Match Every Post to the Right Format

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Choose Instagram post formats according to what each piece of content needs to do.

What this guide covers

- Compare the roles of Reels, carousels and Stories.
- Map content pillars to suitable formats.
- Use a simple planning filter before publishing.

Who this is for

For creators and businesses planning Instagram content.

Putting the ideas to use

Map several ideas across formats and review what suits your audience.

Book details

Format: Guide. Pages: 16. Words: 2750.

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