

# How To Use Instagram Reels as an Arts Organisation Q & A



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## **What songs are trending at the moment?**

We recommend scrolling through regularly as different audio tracks trend each week. Some current trending audios include:

Own brand freestyle - FelixThe1st, Drey Mac (Madison but I call her Maddy), Lost souls - Baby Keem ft. Brent Faiyaz, Xplosive x between the sheets - DJLex big\_k3nzo, To the moon - Jnr Choi.

## **Instagram won't allow me to use or save certain audio, presumably because we are a business account. Do others have this issue?**

This is an issue for business accounts and hopefully that will change in the near future. For now, you can record your own original audio, or scroll through your reels feed and save other original audio to your library for easy use.

## **Do hashtags help boost reach in Reels as they do in grid posts?**

Yes, they do. We recommend putting them in your reels captions to increase the chance of Instagram's algorithm picking them up.

## **I noticed the audio in lots of reels ends abruptly. Is it a good idea to create outside the app to avoid that eg. with a fade?**

That can be effective, and get's around the issue of original audio. Have a play and see what works better for your organisation.

## **Is there any disadvantage to editing your Reels in external video editing software then uploading to reels?**

There's no clear disadvantage here that we know of, but to make the most of Instagram's algorithm, try to use some combination audio, text or effects natively on the platform. Avoid creating reels on TikTok, as the TikTok stamp will not be favoured by Instagram's algorithm.

## **Any thoughts on repurposing professional video content to create reels (rather than using mobile camera footage)?**

Great! As with National Theatre (@nationaltheatre), this can look very effective.

## **Is there an easy way to share reels on other platforms eg. Facebook and Twitter?**

Once you post a reel, you can share directly to Facebook and Twitter from your phone. If your Instagram and Facebook accounts are linked, you can post your Reel onto your Facebook story easily.

## **Should we be focusing on trending music rather than music we think might relate / appeal to our audience?**

It's about a combination here. Trending music will inevitably reach more users, but if the music isn't relevant or effective it's unlikely to succeed. If you are unable to strike this balance and you have to pick one, we would suggest relevance over trending.

## **What content/trends do you recommend for a small organisation with one person responsible for all marketing?**

We recommend doing research on the platform for what's easy to replicate. Repurposing existing banks of assets like images and videos your organisation may already have is a time saver and can look very effective. The more informal, comedic types of content are typically very quick to create, and things like 'A day in the life of' or 'Come with me on a trip to...' can be created whilst doing other tasks.

## **As an organisation creating exhibitions and activities for children, it feels like some audio trends aren't suited. What would you recommend?**

Take a look at the instrumental sounds available on the app. There are plenty of trending sounds that are appropriate for all ages, but they can be difficult to find! How are other organisations aimed towards children doing? Can you save sounds from their accounts?

## **Do you have any tips on how to create a holistic and consistent identity through Reels whilst maintaining the individual voice and personality of each project?**

We recommend starting with a strategy that outlines key voice characteristics, aims and targets for the coming year. It may also be useful to create a vocabulary document with words and phrases that sound very 'you'. When creating, cross check the captions and content with your strategy. This way, you'll slowly grow a recognisable digital voice.

## Some tips from attendees:

- If you switch your account to personal from business you can access the full music library and then change it back to business to add your web links
- I sometimes make reels in Canva (free to get a pro account if you're a not-for-profit org) and they have a music library
- Capcut is a super useful editing tool

If you have any questions please feel free to contact us at  
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