

How to Spot and Replicate Trending Reels on Instagram





REELS ALGORITHM

The Do's and Don'ts of Instagram Reels



ID TRENDING REELS

Trends by Audio, Hashtags, and Popular Creators



REMIX, STITCH, SEQUENCE

Leveraging Existing Reels to Reach More People

No one algorithm decides what you see,

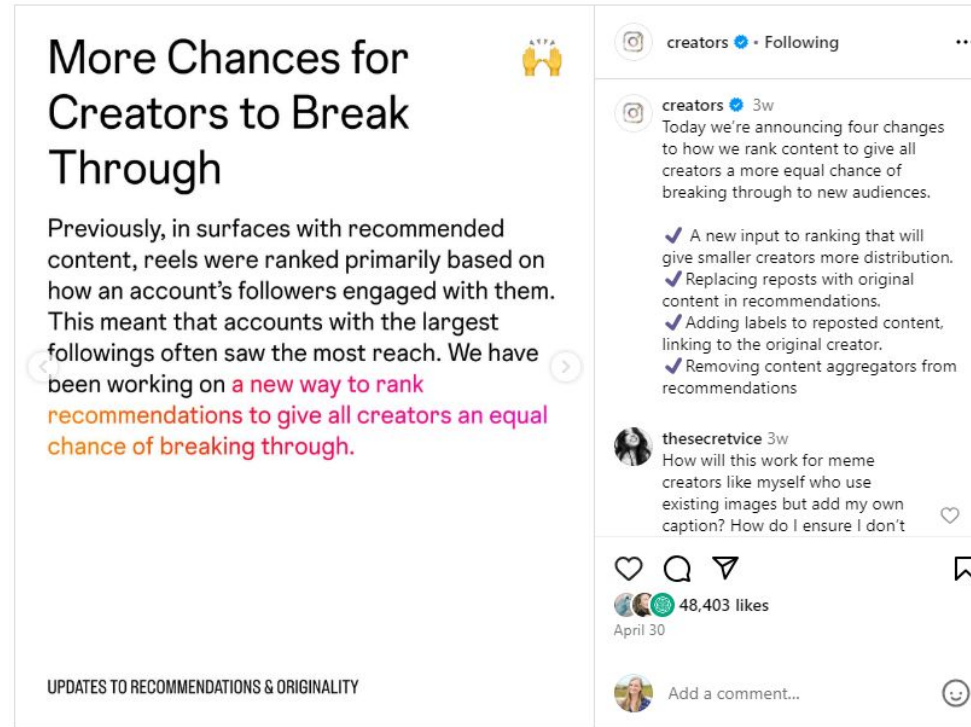
**each part of the app has
its own ranking system**

based on how you use it.

FEED · EXPLORE · REELS · STORIES · SEARCH

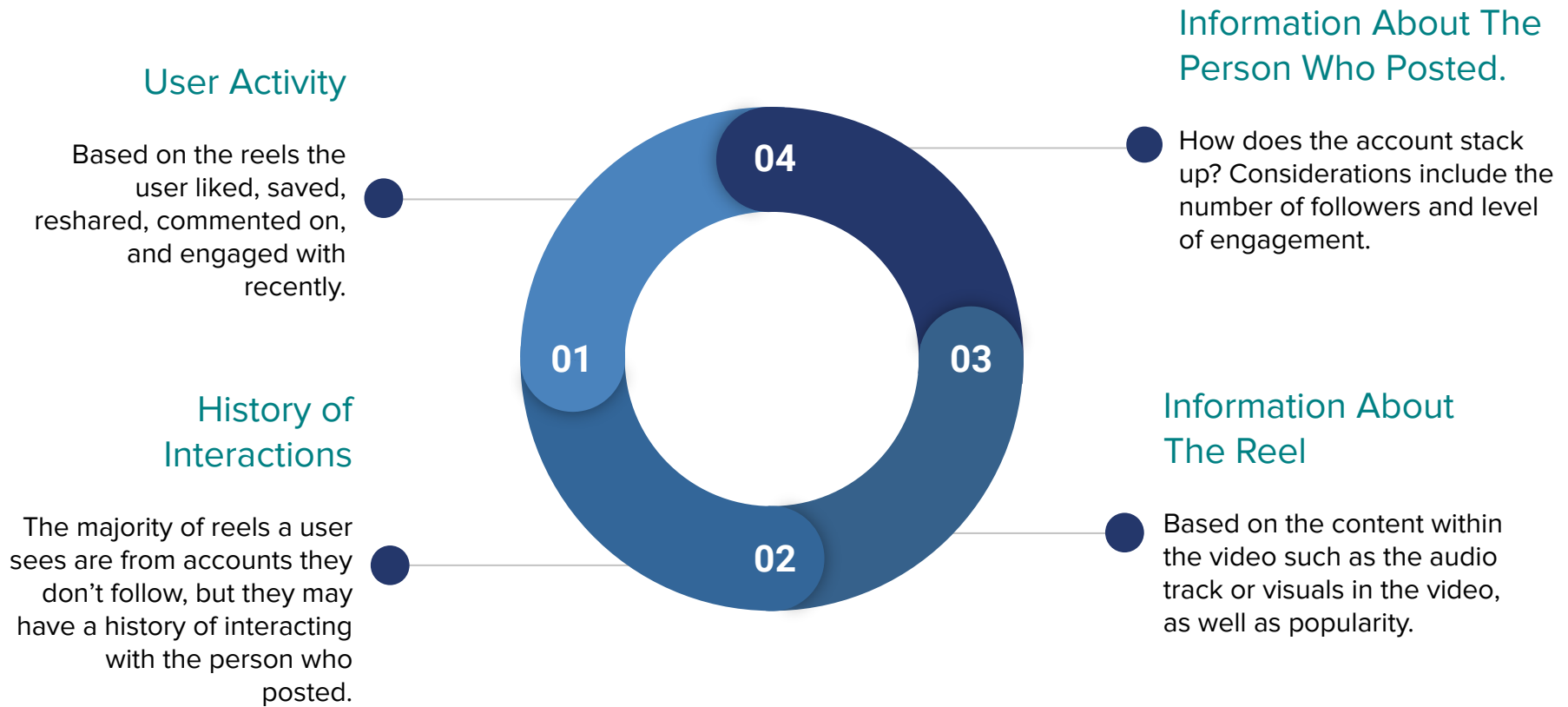


[Head of Instagram breaks down the Instagram algorithms](#)



[Instagram's @creators account reviews how content is ranked](#)

INSTAGRAM REELS ALGORITHM UPDATE - DO



Bottom Line: How likely is your viewer to reshare a reel, watch a reel all the way through (replays), like it, and go to the audio page?

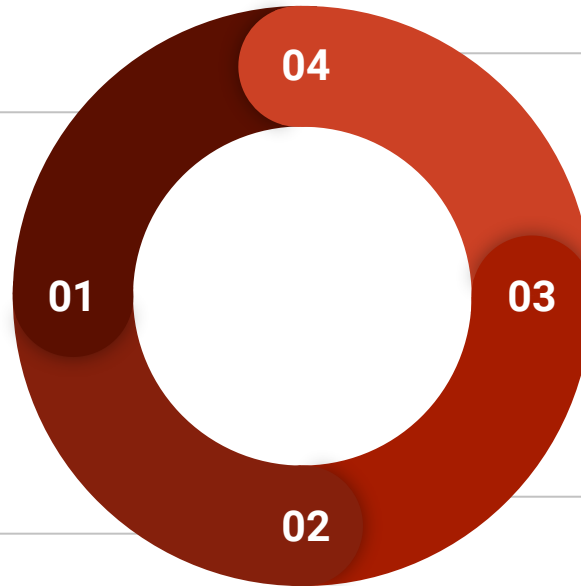
INSTAGRAM REELS ALGORITHM UPDATE - DON'T

X Low Resolution or Watermarks

Content with watermarks from Tik Tok or content apps, or low-resolution content will be penalized.

X Muted, Borders, or Too Much Text

Watch out for using too much text on reels, mutes the video or horizontal videos that creates a border.



X Previously Posted

Reels that have already been posted on Instagram will be made less visible.

X Political Issues

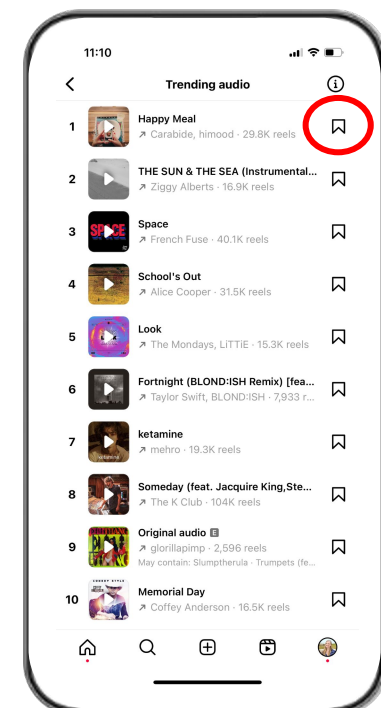
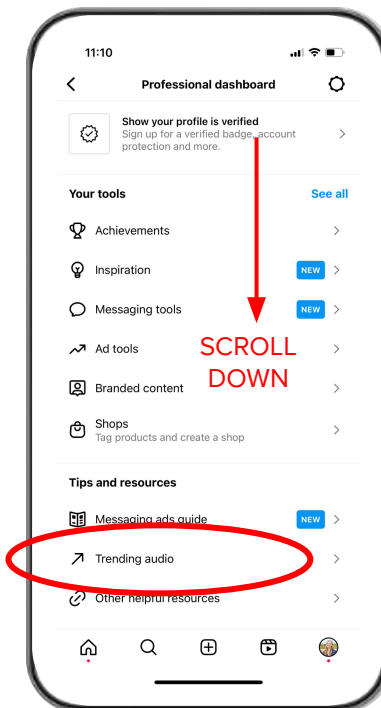
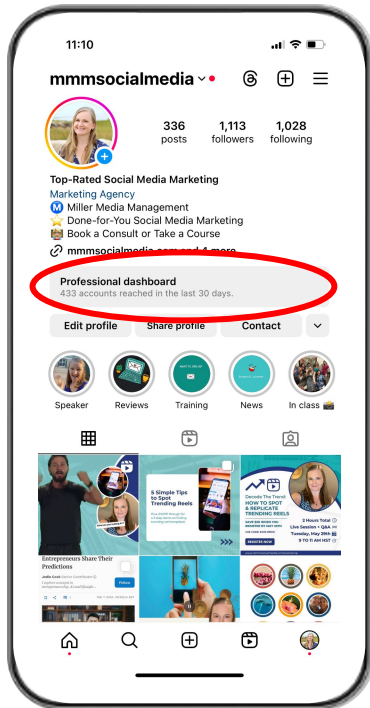
These forbidden topics include drug policies, climate, vaccine related misinformation, election topics, etc.

IDENTIFY TRENDING REELS

How to Find Trending Reels

Knowing where to find trending reels is essential to leveraging them. Here's where to find them:

1. Professional Dashboard > Trending Audios



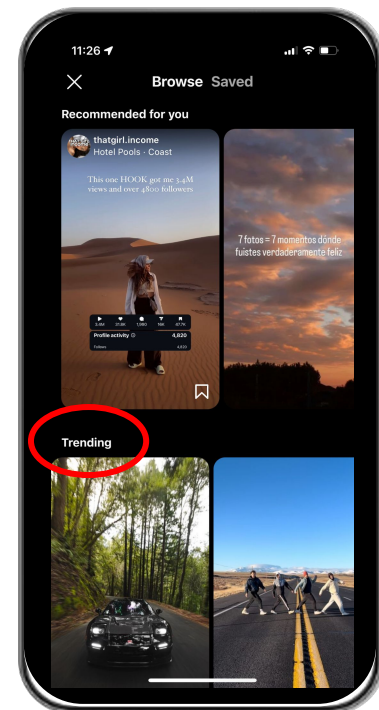
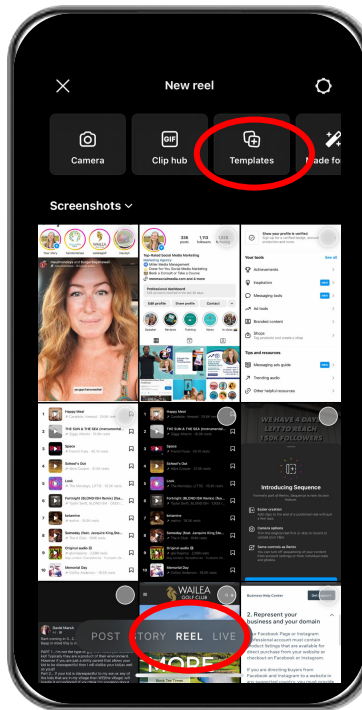
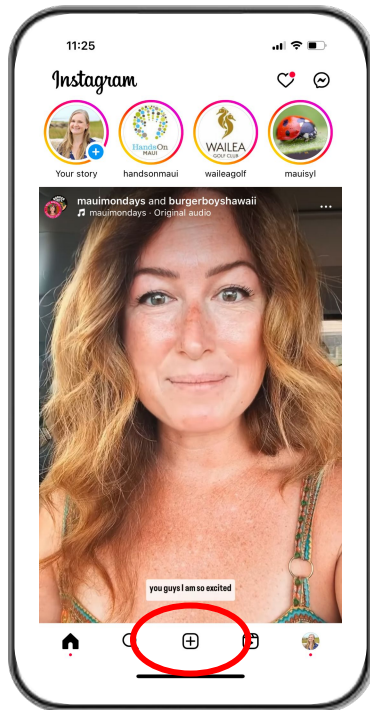
Save Your Favorites!

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2. Reels Creator Tool

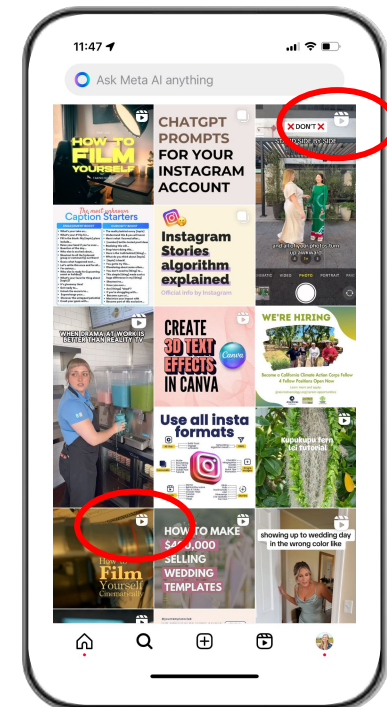
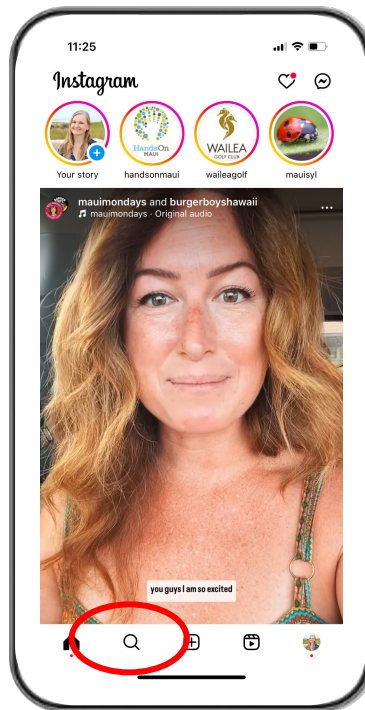


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2. Reels Creator Tool
3. Explore Tab

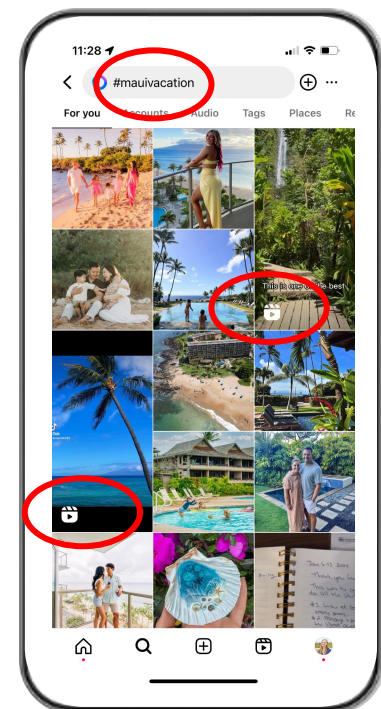
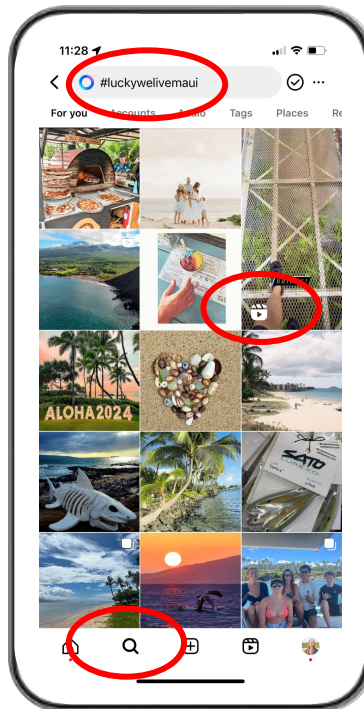


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2. Reels Creator Tool
3. Explore Tab
4. Hashtag Search



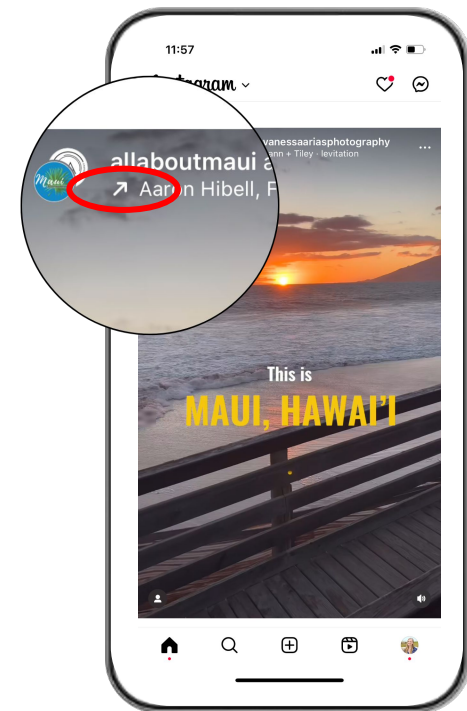
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3. Explore Tab
4. Hashtag Search
5. Instagram Feed

****The arrow next to the audio denotes a trending audio. This will show on all reel placements.**

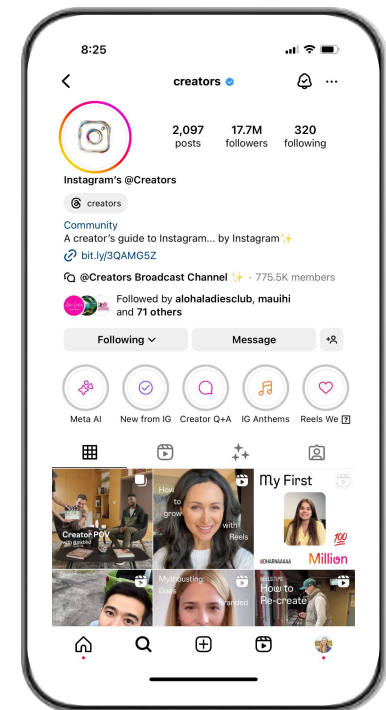
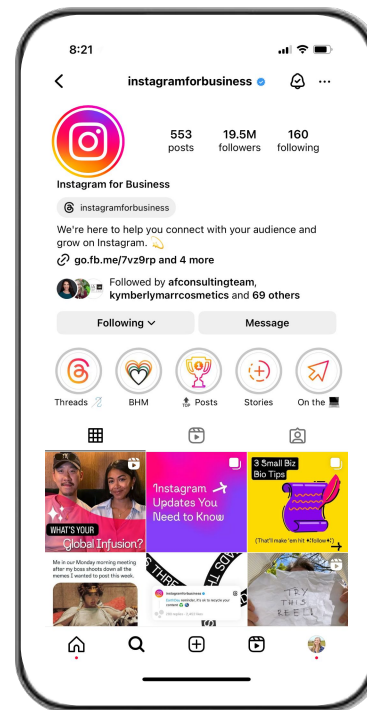


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1. Professional Dashboard > Trending Audios
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3. Explore Tab
4. Hashtag Search
5. Instagram Feed
6. Popular Accounts
 - a. @creators
 - b. @instagramforbusiness
 - c. Search your industry leaders



EXAMPLES OF TRENDING REELS

Copy these creative reels to share everyday messages and memes on Instagram

[Out of the Bag](#)

A simple paper bag and a note paired with a clever point of view captures viewers attention.

[You need a coffee](#)

Use a 4 word message and a catchy clip transition to capture attention.

[Heart Happy](#)

Surprise viewers by swiping through photo messages on your phone while zooming in.

[Help Wanted](#)

A little comedy goes a long way. Use cardboard signs to spread the word.

[Napkin Note](#)

Feature a product and use a napkin to share a surprise message.

[Reveal the Facts](#)

Write down your message and cover up parts with post-its. Reveal 1 bit at a time.

[Green Screen Memes](#)

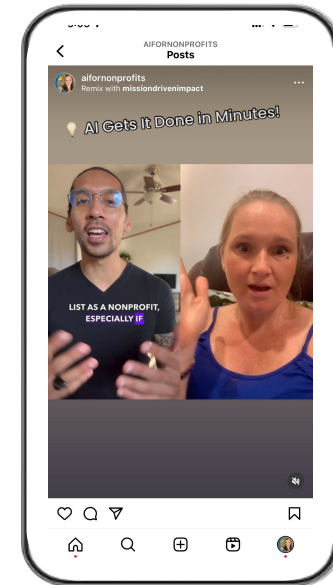
Use a viral meme to convey a message. Add text and a background video for attention.

REMIX, STITCH AND SEQUENCE

Remix / Duet

React to or interact with another user's Reels. The Reels will be shown side-by-side, and will play at the same time.

- Use this feature to blind react to something or add your commentary.
- Cannot add clips
- Can add stickers, text, change layout, and use filters



Sequence / Stitch

Bring together multiple clips into a single Instagram story. The clips will play one at a time.

- Use this feature to put a popular clip or a great hook at the beginning of your reel so people will continue watching.
- “Incoming Stitch” can be added to first clip to tease the viewer to keep watching.

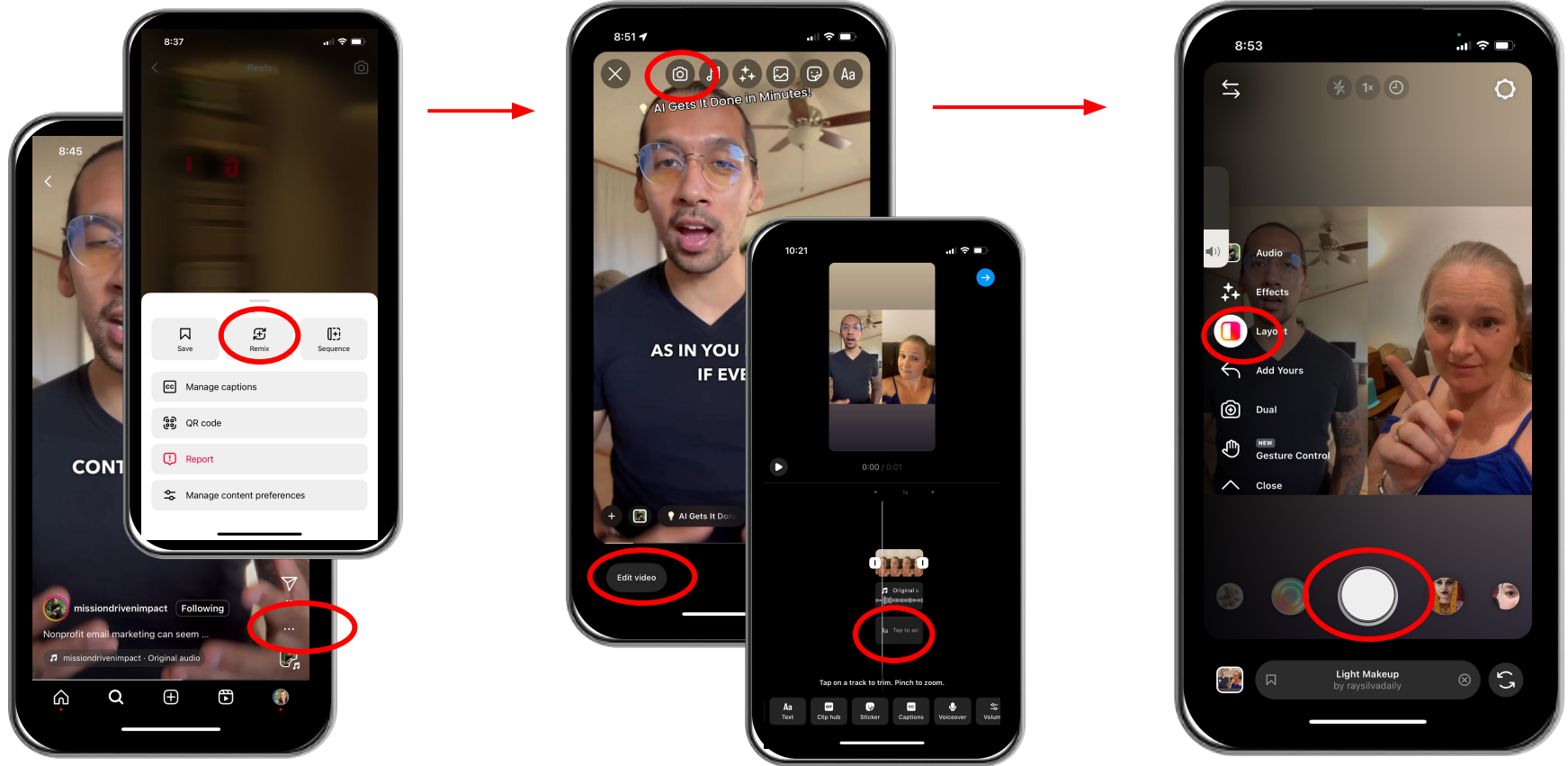


HOW TO REMIX A REEL

Start with the reel you want to remix and follow the steps:

- 1** Tap the ... on the reel and choose Remix
- 2** Edit the reel (*optional*). Add text, stickers or trim the clip. Then tap the camera button from the top menu
- 3** Choose your layout and filters, Click the camera button on the bottom and record your video.
- 4** Preview the clip and click next → to add a caption
- 5** Choose your cover image. Add your caption, hashtags and call to action. Add topics and tag locations.
- 6** Publish or Save as Draft

HOW TO REMIX A REEL



Step 1

Click ... on the reel you want to remix. Then choose Remix.

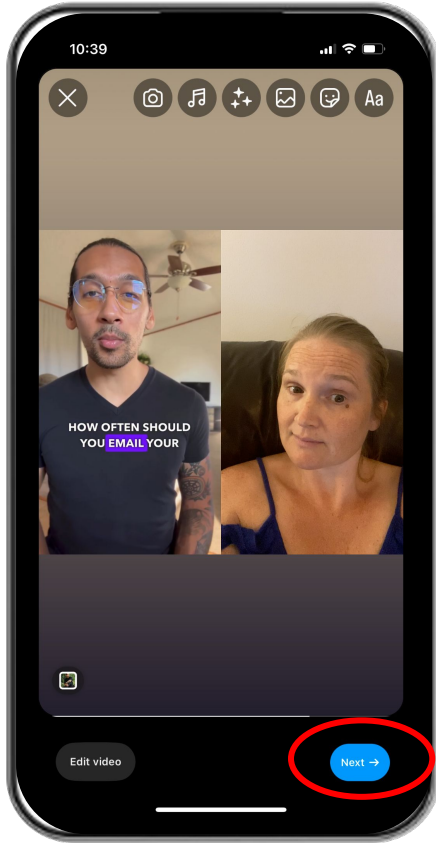
Step 2

Edit video, add text (optional).
Swipe down to exit editor.
Then click camera icon at top.

Step 3

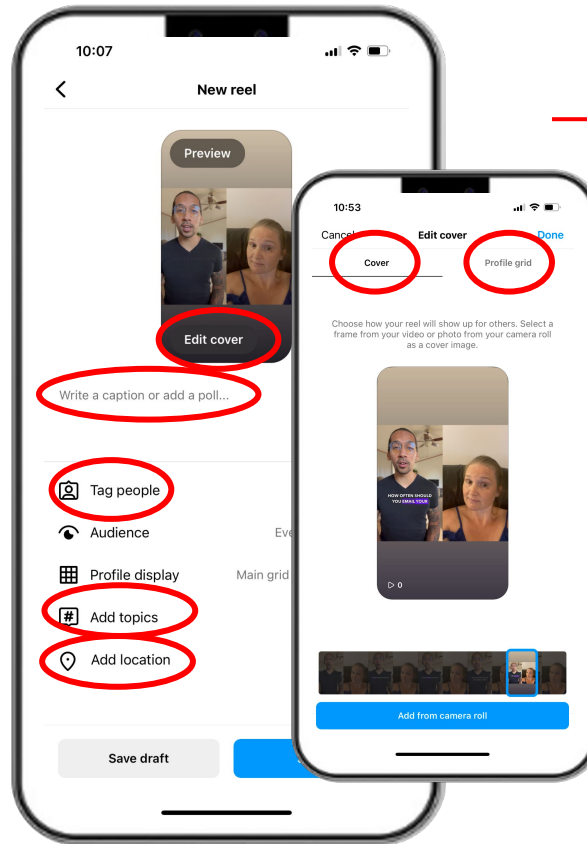
Choose a layout and filter.
Tap bottom circle to record.

HOW TO REMIX A REEL



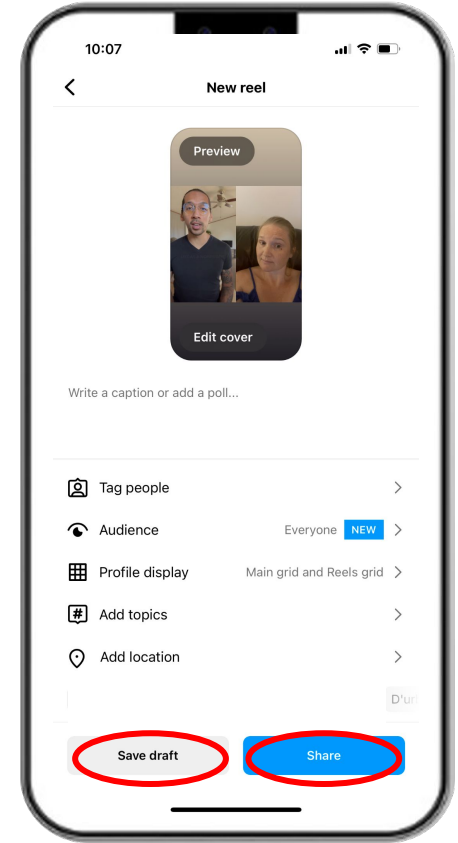
Step 4

Preview your reel, make final edits, and click next.



Step 5

Edit the cover image. Add a caption with hashtags and CTA. Tag people, topics, and location.



Step 6

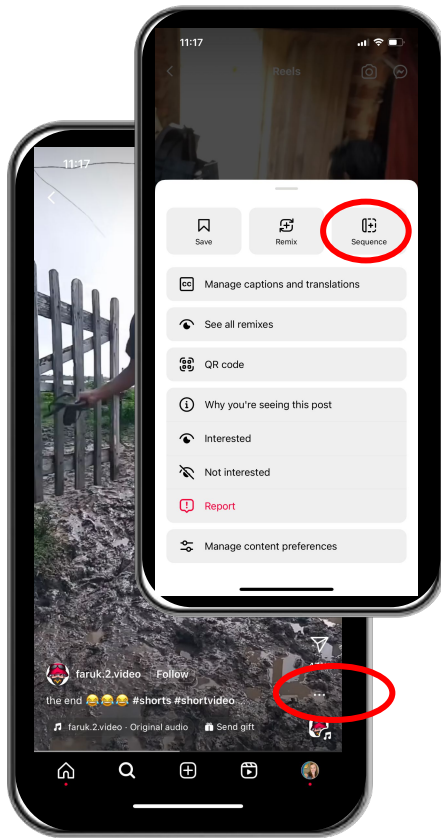
Publish or save draft.

HOW TO SEQUENCE A REEL

Start with the reel with a great hook and follow the steps:

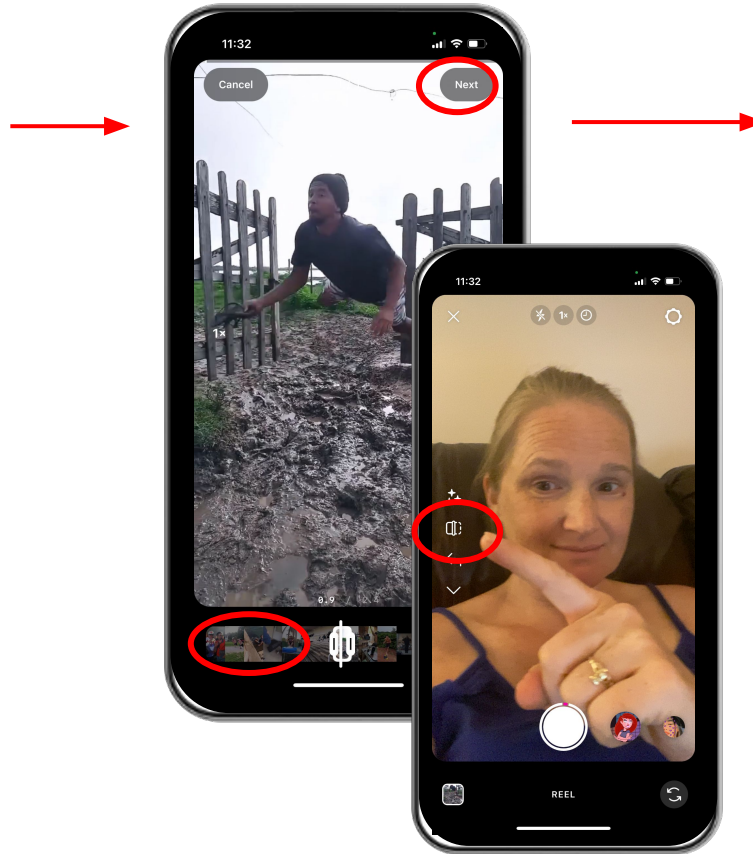
- 1** Tap the ... on the reel and choose Sequence
- 2** Trim the video to the exact clip you want. Click next. Choose the sequence editor.
- 3** Film your video. Trim your video to match the transition. Add text as needed. Preview the clip and click next → to add a caption
- 4** Choose your cover image.
- 5** Add your caption, hashtags and call to action. Add topics and tag locations.
- 6** Publish or Save as Draft

HOW TO REMIX A REEL



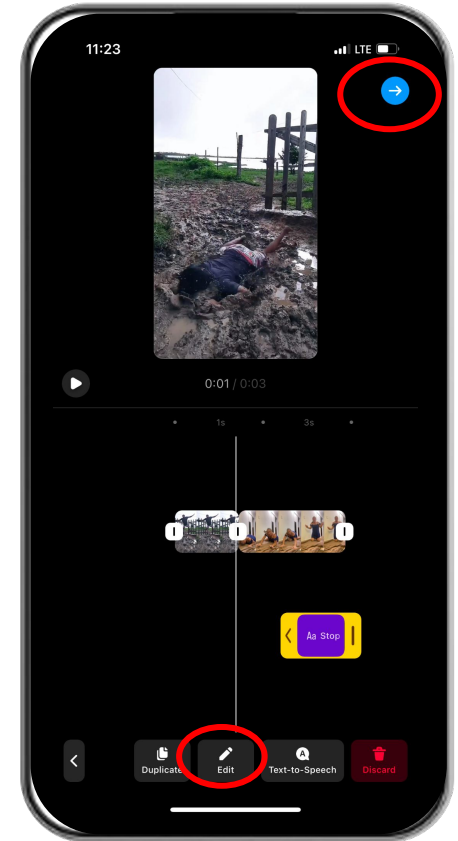
Step 1

Click ... on the reel you want to sequence. Then choose Sequence.



Step 2

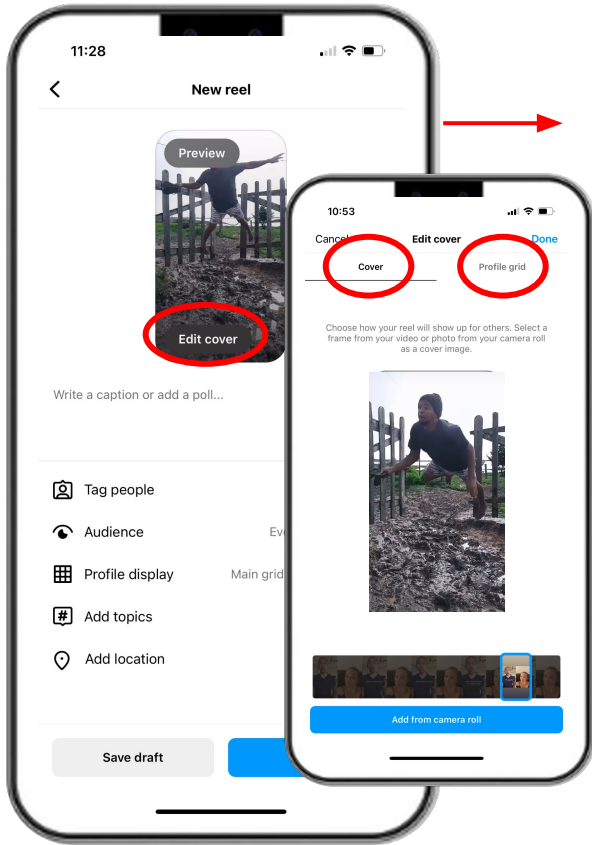
Trim the video to the exact clip you want to use. Click next. Choose the sequence editor.



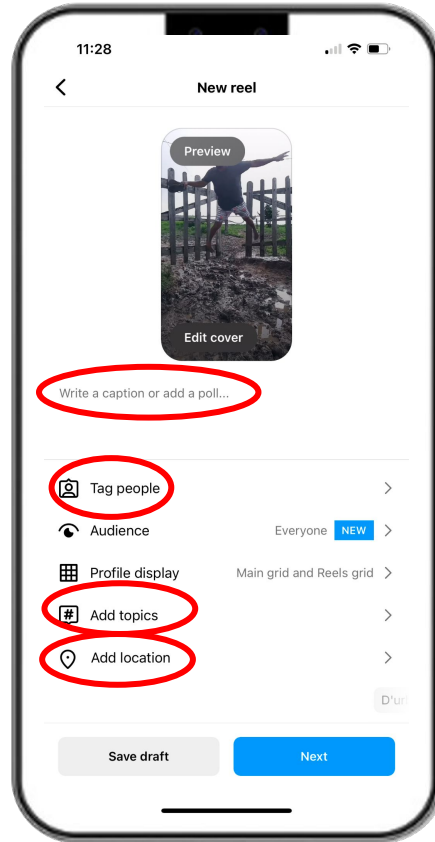
Step 3

Film your video. Trim your video to match the transition. Add text as needed.

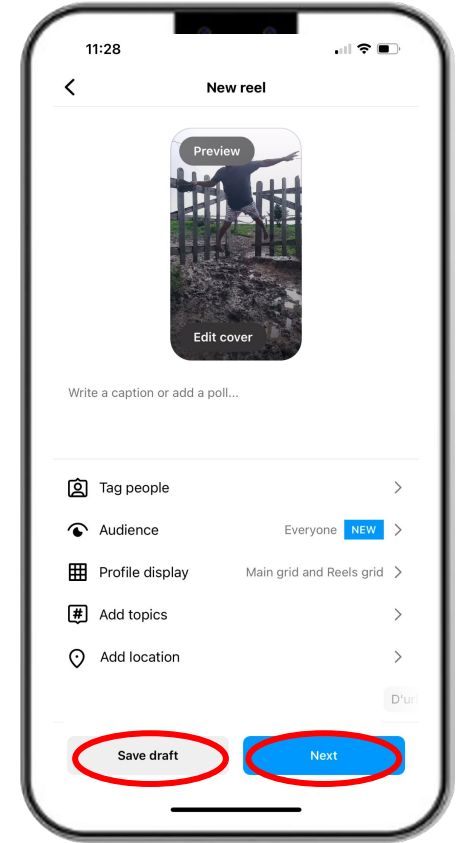
HOW TO REMIX A REEL



Step 4
Edit the cover image.



Step 5
Add a caption with hashtags and CTA. Tag people, topics, and location.



Step 6
Publish or save draft.

HOW TO CREATE A GREEN SCREEN MEME

What is a Green Screen Meme?

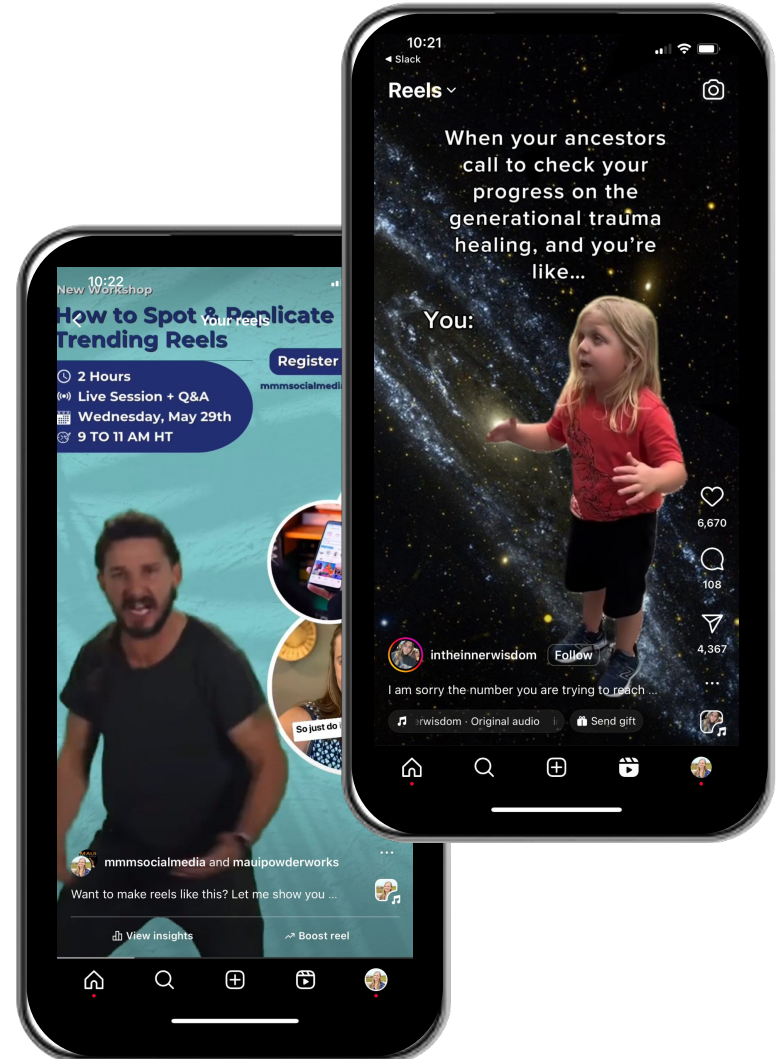
Green screen memes often feature a celebrity or viral meme overlaid on a background of your choice. These popular memes rely on added text for context and often get lots of views and likes.

Where can you find memes?

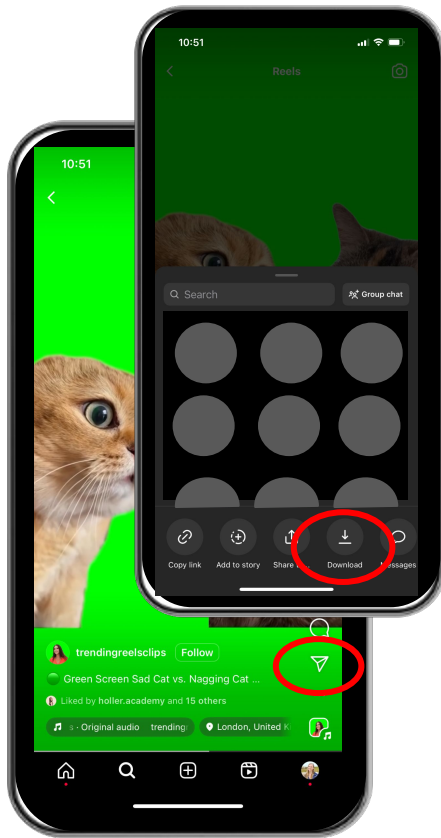
- YouTube - Search “green screen meme”
- [Greenscreenmemes.com](https://www.greenscreenmemes.com)
- TikTok - [@igreenscreenthings](https://www.tiktok.com/@igreenscreenthings)
- Canva Elements
- [CreatorSet](https://www.creatorset.com)

Which editing tools can I use to build green screen memes?

- Canva
- Capcut
- Kapwing

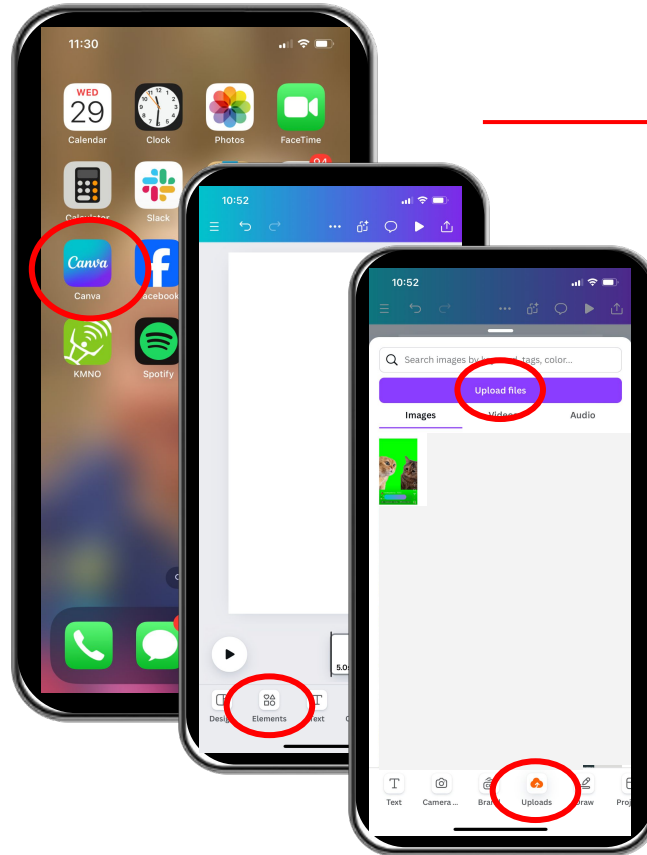


HOW TO CREATE A GREEN SCREEN MEME IN CANVA



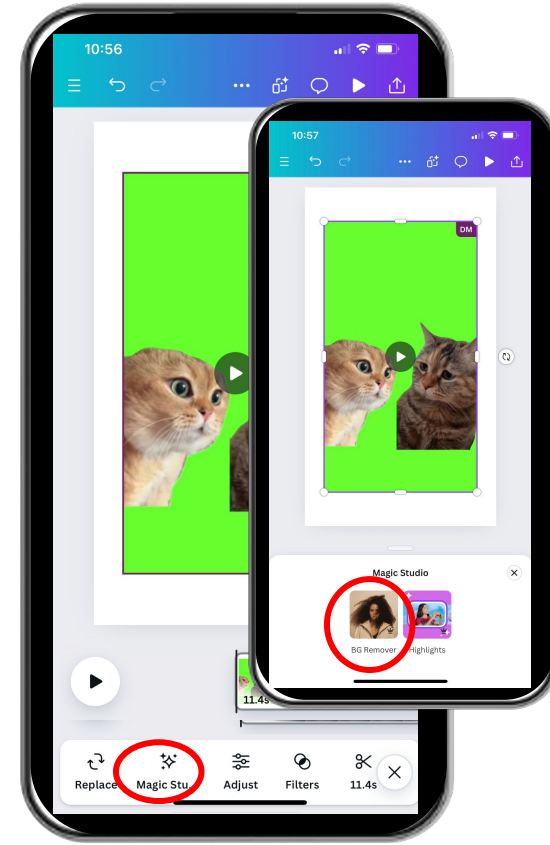
Step 1

Download the green screen meme you want to use. from Instagram or a third party tool.



Step 2

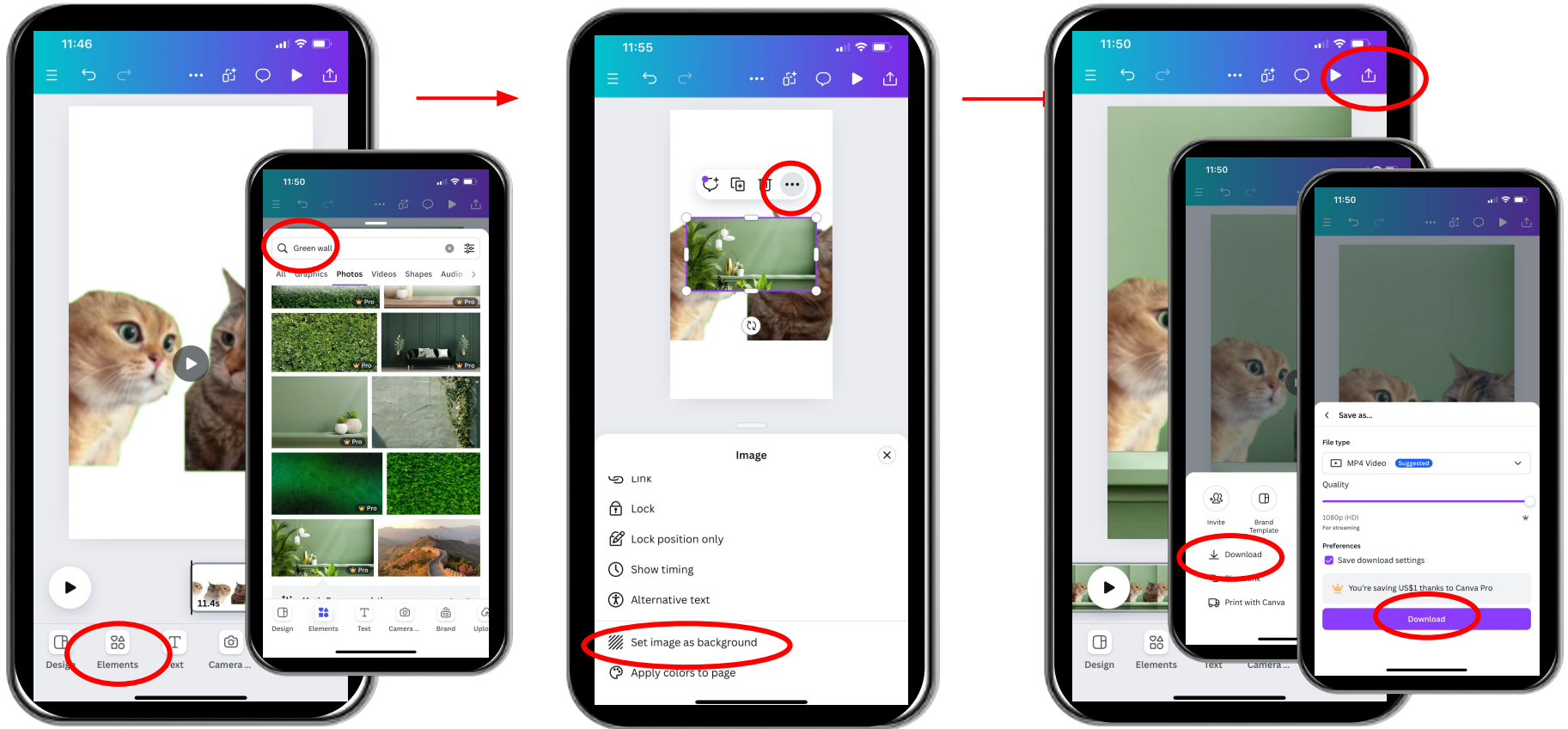
Open a reel template in Canva. Click Elements > Upload to add your green screen clip.



Step 3

Click on the video. Select Magic Studio > BG Remover.

HOW TO CREATE A GREEN SCREEN MEME IN CANVA



Step 4

Add a background image or video use Elements.

Step 5

Click ... , scroll down and select "Set as Background"

Step 6

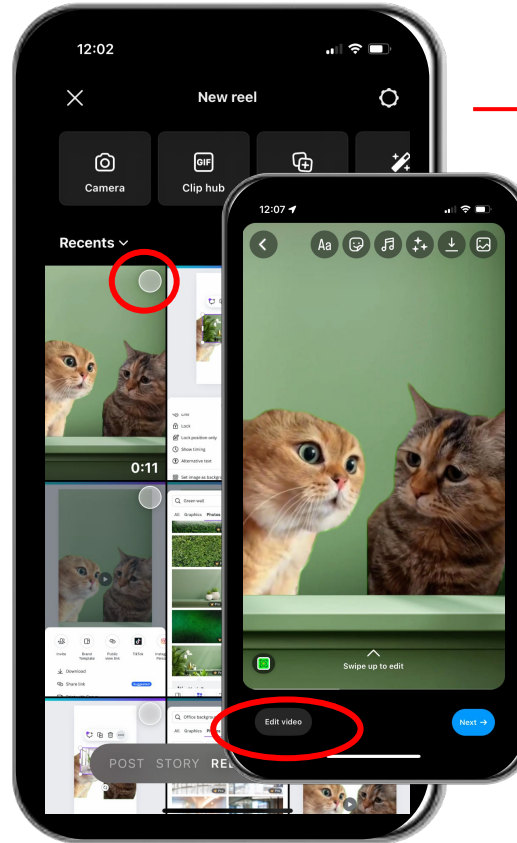
Download the clip.

HOW TO CREATE A GREEN SCREEN MEME IN CANVA



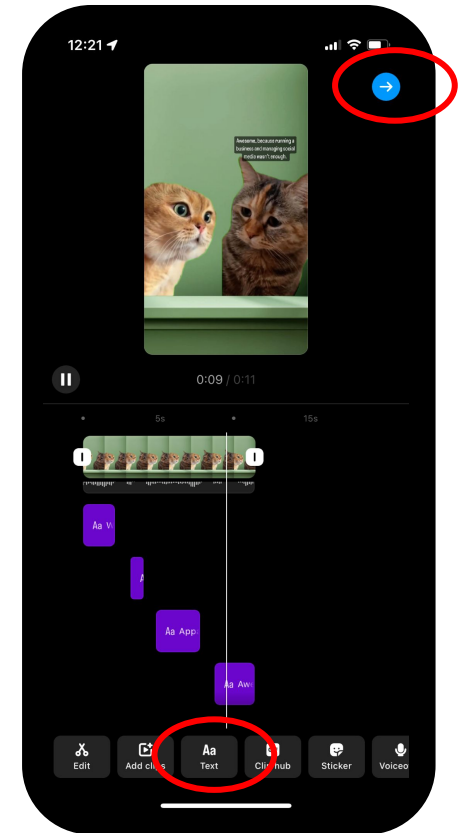
Step 4

Open Instagram and go to the original reel. Click on the audio track.



Step 5

Choose the video you made in Canva. Then click, "Edit Video" to add text.



Step 6

Add the text. Click next. Add a caption, hashtags and tags. Publish or Save Draft.

BEST PRACTICES FOR REEL SUCCESS

Hook in the First 2 Seconds

Grab attention immediately. The first 3 seconds are crucial.

Create High-Quality Visuals

Use 1080p resolution with good lighting, clear visuals, and creative transitions.

Use Trending Music or Sounds

Increase the chances of your Reel being discovered by people following the trend.

Short and Share-Worthy

Keep your Reels 6-90 seconds. Shorter is better for replays. Content should be entertainment-forward. Go for the share.

Add a Call to Action and Hashtags

Ask for the comment, share, or follow. Use a mix of local, niche, and trending hashtags to increase discoverability.

Add Captions and Text Overlays

Highlight key points and ensure your message is understood even without sound.

Consistency and Frequency:



NEED HELP?
BOOK A CONSULT

mmsocialmedia.com/schedule