

# How to Use Instagram's New Trial Reels Feature

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Instagram is rolling out a new feature called Trial Reels. This feature allows you to test new content by posting Reels to non-followers first. Then, based on the feedback you receive, edit the content to post to your followers. This feature allows creators to experiment with content without fear of being unfollowed or receiving negative feedback. Here's what you need to know about Instagram Trial Reels.

## What is Instagram Trial Reels feature?

Instagram began testing Trial Reels in May 2024 and is now rolling it out to all accounts.

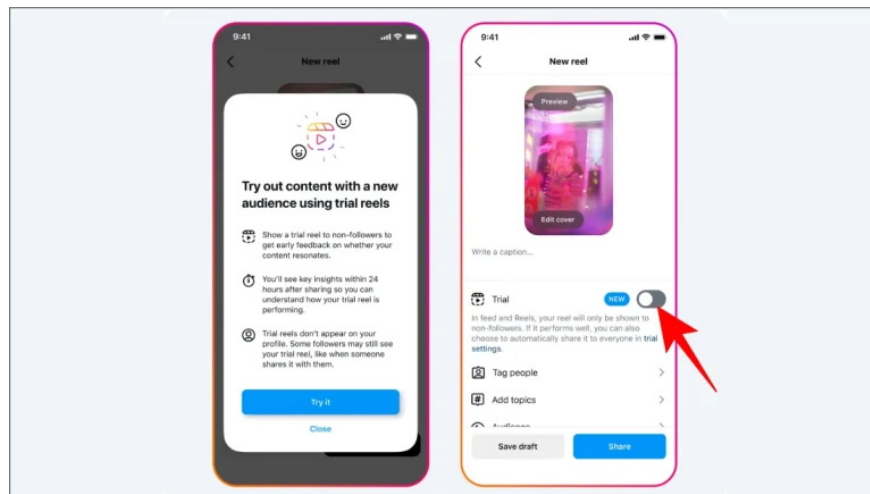
When creators post Reels using Trial Reels, the video will be shown to non-followers first. If you're happy with the Trial Reel and how it performs, you can share it with your followers. You can also set the video to automatically share with your followers after the trial period if it performs well.

## How to use Trial Reels Instagram

Note, to use this feature you must have a professional Instagram account.

### Step 1:

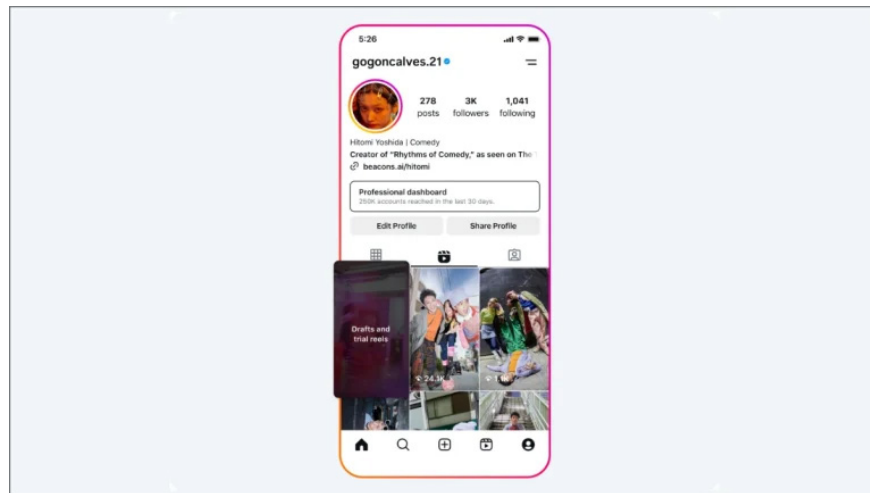
You access Reels Instagram then proceed to record Reels videos and edit as usual. In the Reels video customization interface before posting, you **activate Trial mode** and then **click Share** below to post.



## Step 2:

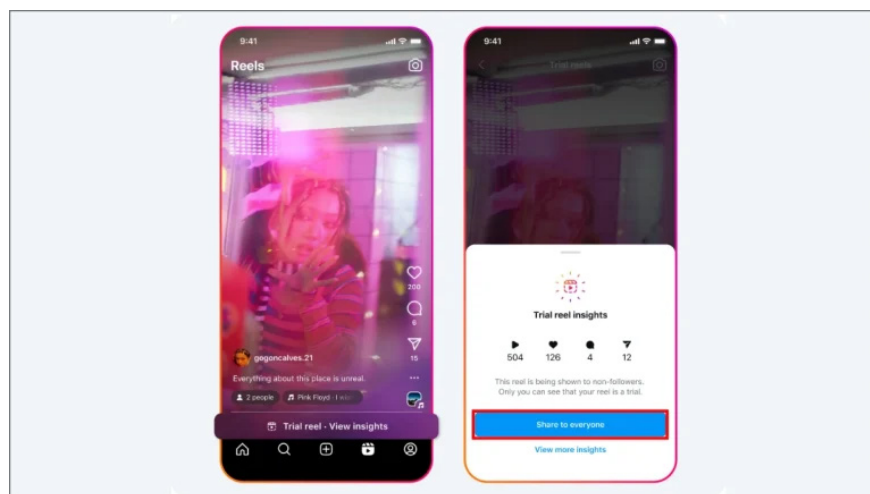
Next, click on **the Reels tab to view the posted Trial Reel** . Only you can see that it is a Trial Reel and it does not appear in suggested content.

About 24 hours after you post your Experimental Reel, Instagram will show you engagement stats like views, likes, comments, and shares to help you see how your Reel is performing. Instagram will also share insights on how your Experimental Reel is performing compared to previous Experimental Reels you've shared.



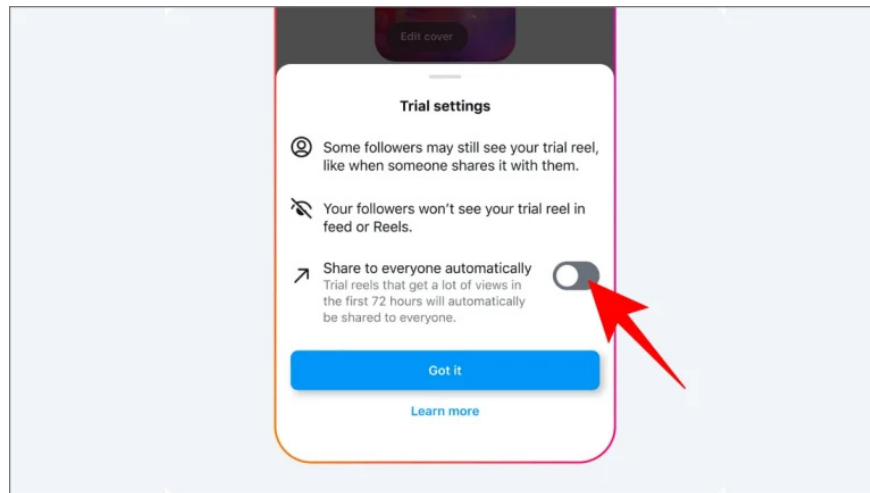
## Step 3:

Once you're happy with it, **hit Trial Reel · View Insights** at the bottom. Then select **Share to everyone** to share.



## Step 4:

To **automatically share after 24 hours of posting** , while **creating your first Reels video** , click **How it works** below the **Trials settings**. Now just **enable Share to everyone automatically** to automatically share.



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