



# Different types of social media content



## Reels vs Stories

Reels are available to a wide public audience, and browsing reels is a great way to discover new creators or accounts you would like to follow.

On the other hand, stories are only seen by a creator's followers or friends.

### What is the difference?

Instagram Stories allow you to post content that lasts for 24 hours and can be viewed only by your followers or people visiting your profile.

On the other hand, Instagram Reels allows you to create short, engaging videos that can be up to 90 seconds long and can be viewed by anyone on the platform.

### Which one should I post?

The answer is both. You need both reels and posts to grow an authentic following on Instagram. Rather than focusing on the type of post, focus on your strategy pillars. Focus on the content you want to share first and then determine the best way to deliver it.



Reels



Stories

# Groups vs Pages

Facebook Pages are designed for businesses, organisations, and brands to promote their products and services. Through a facebook page businesses can reach out to a large audience, build brand awareness, and drive traffic to their website.

Facebook Groups are designed for people with common interests to connect with each other. Groups tend to have a lot more of a collaborative feel. Groups are a great place to ask questions, float ideas and ask for feedback and advice within a like minded audience.

You create a Facebook group in the same way you create a page. The difference with groups is that anyone can post on the wall and contribute to the community. A Facebook page can only have content posted by the page owner which the page followers can then like and comment on.

Groups definitely have more traffic in them and statistically more people are likely to interact in a group rather than on a page. Groups have the added benefit of being public, closed or private. If your group was public, it would remain public and could be found by anyone.

If your group is closed, it means that people wanting to be accepted into it may need to agree to some terms & conditions first or answer some survey questions.

Finally, secret groups have their visibility setting hidden meaning they won't come up in searches, rather you will need to invite people to this group or yourself be invited.

