Tennessee v. Meta
Case No. 23-1364-IV
PX-04328

Meta

Back to Newsroom

Instagram

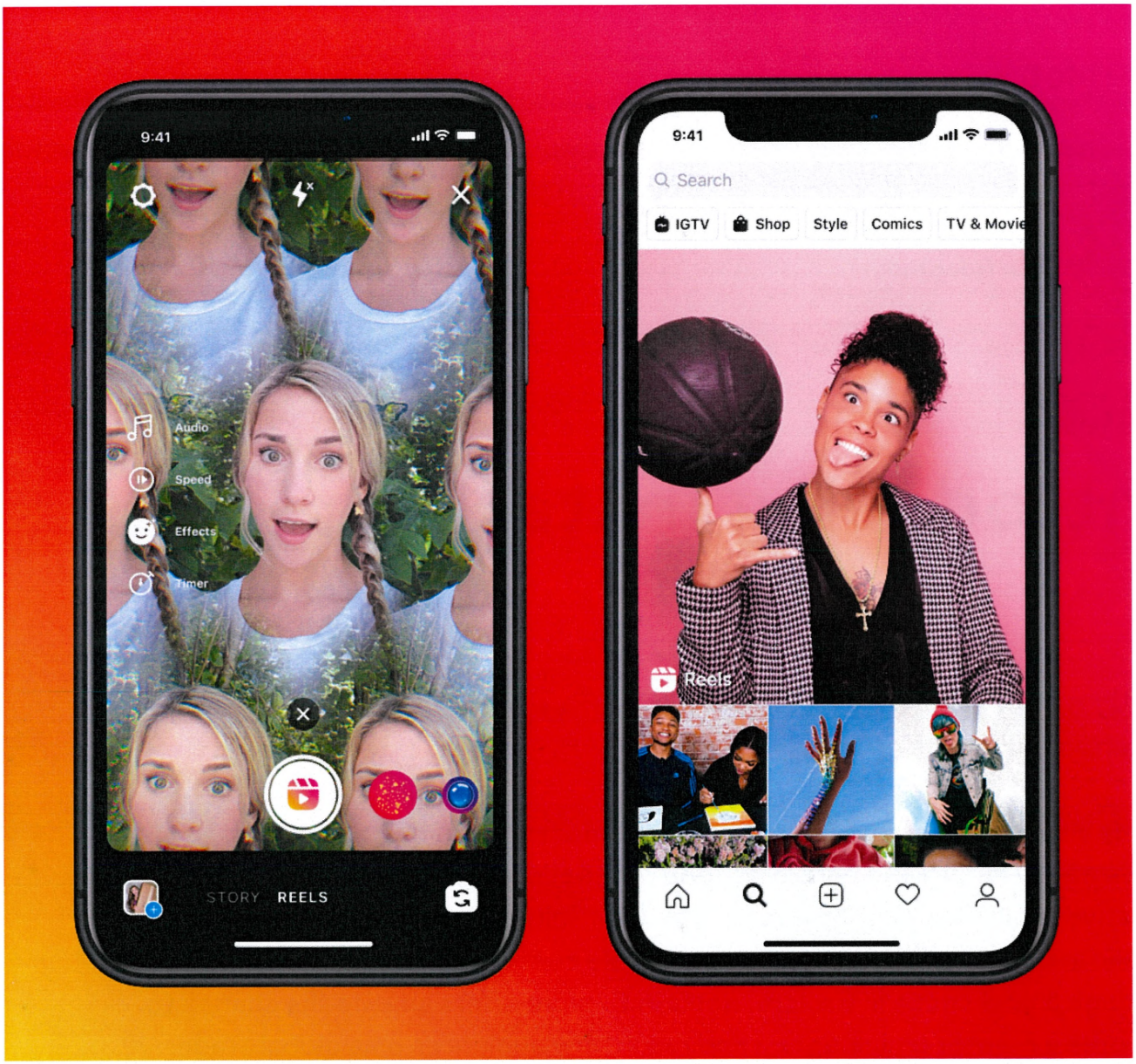
Introducing Instagram Reels

August 5, 2020

Today we're announcing Instagram Reels: a new way to create and discover short, entertaining videos on Instagram.

Reels invites you to create fun videos to share with your friends or anyone on Instagram. Record and edit 15-second multi-clip videos with audio, effects and new creative tools. You can share reels with your followers in Feed and if you have a public account you can make them available to the wider Instagram community through a new space in Explore. Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage.

EXHIBIT
2
depobook.com



Creating Reels

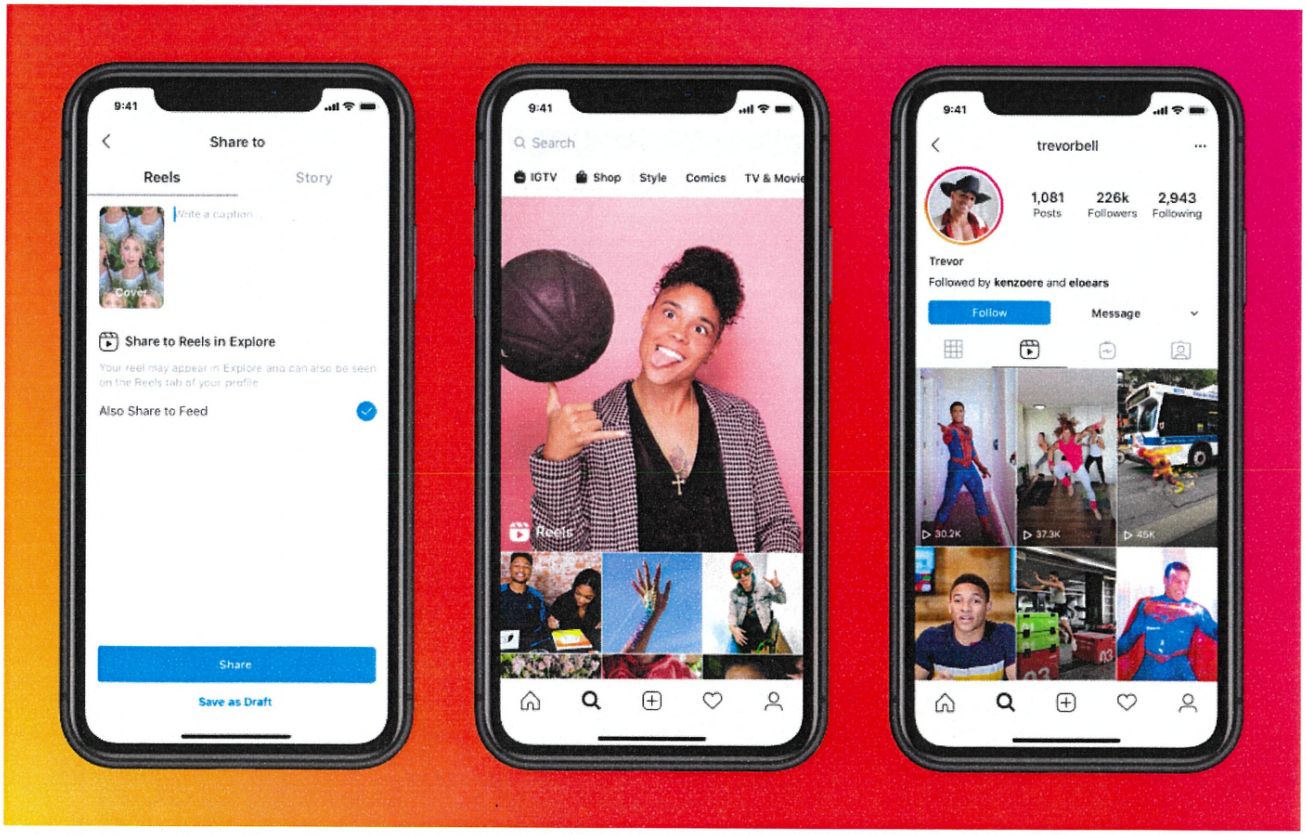
Select Reels at the bottom of the Instagram camera. You'll see a variety of creative editing tools on the left side of your screen to help create your reel, including:

- **Audio**: Search for a song from the Instagram music library. You can also use your own original audio by simply recording a reel with it. When you share a reel with original audio, your audio will be attributed to you, and if you have a public account, people can create reels with your audio by selecting "Use Audio" from your reel.
- **AR Effects**: Select one of the many effects in our effect gallery, created by Instagram and creators all over the world, to record multiple clips with different effects.

- **Timer and Countdown**: Set the timer to record any of your clips hands-free. Once you press record, you'll see a 3-2-1 countdown before recording begins for the amount of time you selected.
- **Align**: Line up objects from your previous clip before recording your next to help create seamless transitions for moments like outfit changes or adding new friends into your reel.
- **Speed**: Choose to speed up or slow down part of the video or audio you selected. This can help you stay on a beat or make slow motion videos.

Reels can be recorded in a series of clips (one at a time), all at once, or using video uploads from your gallery. Record the first clip by pressing and holding the capture button. You'll see a progress indicator at the top of the screen as you record. Stop recording to end each clip.

Sharing Reels



You can share reels with your followers or get discovered by the larger Instagram community in Explore.

- **If you have a Public Account**: You can share your reel to a dedicated space in Explore, where it has the chance to be seen by the wider Instagram community. You can also share your reel with your followers by posting it to your Feed. When you share reels featuring certain songs, hashtags or effects, your reel may also appear on dedicated pages when someone clicks on that song, hashtag or effect.
- **If you have a Private Account**: Reels follows your privacy settings on Instagram. You can share to Feed so only your followers can see your reel. People will not be able to use original audio from your reels, and people cannot share your reels with others who don't follow you.

Once your reel is ready, move to the share screen, where you can save a draft of your reel, change the cover image, add a caption and hashtags, and tag your friends. After you share your reel, it will live on a separate Reels tab on your profile, where people can find the reels you've shared. If you also share to your Feed, your reel will appear on your main profile grid, though you have the option to remove it.

Whether you have a public or private account, you can share your reel to your Story, close friends or in a direct message. If you do so, your reel will behave like a regular Story — it will not be shared to Reels in Explore, it will not appear on your profile and it will disappear after 24 hours.

Watching Reels



Reels in Explore showcases the best of trending culture on Instagram. Discover an entertaining selection of reels made by anyone on Instagram, in a vertical feed customized for you. If you love a reel, you can easily like, comment or share it with your friends.

You'll also see some reels with a "Featured" label. If your reel is featured in Explore, you'll receive a notification. Featured reels are a selection of public reels chosen by Instagram to help you discover original content we hope will entertain and inspire you.

Reels gives people new ways to express themselves, discover more of what they love on Instagram and help anyone with the ambition of becoming a creator take center stage.

For more information on Reels, visit our Help Center.

Categories: Instagram, Product News

Tags: Instagram, Reels

RELATED NEWS

Instagram

New Ways to Create Content on Instagram

We're sharing updates to reels, feed photos, carousels and stories that make it easier to create content.

November 15, 2023

Related Pages

Instagram

Topics

Company News
Technology and Innovation
Data and Privacy
Safety and Expression
Combating Misinformation
Economic Opportunity
Election Integrity
Strengthening Communities
Diversity and Inclusion

Meta

Reflecting on Meta's $8 Billion Investment in Privacy

January 28, 2025

Meta

Building Toward a Smarter, More Personalized Assistant

January 27, 2025

Meta

Follow Us

Virtual reality

Smart glasses

About us

Our community

Our actions

Support

© 2025 Meta

Community Standards

Data Policy

Terms

Cookie policy

United States

(English)