

10



Ways to Create an

Engaging Instagram Reel



HEALTHCARE FILMS BY
WILDWOOD

Welcome

You might not immediately think of Instagram when it comes to marketing your healthcare practice. But with more than 1 billion active users each month, Instagram is the place to be if you want to showcase your organisation, generate leads, and connect with your audience on a deeper level. Though it was once a place for sharing photos, it's since developed into a king of video content. Instagram's most recent development? Reels.

Instagram reels are a fantastic way to get the platform's algorithm on your side - the platform has actually ramped things up for reels, meaning that they get more visibility than other types of content. As a result, reels receive about 22% more engagement than regular video content. This is why you might have a reel with 1,000+ views, while your latest post only got 10-20 likes!

When it comes to creating video content, working with a professional is always your best bet. At [Healthcare Films by Wildwood](#) we create high-quality films for social media worthy of the big screen so you stand out and capture your audience's attention fast. But if you want to give aligning your page with the algorithm and start reaching new people a go yourself, reels are where it's at. Not sure how to get started? Don't panic! That's what we're here to help you with!

Take a look at our ten best tips when it comes to creating a thumb-stopping reel.



HEALTHCARE FILMS BY
WILDWOOD

Educate and ENTERTAIN

When you create a reel, you're going to want to focus on two things: education and entertainment. People will expect the educational content from you as a healthcare organisation, but there's no reason this can't be entertaining too! After all, most people are on Instagram to take a break and enjoy themselves! Whether on your lunch break or trying to kill time before an appointment, we've all opened up Instagram to kill the time before.

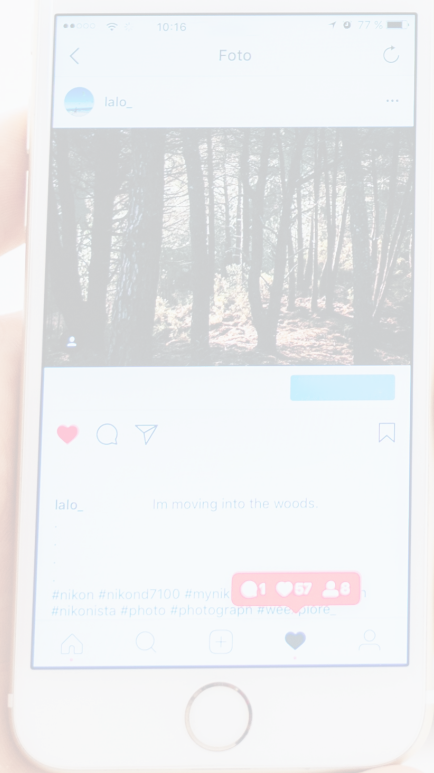
So, when creating your reel, ask yourself these two questions:

1

How can I entertain my audience and get them to pay attention?

2

How can I provide value to my audience and share important information with them?






The best reels combine something fun and engaging with something useful. For example, if you wanted to build awareness surrounding breast cancer, you might create a reel where you're doing an entertaining dance or voiceover while sharing the top things to look out for when it comes to changes on the body. You're adding a high-quality sound to entertain them (more on this next!) and providing educational content by sharing advice.

The perfect reel follows this formula: entertaining + educational + a trending sound. When you have all three of those things, your reel is sure to be engaging!

At [Healthcare Films by Wildwood](#) we work closely with our clients to understand exactly what it is they want to achieve. With over 20 years in the industry, we've seen a lot! We can help you come up with ideas for videography that you might not have thought of before so you can reach your goals faster!

Use A Trending

SOUND



An essential part of that engaging reel formula is using a trending sound and is a fantastic way to ensure your reel is seen by thousands – which is exactly what we want! If you've ever gone on Instagram to find the same song or audio clip playing over and over again, that's probably because it's trending – and it's going to help new viewers see your reel.

To find trending sounds, you'll go to the reels explore page (the centre button on the Instagram app!) and scroll through the reels Instagram recommends for you. In the bottom left corner, you'll see the audio used for each video. If there's an arrow next to this audio rather than a traditional music note, it's trending!

Now, you might be wondering, "What if I want to talk in my reel instead of using a song or audio clip?" We've got you! Even if you have a voice in your reel, you still want to use a trending sound. Simply turn it all the way down, so it's still on the video, but nobody can hear it. This way, the sound will still show up in searches and on explore feeds (where most people find new reels), but it won't get in the way of your message.

Focus On Your

TRANSITIONS

Remember, Instagram is a place where people go to be entertained and take a break from reel life – pun intended! So, one of the best ways you can provide this entertainment and create something eye-catching is by focusing on your transitions. When your video switches from one thing to another, make sure this transition aligns with your reel's sound and words.

A reel that lacks good transitions will seem choppy and unprofessional – not the best look for your business! That's why you want to get nit-picky and make sure your transitions match up with your audio and text. For example, even if you're simply moving from one side of your screen to the next, align this transition with a change in the sound.

It's all about getting into the minds of your audience and thinking about what will make them stop scrolling. Sometimes, it feels like magic when we watch a reel and see someone switch outfits, positions, or add in props. And these minor tweaks will make your reel much more engaging!

Trying to keep on top of all these trends and techniques can feel overwhelming - at [Healthcare Films by Wildwood](#) we take care of the whole process for you so you get social media films worthy of the big screen without any of the stress!





EXPERIMENT

You've got entertainment, education, sounds, and transitions – what's next? Now's the really fun part! Experimentation. Make a few reels, get creative, and see what your audience likes best. To create an engaging reel, you might need to try a handful of different types. How-tos, fun dances, tips and tricks – the possibilities are endless here.

If you want to get more views, it's all about experimenting and figuring out what works best for your page. For example, if you're a specialist clinic that focuses on one area of health, reels that address this will get the most engagement. But if you're an NHS practice whose audience has various pain points you might need to cast your net a little wider and cover a wider variety of topics to see what works best. So don't be shy here – dive in and see what types of reels your audience flocks to!

We've worked with a wide range of clients - from corporates, to schools, to charities and the NHS so we're well versed in the challenges of filming in a variety of settings. And we know what works and what doesn't. We'll combine our background in cinematic film with the power of story to express your message in a compelling way so your social media film wows for all the right reasons.

Showcase Your

PERSONALITY



While all healthcare practices should adhere to the same standards regarding their patient care, you can still showcase your organisation as being unique with plenty of value to offer. But the only way you'll get people to see that is by showing them what makes your practice so special! Leaning into your personality is an excellent way to connect with your audience and distinguish yourself from the competition.

Yes, you'll want to remain professional and stick to your content strategy, but you can do so in a fun way! Don't be afraid to do things differently and try out new ideas. The last thing people want to see is a reel they've watched a dozen times already, so think outside the box and let your personality take centre stage!

We know being in front of the camera is often outside of people's comfort zones, so we make sure to help our clients feel as comfortable as possible so their personalities can really shine through!

Change Your OUTFIT



With our ever-shortening attention spans, it's essential to do all we can to make sure our audience pays attention to our content. One way to do this? By making sure no piece of content looks the same as another! It may sound trivial, but even the smallest things will set you apart when it comes to Instagram reels. For example, your outfits! Even if you're filming five reels in one day, it's important to change your outfit and the background you're using for each one. Sometimes, if you're wearing the same thing, a user will think, "I've already seen this!" even if it's a new post so make sure to switch things up!

If you're relegated to one space that works for filming in your healthcare practice, why not try getting some different coloured backdrops that you can put up to film in front of? You could even do something as simple as changing the items you have on display in the background - like alternating plants on shelving or displaying different medical equipment. Attention spans are short enough already, but they're only getting shorter, so tap into your creativity when you're making your reels to keep people watching. It's all about having attention to detail here!



Share

EVERYWHERE

Ready to post your reel? You'll need to make sure you share it everywhere for maximum exposure. Post it to your feed and share it to your story to ensure your followers know it's live. You can share it to your story as soon as you post it, but we'd recommend resharing it there a few days later as well in case people missed it.

It's okay to bring a reel back around after it's been live for a while! Reels have a much longer shelf-life than other content on social media - they can still be gaining attention some 2-3 weeks after they've been posted so don't worry if they don't immediately gain the traction you were hoping for. The algorithm might still choose to take them for a spin!



HEALTHCARE FILMS BY
WILDWOOD



Forget The **RULES**

When creating an engaging Instagram reel, remember this: the amount of effort you put in doesn't equal the number of views you'll receive. For example, you could spend three hours creating one reel, only for it to get a few hundred views. On the other hand, you could spend 20 minutes making a reel and get thousands of views.

That's why following our winning formula is so important – entertainment + education + a trending sound. If you have those three things, don't overthink it! There's no need to have a reel that's more than 15-30 seconds long. You can get your message across without six different outfits, three different backgrounds, and a whole lot of text.

Forget the rules here! Have some fun, experiment, and figure out what's most effective for you. Since the algorithm will help you here, it's not about hashtags or what time you post. Take a deep breath and know you don't have to post a reel every single day at the same time for it to go viral!



Be CONSISTENT

With the algorithm favouring reels, it's not so much about how many you post and more about being consistent when you do post. Since reels have such a long shelf life, posting one every day doesn't need to be your primary goal here. Instead, give your audience some time to watch them, and don't be surprised if an older reel begins to gain traction! That's the algorithm at work.

Make it a goal to post at least one to three reels per week. Start small, get comfortable in front of the camera, and slowly increase your cadence over time. Once you know what works, then you can start creating more! But from the start, make consistency the main goal.

Include CAPTIONS



All engaging reels have some form of text or captions on them. But as a healthcare organisation it's even more vital that the content you put out is as inclusive as possible - so include captions/subtitles. This way, when your viewers aren't able to watch with sound, they still pay attention, as they know what's happening. You can write these captions yourself as you create your reel.

Trending sound is critical, but making sure your video is accessible to all is just as important, if not more so. Having captions that include calls-to-action is a strategic way for you to guide people to the link in your bio so they can learn more about your offers. Of course, you can let your sound do the talking, but adding a caption or two to guide your viewers will help you not lose their attention!

At [Healthcare Films by Wildwood](#) we can take care of all of this for you so all you have to worry about is showing up on the day!

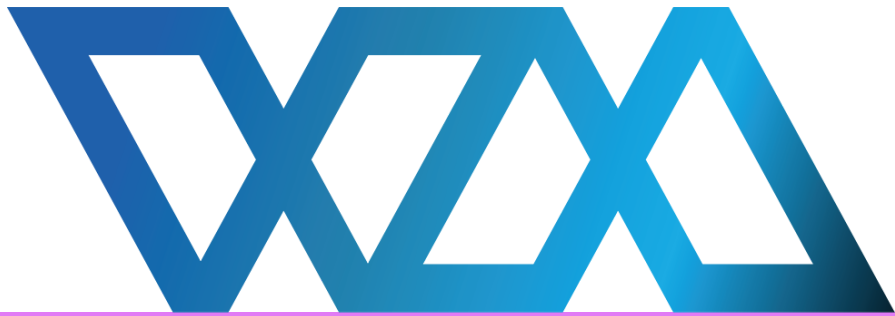
A Final WORD



If you're intimidated by Instagram reels, we get it. Creating a video takes so much more time, effort, and energy than most people believe. So if you're not sure how to make them yourself, know that the team at [Healthcare Films by Wildwood](#) is here to help.

Video content is one of the best ways for your audience to get to know, like, and trust you. It's professional, engaging, and will allow you to better communicate the problems you help solve for your target audience.

Our team of videographers is here to help you embrace the power of story and bring your creative vision to life. So [schedule a free call](#) with us today and allow us to take care of all of your video needs!



HEALTHCARE FILMS BY WILDWOOD

