

No Time for Reels

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You're listening to business badassery, the audio advice column for your online business. I'm Kirsty Fenton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach. Okay, we have a request for an update on a previous question, someone who was asking about that Instagram and what was happening there? Who says I want a real update from Kirsty, please? Why no more reels since original reels? Is it time or impact? And is there another thing that you're doing instead? Kirsty it's all for you.

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It is all for me. I feel preemptively bad about my answer for this, because the answer to why I've done no more reels since that my first my first ever real is simply time I have had just a hectic couple of months, with the business. And with life, I've just moved house, I've just been very sick, everyone in my family has been very sick, it's been a bit of a wild ride. And I just have really been in a bit of a time squeezed and have had to prioritize other things in my business, above social media and even above emailing my list, which for me is a pretty big thing. So it's not that I haven't seen results from that real because I actually have found that. You know, when you log on to Instagram, if you're a business owner who uses Instagram, you'll know that, you know, you can check your notifications and see what's happened, whether someone's liked or commented on a post of yours, or that they've sent you a message, whether someone started following you. And that reel has actually brought me if I mean, I want to say significant number, I've probably that's probably too big of a call. But like a constant trickle of new followers each week, like I said, someone has liked that real, and then followed me as a result of liking that. Or in some cases, too, I can see that that person has then clicked the link that that real points to in my business and signed up for that workshop at the back end of my Active Campaign. So I can see, you know, their name pop up on my email list as a new contact. So I can actually say that I think the real itself, like is actually performing decently. And that definitely tells me that I should continue to create reels. But the fact of the matter is, I just haven't had time. And it's just something that has not been a top priority. So I guess that's a very compact update and probably a very unsexy update to what's been happening, you know, and I have been creating other things in my business. Instead of you know, these social media posts, I'm dipping my

toes into paid advertising. So have been spending my time creating video ads for Facebook and Instagram, which you may well start seeing soon. And email sequences and other stuff internally. So yeah, that's the long and the shoulder bit pay dog. Like it's a very disappointing answer.

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No, actually, it's not. And we're getting I want to dig into it and unpack this a little bit. So to get to get to a couple of things here. So let me ask you, it's interesting to me, first of all, that that real has gotten you traction. So as someone who does not know how this works, let me ask you, so if you haven't done anything since, I mean, how are people seeing? What's the algorithm not care about the algorithm? But what do they do? They're like, I mean, how does that How is someone seeing it all this time later?

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Yes. So I suspect it's because because it is a post in a format that the Instagram algorithm is currently prioritizing, right? So Instagram is currently prioritizing real content, which is why you know, everyone, and their grandma is now feel like feeling like they're being forced to create rules for Instagram. Because if you want your posts to get reached, that is the best way to do it. So I imagine what's happening is it is popping up in people's feeds, or after they watch related reels as a suggested thing that they may enjoy, because that is what Instagram is now doing. It's not just presenting its users with content from people they already follow, but also doing quite a bit of suggested content. So I think that is what's happening as far as I understand. And you know, that may be incorrect, but I'm pretty confident that that's what's happening with that real and what's happening with other real content. So any real that is getting good engagement, and therefore is sort of making that algorithm happy. It's probably been presented to you other people in Instagrams audience who Instagram thinks might find it a good fit. Does that make sense?

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Yeah. So in other words, they're trying to catch up with Tik

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Tok. Yes, exactly. Very good summation.

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So, it's actually kind of interesting, though. I mean, because that's that you've done a lot of traction out of that. I know, I know, that one took you a while to make because it was your first one, I imagine, you know, as you make more and more of them, it'll, it'll take you less and less time. But that's kind of interesting to know. I mean, I wonder if that's a phenomenon of this being relatively new. As a visitor to Instagram, I cannot stand the reels, I just don't go. I really, really liked looking at people still images that I get served all these reels just annoys me and I close it. I've actually, like moved it off the main screen of my phone.

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How interesting. Hey, and I wonder if that is, you know, a common experience for a lot of people who join the platform and engage with the platform, because they do like those still images? Yeah, it's interesting to know, because I feel like everyone who's on there, and who wants to still use that as a platform to grow their reach. And I've spoken about this before, you know, feels like they are kind of forced now to create reels, because that's what Instagram is going to promote, you know, to other users on the platform. So I feel like because of that the content on there is, you know, in the main part shifting towards those reels. So as you say, Amy, you know, as someone who doesn't particularly like watching those reels, it's probably 80% of what you're seeing when you log on these days. So yeah, it's, it's an interesting, interesting sort of moment in time, I think, for that platform in general.

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Yeah, I do, too. And that's why I'm wondering like, and that's why I was asking, you know, is it because this is relatively new? You know, that that you? And the reason that I was curious about is because you made the only made the one reel, yet they were serving it up? I mean, how much longer later is this? So like, that says to me, there's not a whole ton of related content necessarily, which feels like an opportunity. I don't know. That's, that's, I mean, I totally made that up that, but that's, it seems kind of logical, does it not?

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Well, interesting, because I feel like there's a sea of reels on Instagram. So I don't know what it like, I wish I knew what it was about this one. And, you know, and again, I should, you know, again, clarify that, yes, it's getting traction, in, you know, a noticeable amount of traction for me, but in the grand scheme of things, you know, for a business that had a much bigger following, you know, it wouldn't be, it probably wouldn't be such a big data point, I guess, is what I'm saying. So yeah, maybe it's taking that context. And that relativity, I guess, into account. So I don't think I've cracked any sort of code. I think I've just behaved in a way that Instagram wants me to, and I am reaping the rewards of the algorithm as it is at present.

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Yeah, I think so too. And also, it was, it was good content. But I just, I just think it's interesting to think about, because maybe there's an opportunity, but who knows where you know, where they're gonna, where this will end up, but we shall see. So let me just make sure that we've that we've answered this. Yeah, I guess basically, we've answered the no time. I just have one more question for you. So do you see it as an important thing? I mean, is that something you'll you'll keep doing? And did this encourage you?

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Yes, yes. Yes. Yes to all those questions. So yes, this was definitely really encouraging. Yes, I will absolutely keep doing it, I actually have a couple of draft reels in there, because I started creating

and then I just, you know, got pulled away from that task and never got back to it. So I think the bulk of my Instagram content, at least, for the time that Instagram is still prioritizing reels will be reels, because as I've spoken about many times on this podcast before, my goals for that platform, now is to grow my reach. So it would be silly for me to devote time to creating content that isn't going to help me reach that goal. So definitely, for me and my business, given my goal is at present, reels are the way forward for now. And hopefully, I'll be able to create one a week, that's, that's my aim. So it's really like, you know, one reel a week, I'm not going to go gangbusters and start, you know, creating a prolific amount of things. But I think if I can focus on quality, and each of the reels, or maybe not each, but the majority of the reels has this kind of effect, where they're still bringing me engagement and followers and people joining my list and taking action based on what the CTA is, you know, three, four weeks down the track, and that's a good thing. And that can, you know, help build some momentum on the platform, fingers crossed and all things going well.

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I love it. So let me let me ask you something. Based on something I've been thinking about, maybe somebody else is thinking about it too, which is I was making videos every week for I don't know how long I did that 80 weeks in a row or something and I stopped this summer, and I'm about to pick up again. And so what I wondered was, you know, should I be taking some clips and making reels. Now the thing is, before up until I don't know, this summer, you know, I had somebody doing social media for me like I'm doing air quotes, you know. So when I was doing cars when I was when I had content, I had somebody who was pushing out notifications about the content. But it felt really phony, because then people would interact with me and I wasn't going there. Right. I mean, it was something I just wasn't doing it. I could discipline myself to do it. But then I thought, I haven't I don't know, I don't know that it's a good idea to be putting content out when I'm not really a participant in the platform. So is the answer. Yes. Don't do that, you know, or shut up and just become a participant in Stop, stop being such a baby about social media.

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So I think my question is a different one for you is do you need to get traction on social media to hit the goals you have in your business at the moment?

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I don't know that I need to get traction on social media. But I just like came out with a new website and switched markets and find I definitely need to build a new audience. And I don't see social media as an audience so much, but I see it as a chance maybe to get in front of new people who would then become my, my audience and my audience. I mean, like, actually get on my list. And like you, and we have to have a conversation about this. Because like you owe that to experiment with paid and we haven't talked about that at all, privately or publicly. So it's kind of interesting.

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It is, but we should we should have a chat about it, either privately or publicly. If you're listening, and you're like, Oh, yes. Tell us about your ventures into paid traffic land, Amy and Kirsty, then let us know. And well, well, beautiful. I think talk about that. Because it does. The main takeaway for me

know. And we'll we'll happily, I think talk about that. Because it does. It's new territory for me personally, and I'm sure it will be for you too. I mean, it feels kind of weird. After all, this time having a business that hasn't related at all on me spending money to make money in that sort of way. I'm like, Oh, I'm just dropping like, you know, two grand a week now on paid traffic. It's bizarre. Anyway, a conversation for another time, perhaps?

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Yes. And it will be because I'm going to use it actually to test some ideas and see, you know, which of which of my things has more traction and try and do it more quickly than I could do it organically. So Well, I think we have some good stories to tell.

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Oh, I think so too. And I love this. And sorry, it sucks. I totally didn't answer your question, then. So awesome. So I feel like if you need like, you know, you need to build a new audience. But it also sounds like you don't enjoy being on social media and engaging with people in that way, then I would suggest that social media probably isn't the place for you to get that new audience only because if it feels effortful, you probably never going to do it. And I think you know, that it's not really engagement, like you're not really getting the best out of it. So there may be other ways to get new eyeballs on your new website, like, you know, picking people's paid groups or communities to, you know, deliver workshops or ask me any things, you know, that kind of thing going on other people's podcasts, etc. Like all these things that I know, Amy, that you are excellent at, they may be a more successful way for you to build that reach. As opposed to having to psych yourself up to go and respond to comments on Twitter or engage with people on Instagram.

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I keep feeling like I could, because occasionally I do and I enjoy it. But I haven't made a discipline of it. And it started feeling especially with my new approach, it just felt like it just it felt phony just felt it just didn't feel right. So thank you for that you didn't tell me to just buck up and do and I appreciate that.

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And actually, I have one more tip that I just thought I would share with before I before we wrap this episode up. So I was a guest on someone's podcast last week. And she, when you record the podcast, she also uses videos so we can see each other talking. And she was telling me at the end that she'd earmarked a few snippets in our podcast interview. Because what she does is she then gets her VA to create reels for Instagram, out of that interview itself. And I was like that is a genius idea, because reels are time consuming to create. So you know, this is just another way of repurposing content that you already have. So just a tip for anyone who may, you know, have that opportunity where you either have your own podcast and you are filming that while you're recording the audio. Great way to make real content, just sort of as a side effect of doing the main task. So just a random tidbit, just in case you're like, oh, okay, I know I need to do reels, but oh my god, I do not have the time that I need to, you know, create them at scale. Just just a little little nugget for you to send you on your way.

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And just based on what you just said, I feel like I know whose podcast it is because there's only one person I can think of who would like be that organized and smart. Well, maybe not just one but one that I know of for sure. So we'll see

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how funny because I don't think you know this person. So how funny we'll have to have to chat after we hit stuff on the record and see if it

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will fill you in the center. And with that.

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With that I think that's a wrap. Thank you so much for submitting your question we love when we get follow up questions from previous Episodes probably selfishly because we're like, yeah, if someone's listening, but also because we love continuing conversations and going deeper and deeper into topics here at business badassery so if you do have any questions about any topic at all, or any kind of conundrum you're currently having, or about to face in your online business, head over to businessbadass.co/podcast and submit the question there, and we will absolutely tackle it on a future episode.

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Excellent. Thanks for listening. Catch you next time. Bye for now.