

Reels –Tips to Improve Your Content
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Are you still struggling to understand how Reels can help spread the word about our Programs and the Auxiliary organization as a whole? It's ok if you are, this is something very new to many of you. I fully anticipated lots of questions and uncertainties!

Reels provide a dynamic way to engage viewers, encouraging them to participate, share and connect with us more personally. By captivating the audience with engaging Reels, we can direct more website visitors, improving Auxiliary awareness and potential new member opportunities.

When we share insightful and informative content, Auxiliaries can position themselves as knowledgeable leaders in their communities, gaining the trust and respect of their audience. Reels offer a unique way to showcase an Auxiliary's personality, values and message, thus deepening the audience's connection and loyalty. Plus, when they see how much fun we have together while working our Programs, they will be more drawn to want to get involved!

Here are some actionable tips to help you enhance the quality of your Reels and create captivating content.

- Clean your lens! None of the other tips will matter if you don't clean your camera/phone lens.
- Change your camera settings! Open your phone camera right now and check your camera settings. If you want your video to have a high-quality, professional look and feel, **film in 4K and 60 fps** (frames per second).
- Edit outside of Instagram/Facebook! If you want your videos to look more professional, don't always rely on the IG/FB built-in editing tools. Instead, try downloading an app like *Splice* or *CapCut* for more control over your editing.
- Make your videos accessible to everyone! It is important to keep in mind that not all users consume content in the same way. Not everyone watches content with the sound on – meaning captions have become essential for engagement and accessibility! You'll hit a wider audience this way as viewers will have the option to understand your message without playing the audio. Use clear and legible fonts!
- Use a low trending sound! While trendy sound is great, what's even better is using a trending sound with less than 10,000 videos using it. With less people using a trending sound, your video has a better chance of gaining traction as the sound gets more used!
- Go easy on the hashtags! Try to limit your hashtags to maybe three to four per post. Use one directly related to your Reel's content. Use one related to the Auxiliary Program you are promoting. Use one or two of the National Auxiliary's hashtags.