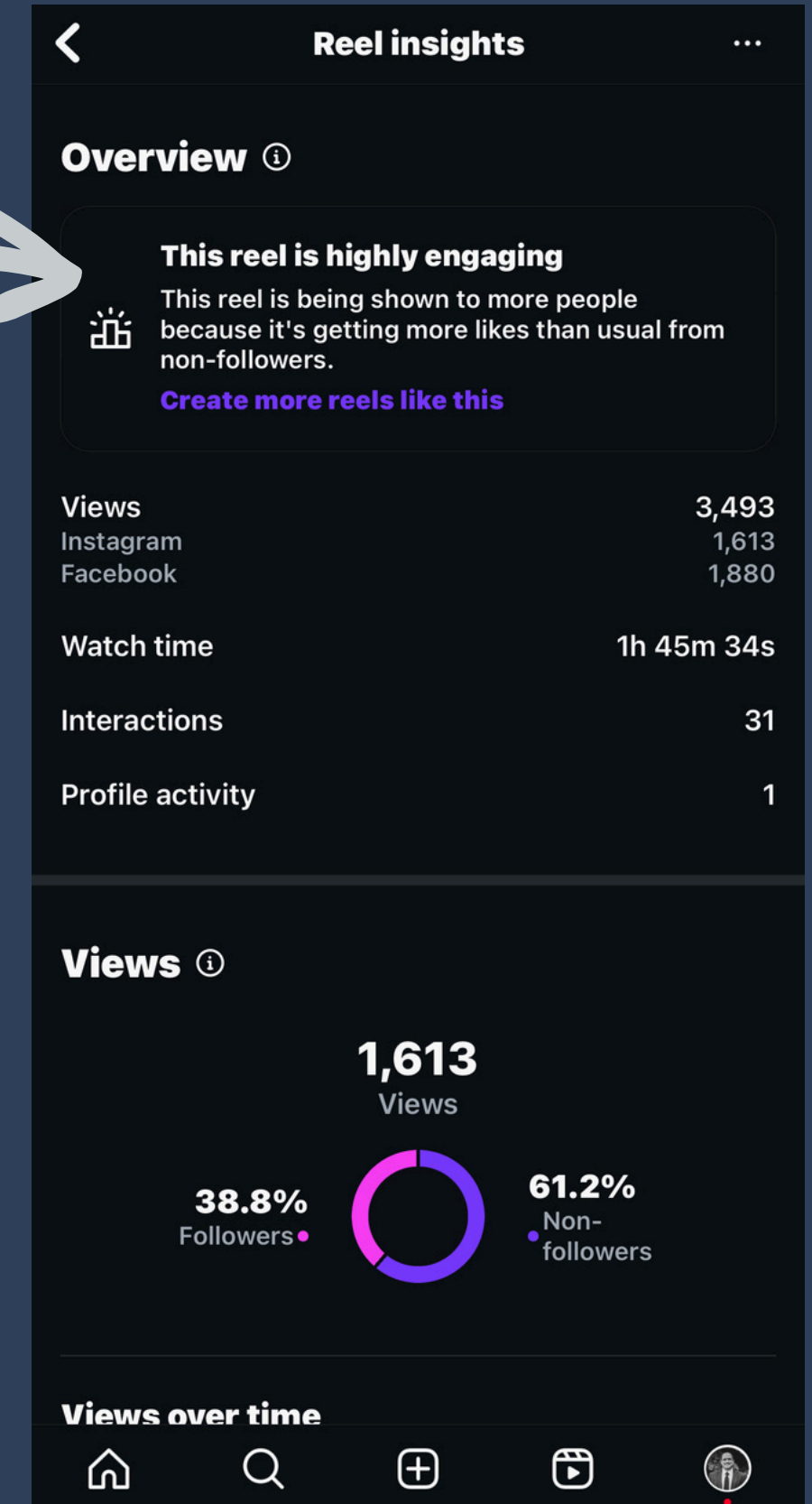
OCTOBER 7TH

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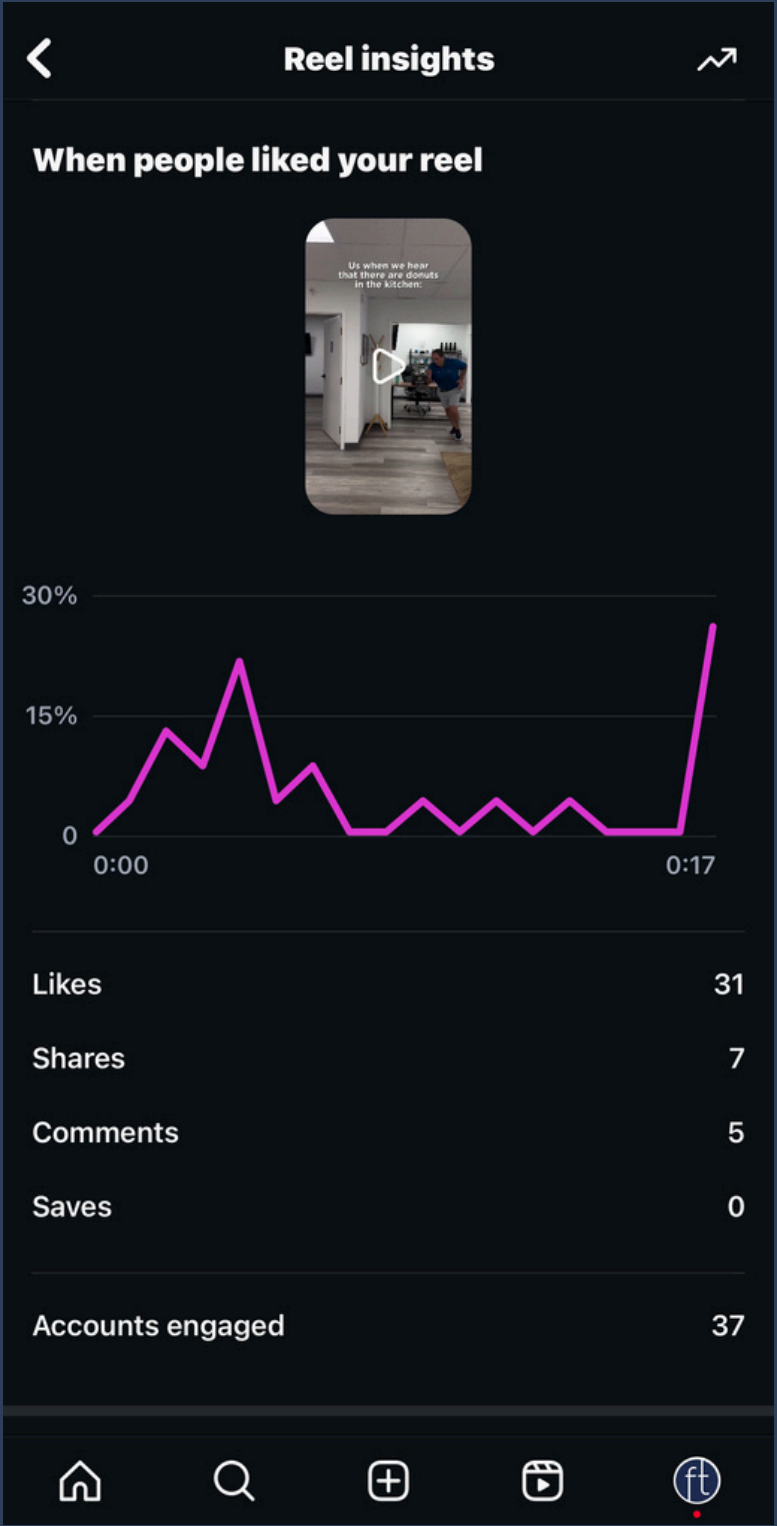
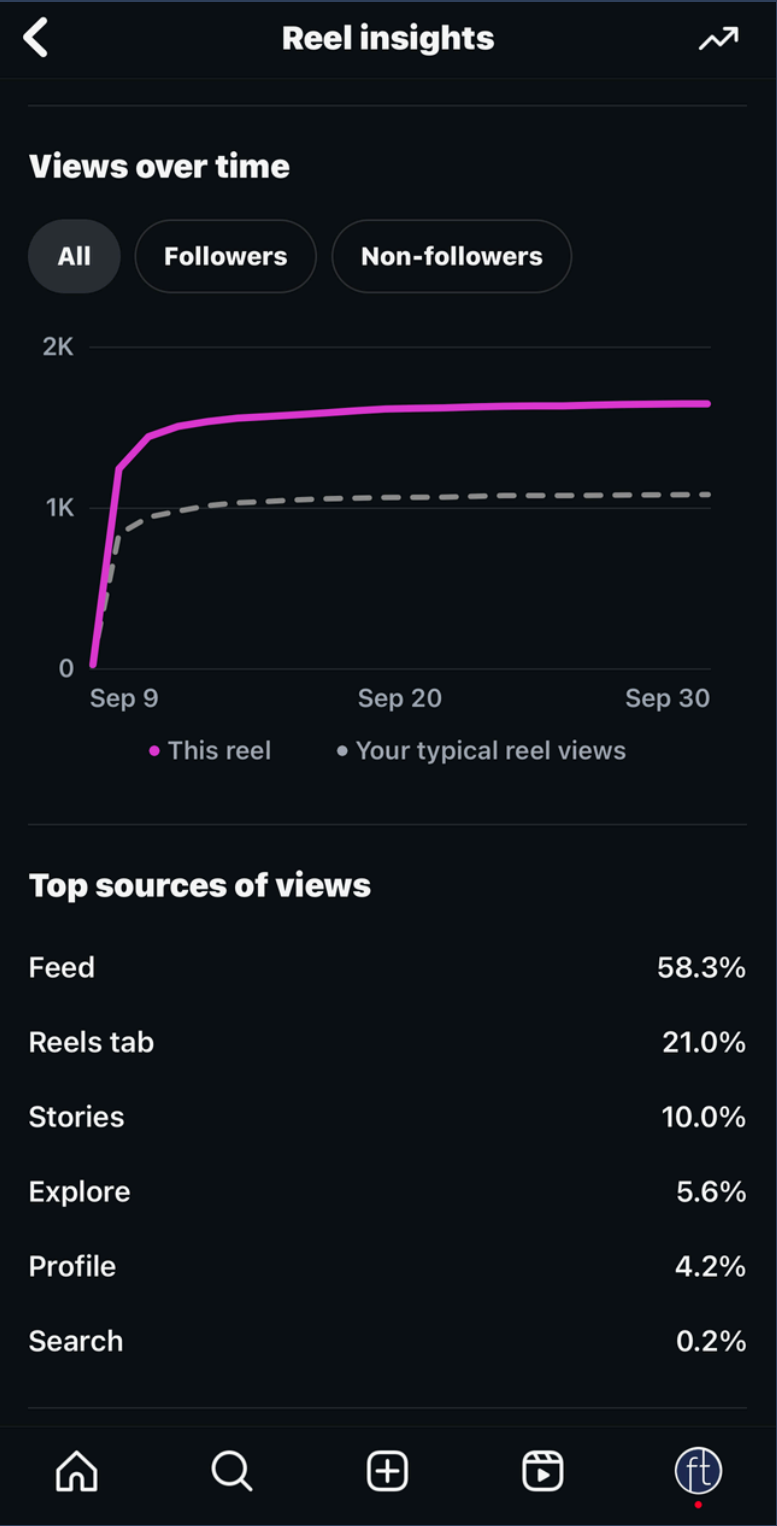
**THE LATEST AND GREATEST  
WITH SOCIAL MEDIA  
UPDATES & THE ULTIMATE  
GUIDE TO LISTING REELS**

# SOCIAL MEDIA UPDATES

- Insights Update
  - Deeper reel analytics brings new breakdowns for reach, engagement, and interaction types.
  - These updates push creators to focus not just on getting eyes on their content, but on holding attention - especially in those critical opening seconds.

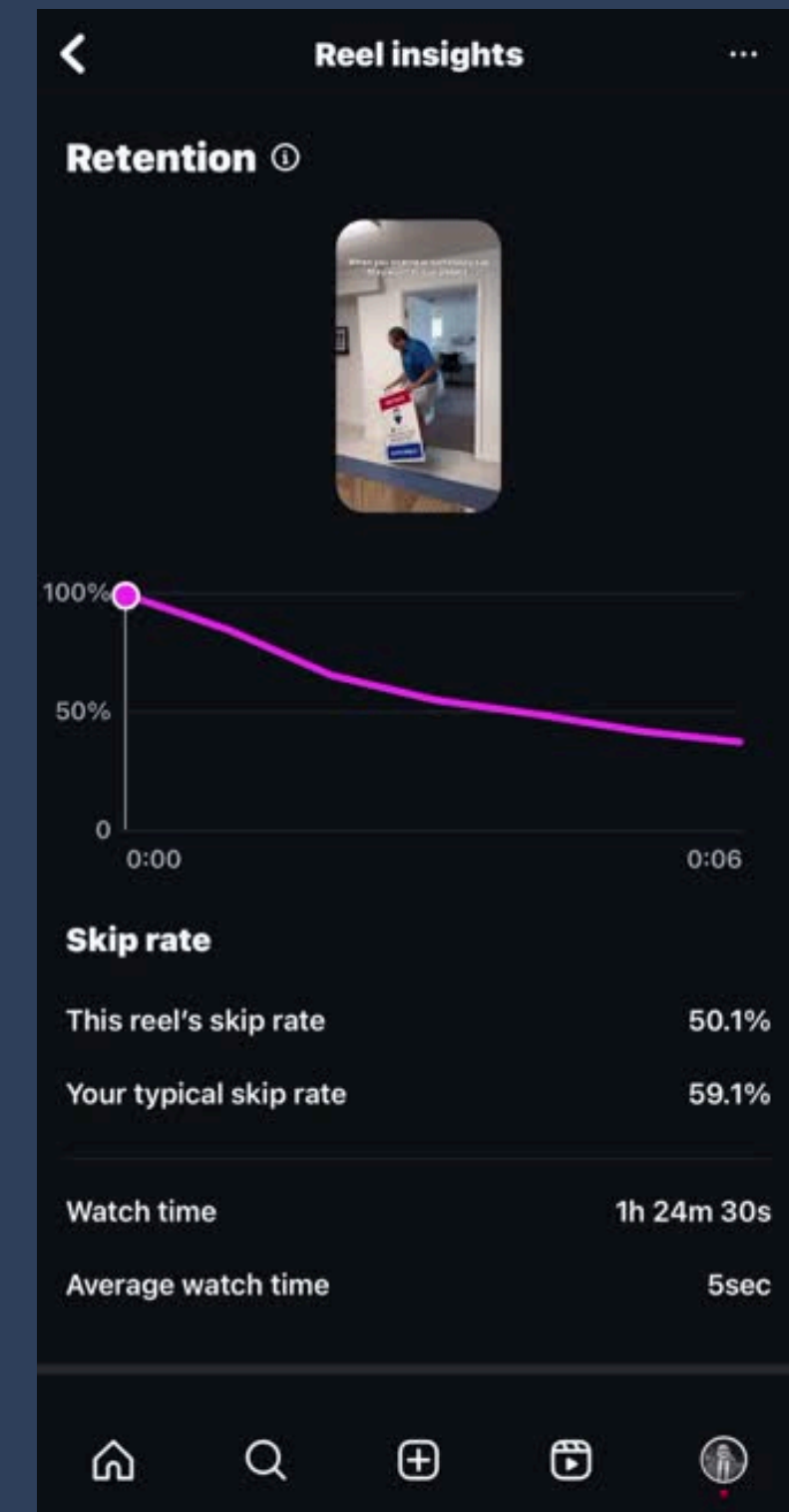


# SOCIAL MEDIA UPDATES



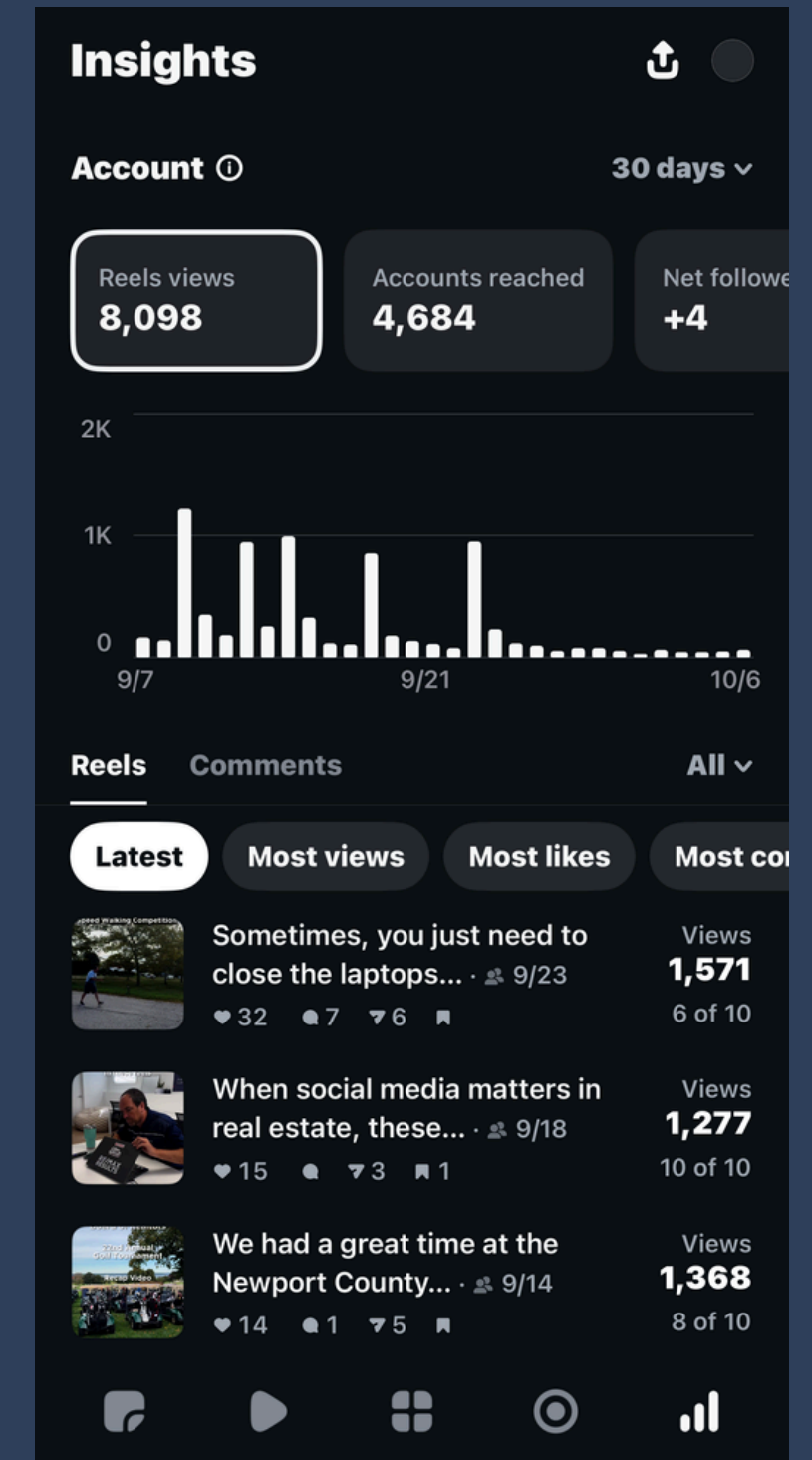
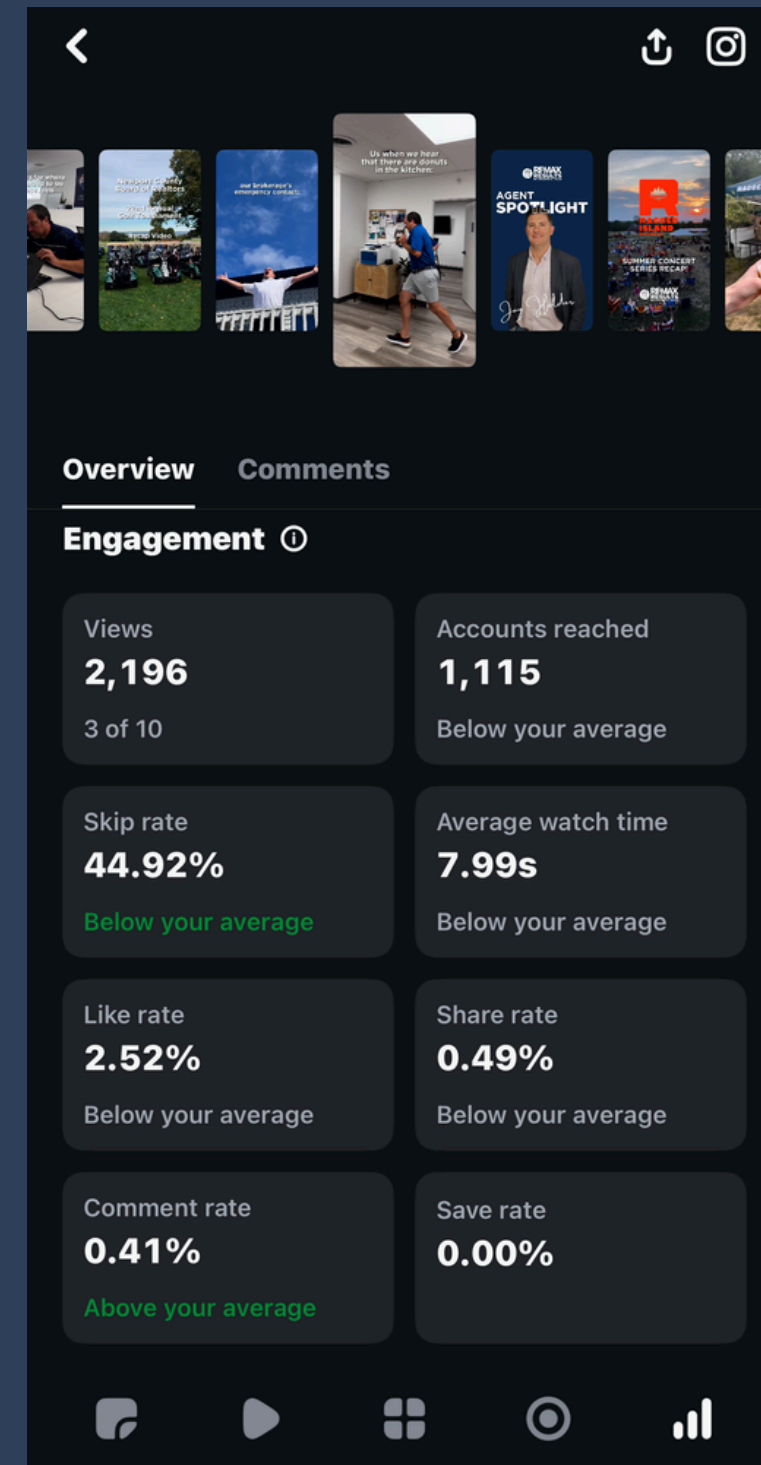
# SOCIAL MEDIA UPDATES

- Retention & Skip Rate
  - Instagram is shifting focus from views to watch quality.
  - Retention measures how long viewers watch your Reel.
  - Skip Rate shows how many people scroll past your Reel before or shortly after it starts playing. A high skip rate means your hook isn't grabbing attention fast enough.



# SOCIAL MEDIA UPDATES

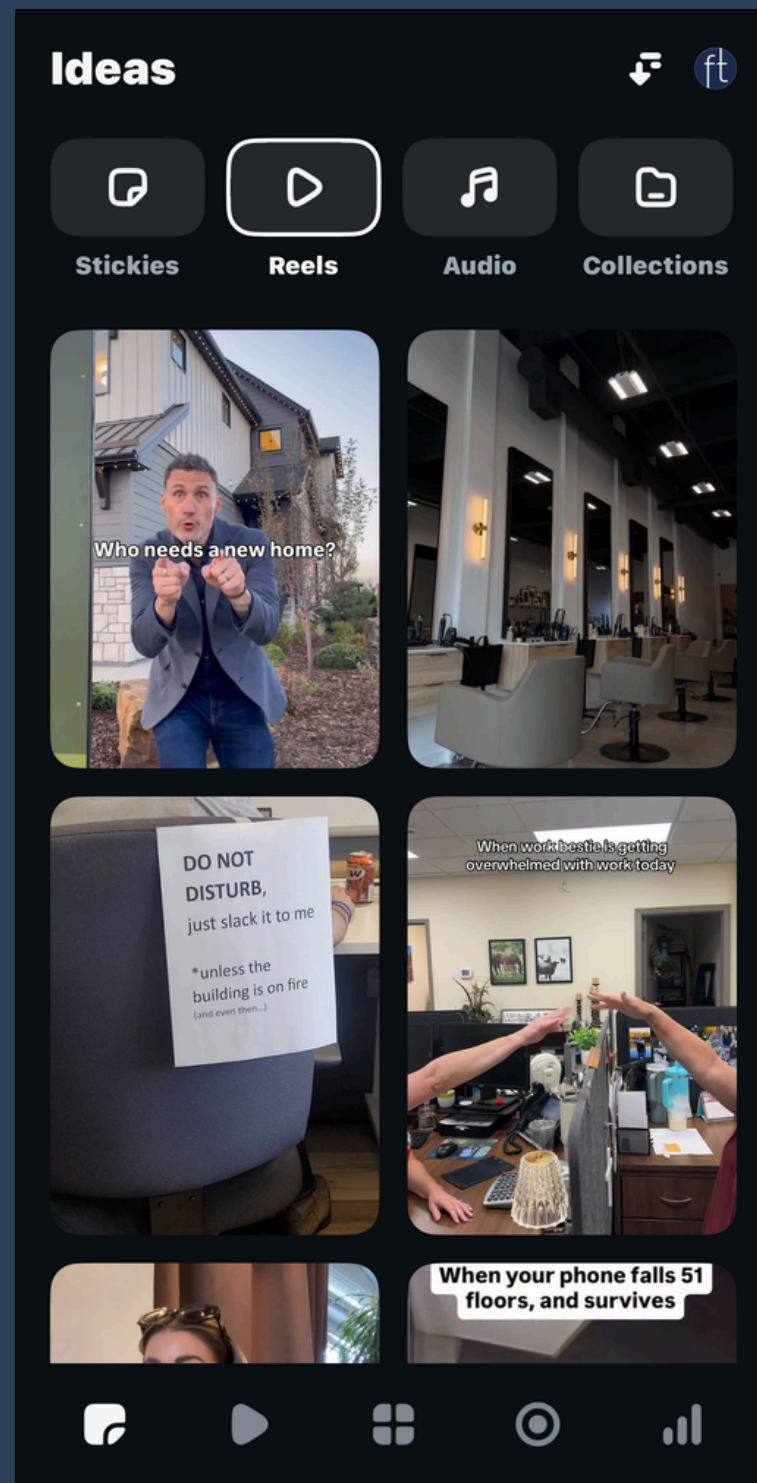
- Edits App
  - New video editing app, more user friendly.
  - Reels tab is for finding content to create, not comment/like/share
  - You can import from your IG projects, make edits, and export directly back, all without needing third-party apps (CapCut, etc)





# EDITS APP

Ideas Page! This is like the Reels section of the app, but more tailored to your account



Easier to record with audio.



Leave yourself a note on reels!

# SOCIAL MEDIA UPDATES

- Testing of “Reels First”
  - Instagram is making the Reels the default home tab, so when you open the app, Reels are front and center. Currently only available in some regions.



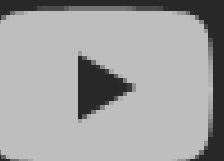




[Watch video on YouTube](#)

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Video player configuration error



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