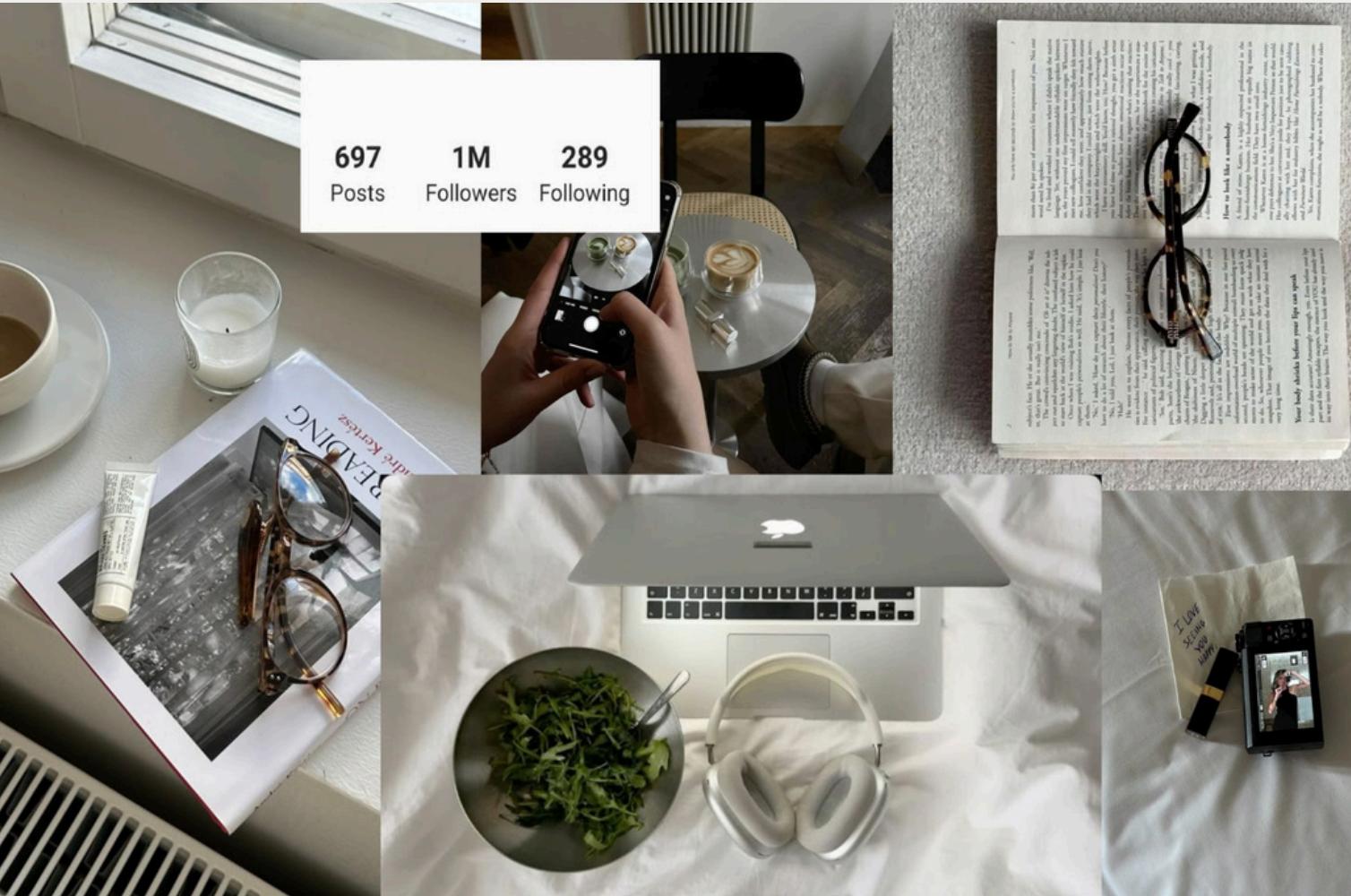


THE SECRETS AND STRATEGIES FOR TRIAL REELS



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WELCOME!!

I'm so excited to have you here. This is my second Ebook release, and I can't wait to share these insights with you! Maybe you have my previous Ebook already, "Instagram & TikTok Starter Guide," and now you got into this one!! Thank you for trusting me. If you don't have it yet, I hiiiiighly recommend getting it, because there we dive deeper into how to actually build a personal brand, how to find your purpose and messaging, and how to build an audience.

In this Ebook, we cover EVERYTHING about Trial Reels!! I'm so excited to share my strategies that got me 100k new followers. The results are honestly kinda crazy, but I'm here for it haha!!



ABOUT ME



WHO AM I?

If we're new friends, let me introduce myself! I'm Jasmin, 29, a full-time entrepreneur, content creator, and influencer. Six years ago, I left my job to pursue entrepreneurship, running multiple online businesses before deciding to go all in on social media.

At the start of 2022, I had just 10k followers on Instagram—now, I've grown to over 400k on Instagram and 130k on TikTok.

Since then, I've worked with dream brands, landed 4–5-figure deals, traveled full-time, and partnered with over 50 luxury Airbnbs, resorts, and hotels.

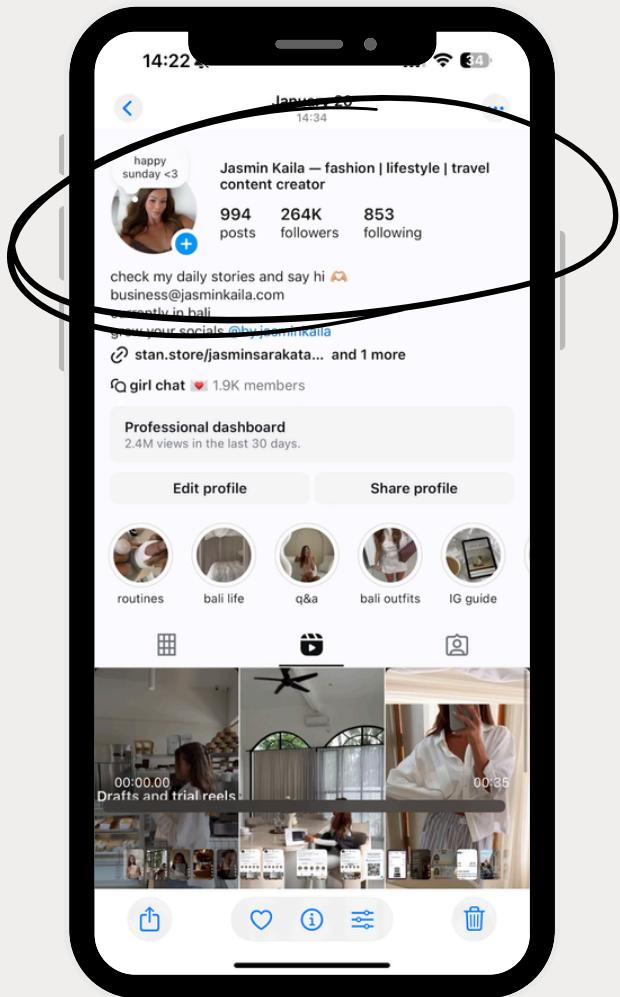
So...how did it happen? It started with a decision. I didn't have a perfect "niche" or a set plan—I just decided to start, grow, and see where it would take me.

I dove into learning—educating myself, studying other creators, and developing my skills as a content creator. I figured out what types of content perform best, how to build an engaged audience, how to go viral and attract more people to my page, and how to start earning an income through social media. I took action, stayed consistent, and started to see results.

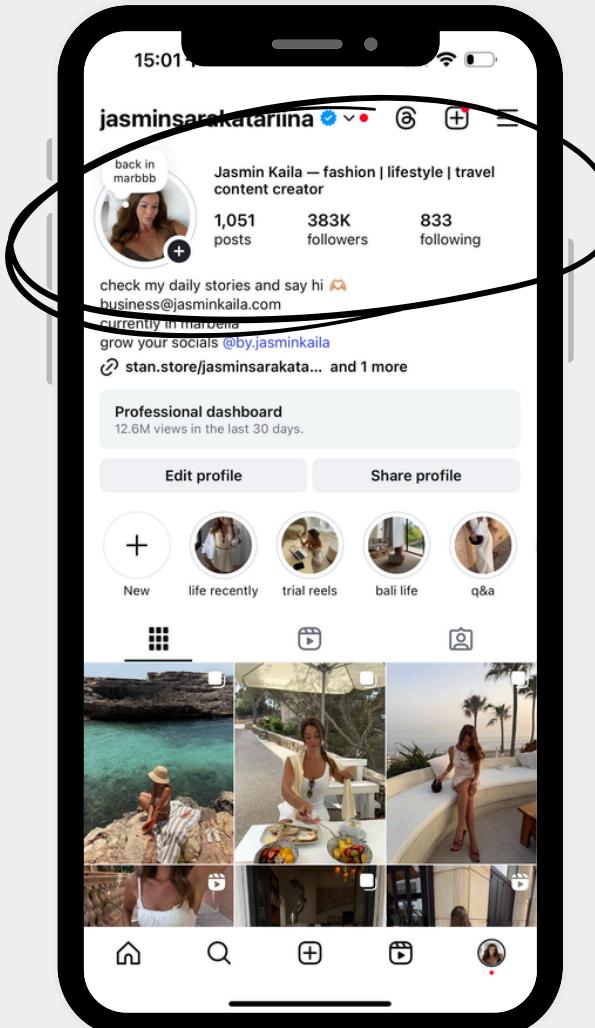
In just two years, I grew my socials to over 500k engaged followers. Now, I'm passionate about inspiring and coaching other aspiring content creators to do the same. I ONLY teach things that I have personally gained success with. I teach you how to become a successful creator and influencer because I was able to achieve that myself first.

So let's get started—I hope you're as excited as I am! <3

MY RESULTS OF TRIAL REELS:

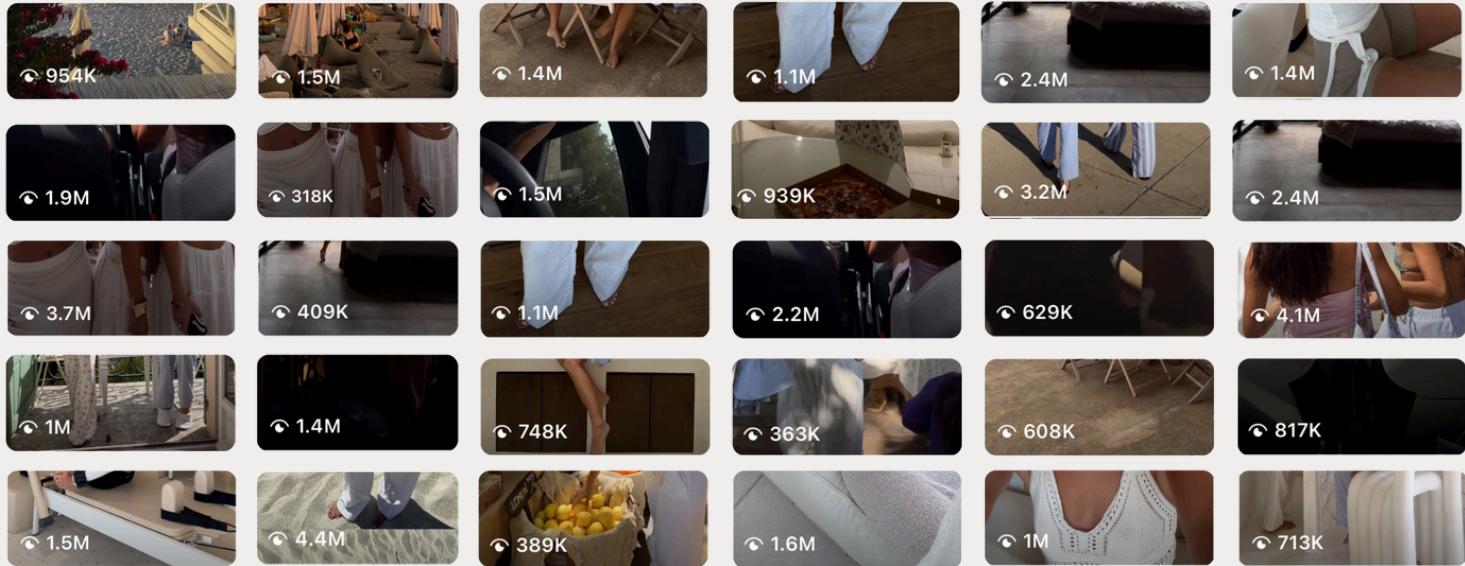


I started to post Trial Reels at the end of January, which is around 3 months ago (by the time I'm writing this Ebook). I had 263k followers at that time.



And here is my account now (18.6 to be exact), and I'm up over 100k followers, which is WILD!!

MY RESULTS OF TRIAL REES:



These results are only from some of my videos. I've had over 60 Trial Reels go viral, and over 20 of them reached more than a million views. Last month, I was able to reach over 30 million people on my Instagram—mostly because I managed to go viral this much on my page.

Professional dashboard

37.0M views in the last 30 days.

This is not a coincidence or luck—it's a result of my strategy as well as commitment!!

Think of it like this: Instagram releases a new feature. I'm just as new to this as you are. However, I see potential in it—probably because of my strong knowledge about social media, so I can spot good new things and come up with my own strategies—and I go all in. I learned, tested lots of things, stayed consistent for weeks, and figured it out. Now I'm up another 100k followers.

Ok, enough about me and the results—now it's time to share the tips so YOU can do the same!! <3

CHAPTER ONE

INTRODUCTION

WHAT ARE TRIAL REELS?

Trial Reels are a brand-new Instagram feature—and honestly, they've changed the game for creators (for now...) This tool allows you to test your Reels without showing them to your current followers.

Yes—without showing them to your followers!!!

You can post a video, and instead of it landing on your feed or being shown to the people who already follow you, Instagram pushes it out to non-followers only. Think of it like a “trial run” or a secret test. It’s basically an ad that you don’t pay for – isn’t that crazy??

If the video performs well → you can choose to share it to your profile and let your followers see it too.

If it flops → you can simply let it fade away... and no one will know

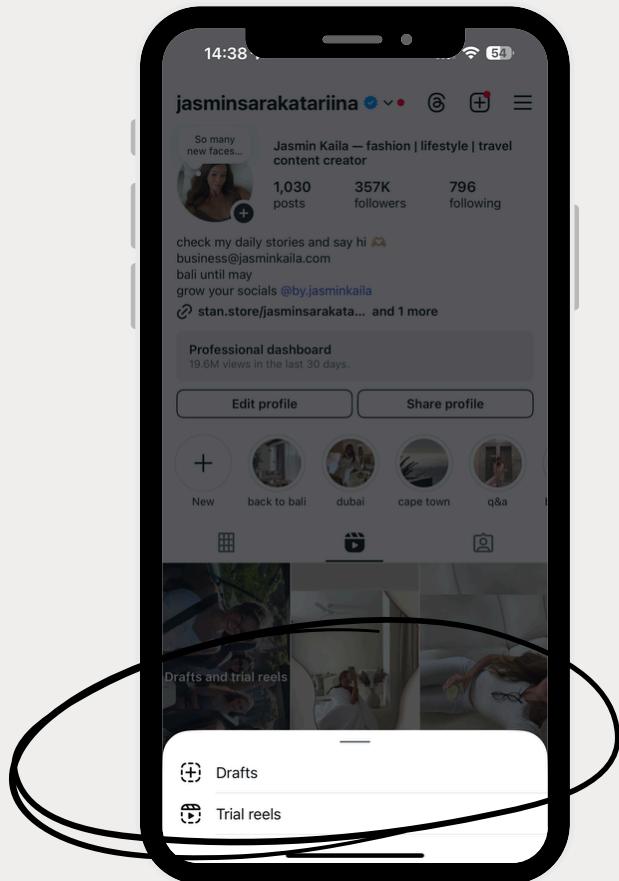
There's literally zero pressure, no algorithm penalties, no second-guessing whether you should delete a low-performing post. You're free to create, experiment, and test your ideas.

And nope, Instagram doesn't favor bigger creators like me, you can get results like this even if you're starting from scratch

In the next chapters, I'll walk you through exactly how Trial Reels work, how to know when to publish them to your profile, and most importantly—the strategies that helped me grow my account by over 100,000 new followers in just a few months

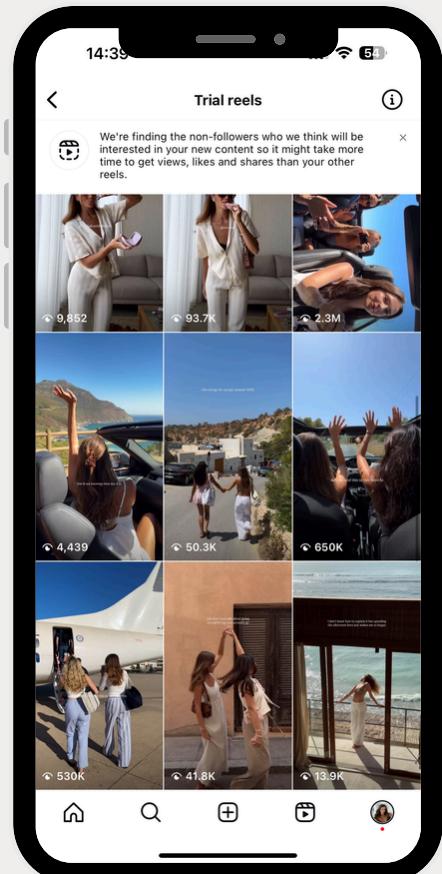
Because yes...this feature reeeeallllyy works

HERE IS HOW IT LOOKS LIKE:



When you go to your Instagram Reels feed, you'll see the tab "Drafts and Trial Reels." Tap the Trial Reels section, and you'll find a separate feed for them.

Here, you can see all your Trial Reels. No one else but you can see this feed — it's only for you. You can view all your Trial Reels here and analyze how they're performing, etc.



CHAPTER TWO

HOW IT WORKS

TRIAL REEL AVAILABILITY

Not all creators have the Trial Reels option available. If you don't have the feature yet, I've found a solution to get it, so keep reading!! To access this feature, make sure your Instagram account is set up as a Creator or Business account. If you don't see the Trial option yet, it might still be in the process of rolling out to your region. If you can't see the Trial Reels option, this is probably the reason. However, here are a few things to check:

1. You need a creator or a business account

To check or change your account type:

(These steps may vary where you're based or how updated your Instagram is!!")

1. Go to your Instagram Settings > tap the menu (≡)
2. Scroll down and tap "Business tools and controls"
3. Scroll down and select "Switch account type"

Once switched, you'll get access to more professional tools—including (potentially) the Trial Reels feature.

2. App not updated

Sometimes a simple app update is all it takes. Go to the App Store or Google Play and check for Instagram updates.

3. Still no access?

GOOD NEWS!! (Update)

Continues on the next page....

There is a new way to get access to the Trial Reels if you don't manually have it. Follow these steps and you should be able to get the feature:

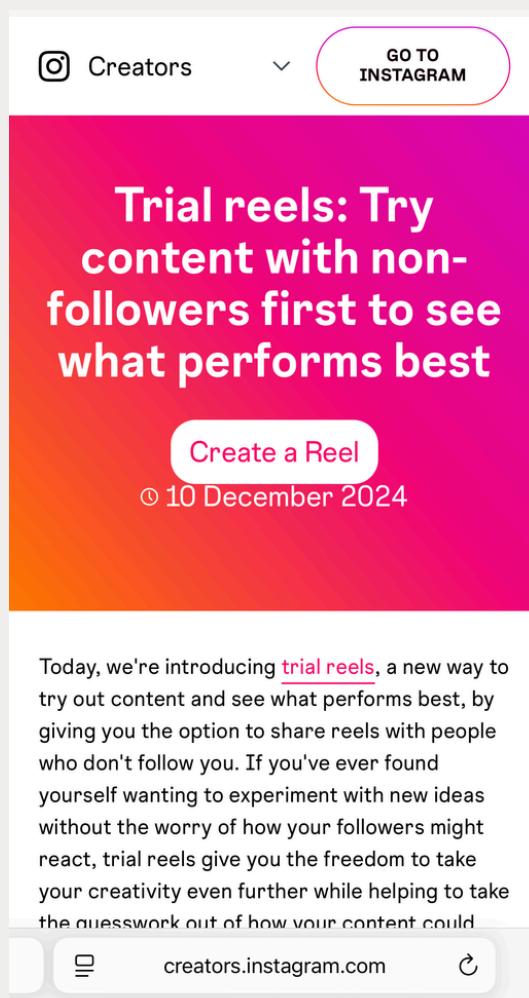
1. Go to this link [HERE](#).
2. Post 2–3 normal Reels to your page through the button “Create a Reel”.
3. After this, Instagram should unlock this feature for you — you will either get a notification or the “Trial Reels” tab will just appear.

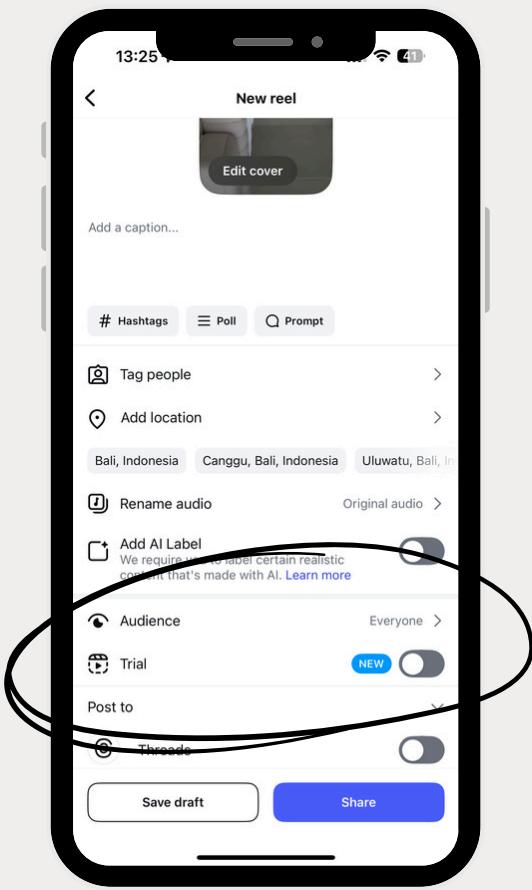
It doesn't matter if you post all of these 2–3 Reels at once or on separate days. I've tested this now with a few creators and it has worked for them!

However, for one of the creators, she got a notification that it's unlocked but it didn't appear immediately — it showed up after a few days.

So be patient!!

If this DOES NOT work for some reason, all you can do is wait then.





HOW TO POST A TRIAL REEL

1. Open Instagram and create a Reel
2. Just like you normally would, add your clips, choose your audio, write your caption, and make it visually engaging.
3. Tap "Next" to go to the sharing screen.
4. Scroll down until you see the Trial Reel option
5. Select "Trial" before posting.
6. Double-check that the trial option is ON
7. You'll know it's working when you see a note saying the Reel will be shown to non-followers only.
8. Post it!
9. Your Reel will now be pushed out to people who don't follow you—and your current followers won't see it (unless you choose to share it later).

HOW TO STOP IT FROM AUTO-POSTING TO YOUR PROFILE

By default, Instagram might automatically share the Trial Reel to your followers if it performs well. But we want to be in charge of this, so here's how to make sure that doesn't happen:

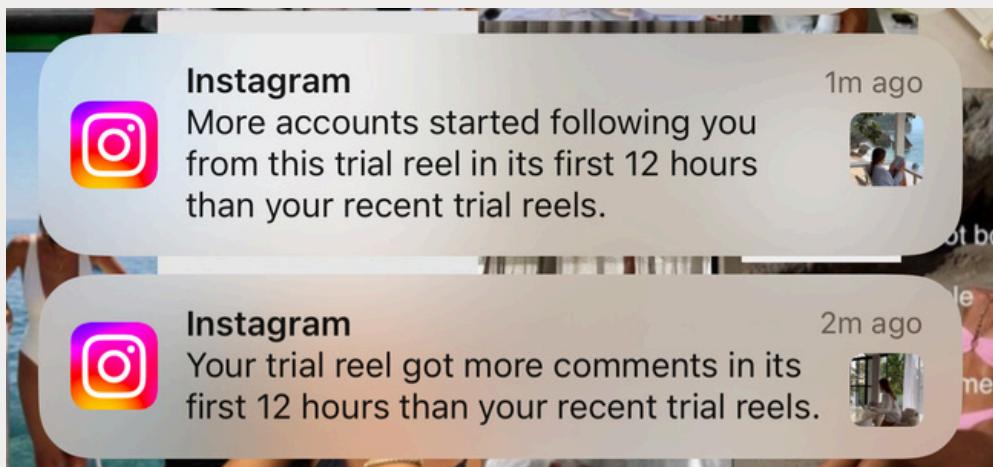
Adjust this setting before posting:

1. After selecting "Try as a Trial Reel," look for this setting: → "Automatically share to followers if it performs well"
2. Turn that OFF.
3. This gives you full control. The Reel will stay hidden unless you manually decide to share it later.
4. If you want to share it to everyone – just go to your Trial Reel insights and press "Share to everyone"

That way, if it doesn't do well—you can just leave it. No one needs to know. And if it does do well—you can confidently post it to your profile knowing it already connected with new people.

TRIAL REEL NOTIFICATIONS:

Instagram will send you notifications and recommendations, which are great insights if you're not watching the insights yourself all the time! They can also give you a recommendation to post the Trial Reel to your audience – but it's up to you (read all my tips from this Ebook) when you post it to your page, or don't post at all



WHAT HAPPENS WHEN YOU HIT “SHARE TO PROFILE”

- It becomes visible to your followers just like any normal Reel.
- It will now appear on your Reels tab and on your grid (if you choose to keep it there)
- It keeps all its original data—views, likes, shares, etc. —but now continues growing with the support of your actual audience.

POST TIMELINE

When you post a Trial Reel and later decide to share it to your profile, Instagram will position it based on the original posting time—not the moment you hit “share to profile.”

So if you posted the Trial Reel 2 days ago and only now decide to publish it publicly, it won't appear as your newest post. It will show up 2 days back in your feed and Reels tab, in order of when it was originally uploaded.

CHAPTER THREE

STRATEGIES

I'm going to break down all the strategies you can use with the Trial Reel feature. Some of them work better if you're a small creator, and some work best if you already have some experience and results from the past.

STRATEGY NO 1 – REPOSTING OLD VIRAL CONTENT

Best for: Experienced creators

If you've had Reels go viral before, you don't need to reinvent the wheel every time. Reposting your old viral content as a Trial Reel is one of the easiest and smartest growth strategies.

If you've had Reels go viral before, try reposting them as Trial Reels. Since Instagram pushes them to a fresh non-follower audience, you can get a whole new wave of reach with the same content you've already created — and it's PROVEN to work!!

This is the biggest reason for my own growth. I know what works for me, but I simply can't repost the same content over and over again. So when Instagram came up with this feature, I was like WAIT A MINUTE — now I can keep spamming the same clips again!! I've already done the work with this content, so it was exciting to start posting it again — this time, for a completely new audience.

Here's an example of one video I've posted multiple times and it always goes viral:



Here's how to do it:

1. Go through your Instagram and collect every Reel that's ever performed well. Look for content with:

- High views
- Lots of shares or saves
- Comments like “omg I needed this” or “so relatable”

These are your gold. However, you also want to know—what was the reason it worked so well in the past? Maybe it was luck. Maybe it was the combination of a great hook and the visuals. Maybe it just simply looked like a movie and it was a vibe.

I have some video clips that ALWAYS perform well on my page. This is something that's hard to tell if you're just starting out, but for example—I know what content works for me. I have certain clips that constantly go viral.

2. Recreate these Reels

If you've edited your content, for example in CapCut, that means you have them all in your album—and all you have to do is find them! I went through all my viral content on Instagram, then found them in my photo album and added the clips to a separate album. Now you have all your viral clips in one place, so it's easier to start reposting! You can also go to CapCut, scroll through your previous projects, and re-download them to your phone if that's easier for you.

Now, if you've edited all your content on Instagram and haven't saved the clips to your photo album, this part will take more time unfortunately—since you'll have to recreate them all.



3. Repost them as Trial Reels

Now you have everything in one album, and all you want to do is start posting!!

- Post them as a Trial Reel using the exact original idea. It can even be the same song (even if it's old and not trending anymore), with the same text, same caption, etc. This exact video worked once, so it can work again!
- Twist it up and post it with different texts, hooks, and (new trending) sounds. Remember to adjust the clips of the video to match each sound! This is great if you're not sure why it went viral last time.
- Post them as many times as you want!! Think of it like this: it goes to a new audience every time anyway—so why not post it 5 times a day for the next 30 days??

STRATEGY NO 2 – TESTING NEW CONTENT FORMATS

Best for: Both new & experienced creators

Let's be honest — trying something new on Instagram can feel scary. And yeah, I say this even though I always encourage trying new things anyway, because at the end of the day, who cares :)

But maybe you're really in the beginning stages and don't know what works — don't really know what you want to post. Vlogs? What topics?

Also, maybe you don't want to confuse your audience. You don't want to "ruin" your feed. And you don't want to post something that flops. But growth always comes from experimenting. That's where Trial Reels are the most amazing way to TRY NEW THINGS! This feature gives you the freedom to test new content formats — without pressure, without fear, and without risking engagement.

What do we mean by “new content formats”?

It could be anything that's different from what you usually post, like:

- A vlog-style video where you take people through your day
- A voiceover explaining your thoughts, your process, or your story
- A lifestyle or moment video with text and calm music
- Raw, unedited clips that feel more real and personal
- Repurposing your old content and giving it a twist — like adding a voiceover, new sound, or fresh caption

STRATEGY NO 3 – TRYING TREND-BASED REELS

Best for: New creators

You've probably seen short-form trends all over your feed — trending sounds, familiar captions, viral hooks. It might feel a little repetitive, or maybe even "not 100% your vibe," but here's the truth: Trends work.

And for a new creator, hopping on a trend can be one of the easiest ways to grow fast and get seen by a wider audience.

When you use Trial Reels to jump on trends, you remove the fear of "messing up your aesthetic" or having it flop publicly. You can test and learn what connects — without it needing to be perfect or "on brand."

But again, remember that to only post videos that really are YOU, because otherwise you may attract a wrong audience.

STRATEGY NO 4 – REPOSTING CONTENT FROM OTHER PLATFORMS (LIKE TIKTOK)

Best for: Both new & experienced creators

If you're already creating content on other platforms like TikTok, Pinterest, or even YouTube Shorts — don't let that content sit there.

If you have TikToks that performed well or Pinterest videos that got traction, repurpose them as Trial Reels. Sometimes, what flops on one platform goes viral on another. This is such a smart way to increase content output with less effort.



5. STRATEGY NO 5 – REELS WITH BOLD HOOKS AND STORYTELLING

Best for: Both new & experienced creators

This strategy isn't just about going viral. It's about building trust with your future audience. The kind of trust that makes someone follow you, engage with you, and remember your content. Use a bold, emotional, or relatable hook to capture attention within 1 second. Add storytelling or “main character” vibes to make people stop, feel something, and follow. This is something you want to include in your “normal Reels” as well—but if you’re scared of opening up about certain topics, you can test different stories with Trial Reels first.

Examples:

- “I quit my 9–5 and moved across the world...”
- “No one talks about how lonely it feels when you outgrow your old life.”
- “I knew I had to leave when I no longer recognized who I was becoming.”
- “I’m 32 and I’m not ashamed to admit that”

I always recommend opening up more on your Instagram when posting regular Reels — sharing your thoughts, stories, or real moments. That’s where real connection comes from. But I also know... sometimes that feels scary. What if no one watches? What if it flops? What if it’s too personal?

That’s why Trial Reels are such a blessing. They give you the space to open up, test, and be a little braver — without the fear of your entire audience seeing it. If the video doesn’t perform well, no one will know. And if it does? You can share it proudly, knowing it already resonated with strangers.

Since I have a big audience, I know they would love me to open up even more. But having an audience this big makes me second guess how much I can open up. Anyways, here is one Trial Reel where I open up about a few topics (and it never got to my own feed, lol)



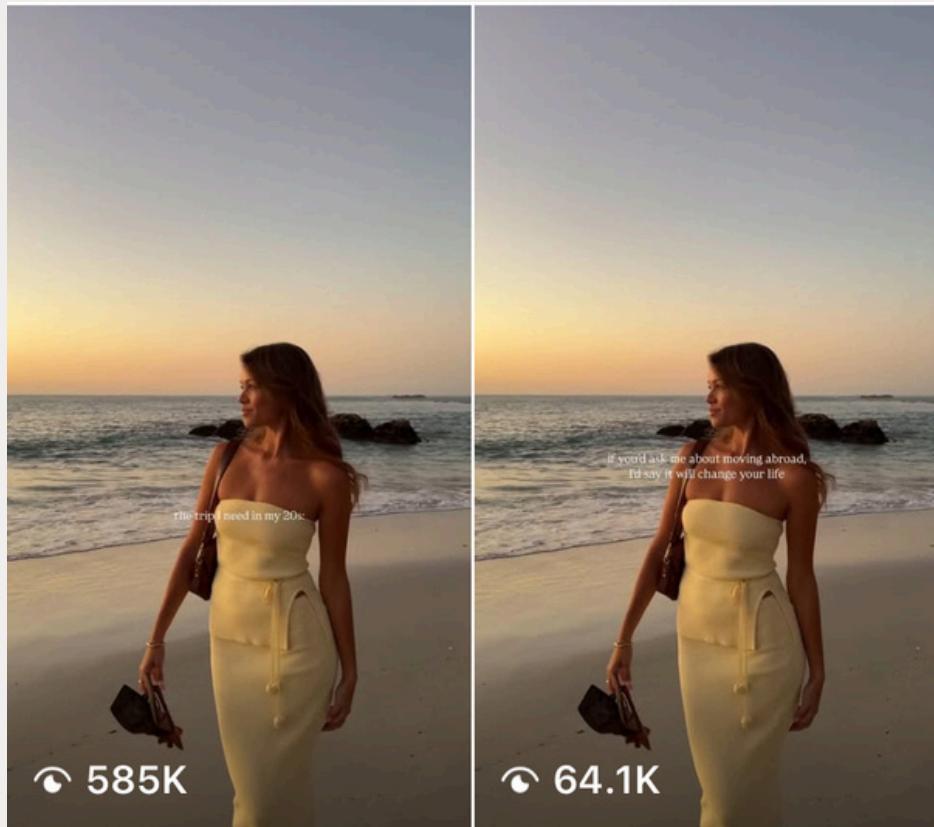
6. STRATEGY NO 6 – A/B TESTING YOUR REELS

Sometimes it's not about coming up with brand-new ideas— It's about figuring out which version of your idea works best. That's where A/B testing comes in!!

Using Trial Reels, you can test small variations of the same content to see which version performs better—without your followers ever knowing you posted similar videos more than once.

What is A/B testing?

A/B testing means trying two (or more) versions of the same Reel with slight differences. You're not guessing anymore—you're experimenting strategically.



This is the exact same video and I posted both of these at the same time—with a different sound! The first one says: “The trip I need in my 20s” and the second: “If you’d ask me about moving abroad, I’d say it will change your life.” Both of these texts/hooks are great, but the other one just happened to perform better.

This is just an example of why TESTING is so important—because how else do you know what works and what doesn’t?

What you can test using Trial Reels:

- The hook → Try two different first lines on screen
- ("I quit my 9-5 job and moved to Bali" vs "Here's how I left everything behind at 24...")
- The audio → Test a trendy sound vs a soft voiceover
- The caption → Long-form storytelling vs short vibe quote
- The visual edit → Edits, cuts, speed, or layout
- The on-screen text → Big bold text vs minimalist aesthetic

How to do it:

1. Choose a Reel idea you want to post
2. Create 2 (or even 10 haha..) versions with one clear difference between them
3. Post them both as Trial Reels (all at once or some hours in between, doesn't really matter)
4. Track which one performs better:
 - Higher reach?
 - More saves?
 - Better retention or shares?

The one that performs better = the one you actually post to your profile. The other? Let them be (never delete anything...) This has been one of my favourite strategies so far – I post almost every Reel as a Trial Reel first with 5 different versions (sounds, texts etc.) and then I repost the best performing one to my page. You can consider doing this also with brand deals !!

Restrictions (NEW UPDATE)

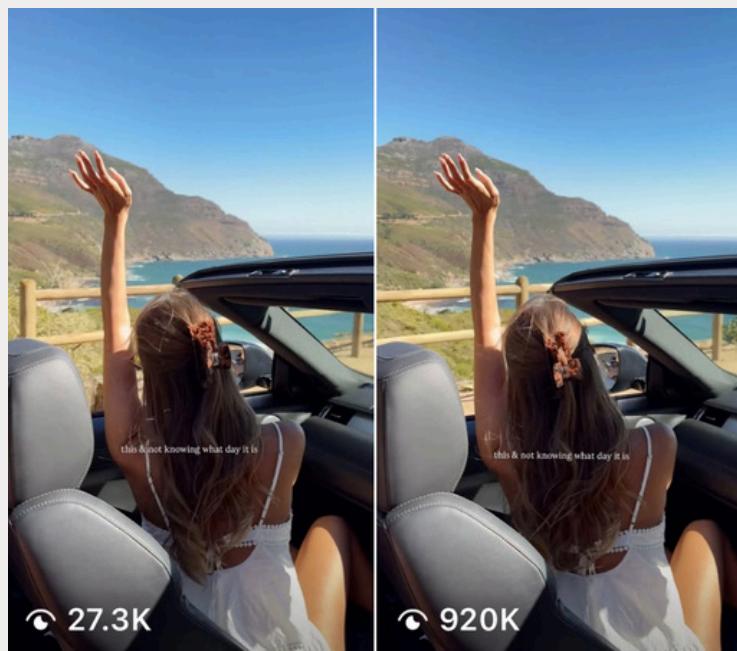
Instagram is giving limits to some creators, allowing them to post only a few Trial Reels per day. Some might have a limit of 20, others as low as 6, it really varies. I'm not sure why exactly, but I'd assume Instagram wants to prevent creators from spamming or reposting the same content over and over.

You can share one more trial reel

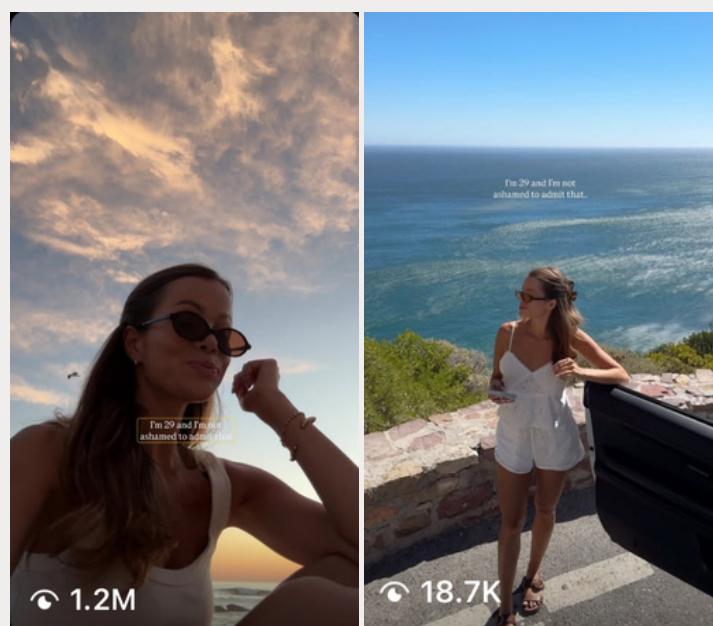
You've almost reached the limit. Once you share this trial reel, you'll need to wait up to 24 hours to start using trial reels again.

OK

Here is another example of a video I posted multiple times. Exact same clip, posted at the same time, with the same text/hook that says: “this & not knowing what day it is” (which is a trendy line currently btw)—but just with a different sound. The first one flopped and the second one performed really well. This is honestly one of my favorite parts about Trial Reels, because sometimes it’s not even about strategy—it’s just pure luck. Why did the other one perform better? The only difference was the sound? Or did Instagram just randomly decide to push the other one? Whatever the reason is, I get to experiment with this inside Trial Reels without spamming the test videos on my page.



Another example: same text/hook — “I’m 29 and I’m not ashamed to admit that,” same sound, same caption, but this time a different clip. I personally think the first video is MUCH better for this idea, and it ended up performing a lot better. Again, testing!!!



CHAPTER FOUR

CAPTIONS + CTA

You need a good caption for every single Reel. Period. Especially if you're just starting out. I'll cover a few reasons why — along with examples of good CTAs.

HERE'S WHY CAPTIONS MATTER (BOTH TRIAL REELS AND REGULAR REELS)

- They make your content clearer.
- Some people scroll with the sound off or watch passively — your caption adds the emotional layer or message that your video might not fully express.
- They help Instagram understand your content.
- Think of it like SEO. Including certain words or phrases in your caption helps Instagram push it to the right kind of people.
- They give your audience something to connect with.
- People will follow you if they can learn something from you, relate to you, or get inspired by you, etc.
- You get more views while people read the caption since the video keeps rolling
- That's where you deepen the connection and maybe even turn a viewer into a follower.
- Always include a strong CTA (Call to Action).
- This helps encourage someone to check out your profile, save the post, or follow you — even if they're seeing you for the first time. People need to be told what to do.

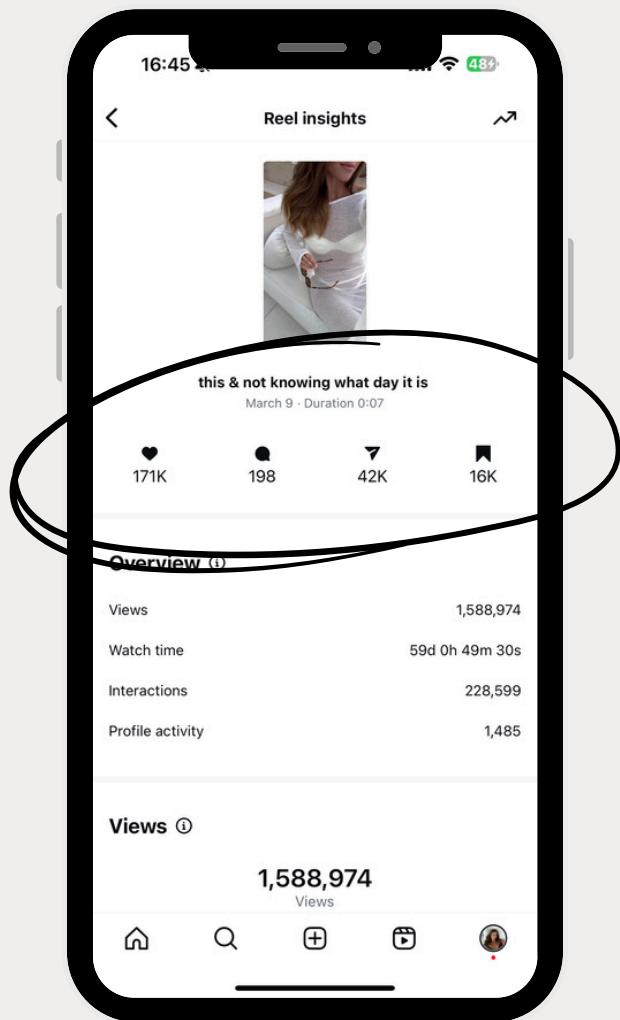


CTA EXAMPLES

- Follow for more calm creator tips
- Have you ever felt this way too?
- Keep this for later — you'll need it
- Tag someone who needs to hear this
- Let me know if this helped you
- Follow if you're on your own glow-up journey
- Tag your girls!!
- Which one are you doing right now? Let me know in the comments
- More content like this coming soon — stay tuned

CHAPTER FIVE

ANALYZING THE CONTENT



I covered this a bit in the previous chapter, but let me give you more examples!

Some content brings you lots of views.
Some content makes people share it.
Some content gets sent to friends or reposted to stories.
Some content gets people opening up in the comments.
Some content makes them follow you.

If you've been posting consistently for months or even years, you probably already know what kind of content performs in each way. If you're just starting out—don't worry. You'll learn this. And again, Trial Reels are great for experimenting. Whenever you post a Reel or a Trial Reel, ANALYZE it!! It gives you so many valuable insights into what works and what doesn't. Look at what type of content...

KEY METRICS TO TRACK (AND WHAT THEY TELL YOU)

1. Views

This is the most basic metric—how many people saw your Reel. What it tells you:

- Was the hook strong enough to stop the scroll?
- Did the algorithm push it to a wide audience?

If views are low, try changing the opening 1–2 seconds next time. That's your first impression.

2. Watch Time / Retention

It's hard to read the analytics of the exact "Watch time", but the algorithm does reward how long people watch!! What it tells you:

- Did people stay for the full video?
- Was it engaging from start to finish?

3. Shares & Saves

These are super powerful signals to the algorithm. What they tell you:

- Shares = your content was valuable or relatable
- Saves = people want to come back to this later

Think: quotes, tips, storytelling, and anything people emotionally connect to

4. Comments

Comments show real connection. They can also tell you how your message landed. What to look for:

- Are people resonating with what you said?
- Did it spark conversation or questions?

Try ending with an open-ended CTA like: "Has this ever happened to you?" or "Would you do the same?"

5. Follows

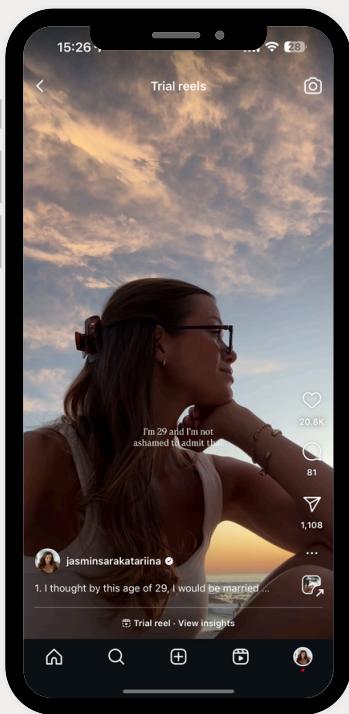
Did people watch your content and hit follow? That means your content really made them feel something.

Make sure your page looks clear and cohesive. Use pinned Reels, a branded bio, and a content style that matches what you posted !!



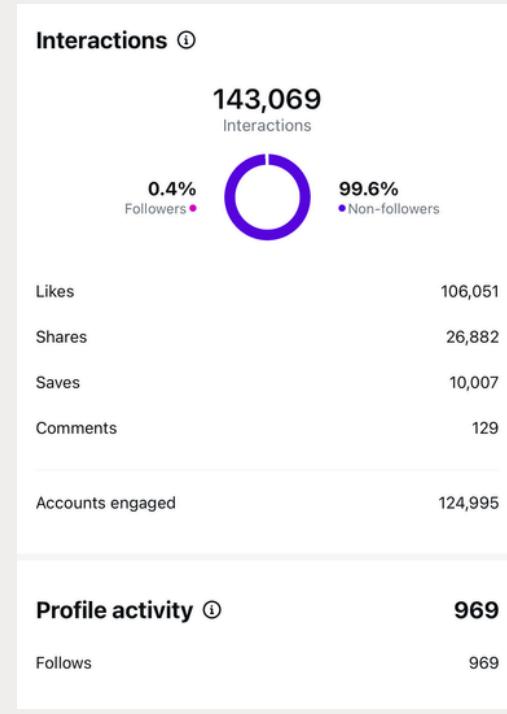
ANALYZING TWO OF MY TRIAL REELS:

Both of these reels hit 1.1 million views but the results are very different!



The Trial Reel above was the trend “I’m 29 and I’m not ashamed to admit that...” and it got me over 4,000 followers. I really opened up here, and people were able to resonate with me. It made them feel something—and they followed me because of that.

The Trial Reel below got me less than 1,000 followers. It was a trend, just hyping the upcoming summer, and people easily SHARE this type of content to their friends, stories, etc. It doesn’t necessarily convert the interaction into followers, because I don’t give them much reason to follow me.



CHAPTER SIX

TRIAL REELS Q&A

WHAT ARE TRIAL REELS?

A: Trial Reels are a feature on Instagram that let you post Reels just for non-followers to see. It's like a quiet test run—you get unlimited time to see how it performs, and then you decide if you want to post it publicly to your profile.

Q: I CAN'T SEE THE TRIAL REEL OPTION. IS THERE ANYTHING I CAN DO?

A: Unfortunately, you just have to wait—make sure your account is set to Creator or Business, not Personal. Also, keep your Instagram app updated. The feature is still rolling out globally, so some accounts might get access before others.

Q: HOW MANY TRIAL REELS SHOULD I POST PER DAY?

A: You can post as many as you want. If you have lots of old, well-performing content saved in a folder, it's not much effort to post 5 times a day. I posted around 10 times a day during the first month, and that was my most successful month.

In total, I've posted around 200 Trial Reels. So the answer is—post as much as possible, haha!

If you can't do it more than once a day, then just do it once a day.

Q: CAN I POST THEM ALL AT ONCE OR DO I HAVE TO WAIT?

A: I post many at once, and I haven't noticed it being harmful in any way. It's common sense that Instagram doesn't like "bot behavior," so maybe don't show up with 20 new Reels all at once. But it's totally fine to post a few at a time.

Q: HOW MUCH DO I NEED TO POST BEFORE I SEE RESULTS?

A: Some people get results in a few days, others need a few weeks. I saw massive growth after staying consistent for 2–3 weeks, and aaalllll my Trial Reels started to take off!! If you're not seeing traction yet—keep going. It can take a few tries before something clicks.

Q: SHOULD I DELETE THE ONES THAT HAVE LOW VIEWS?

A: No, never delete them. Never delete your “normal Reels” either. The life of Reels is quite long now, and they can take off after a few weeks—or even months! I still get interaction on Reels I posted last year, and some of them went viral much later.

Q: MY TRIAL REELS ARE PERFORMING WAY WORSE THAN MY NORMAL REELS, WHY IS THAT?

A: There’s a notification when posting Trial Reels that says, “It might take longer to get views since we are trying to find the right audience.”

So, Instagram is showing it to a new audience and trying to understand who to show it to. It’s totally normal to have very low views for a few hours—or even a few days—until it possibly takes off.

Q: DO YOU REPOST OLD REELS OR RECREATE THEM?

A: I do both! I often take my viral Reels, change the hook or the audio, and repost them as Trial Reels. As I said earlier, it’s one of my favorite growth strategies because the content is already proven to work. However, if you don’t have them saved to your folder, you’ll have to recreate them!

Q: CAN I DOWNLOAD MY OLD REELS FROM INSTAGRAM AND REPOST THEM?

A: Unfortunately, no! If you download it from Instagram, it will have a watermark. There are websites that can remove the watermark, but the quality always gets worse. I highly recommend not doing this and just recreating the Reels—even though it’s more work.

Q: CAN I POST MULTIPLE TRIAL REELS USING THE SAME VIDEO WITH DIFFERENT TEXT OR MUSIC?

A: YES! This is called A/B testing. Try different hooks, songs, or captions using the same footage. Trial Reels are perfect for this—no one knows you’re posting the same content multiple times.

Q: DO YOU POST ALL YOUR REELS AS TRIAL REELS NOW?

A: Not all—but most of them. If I’m unsure about a Reel or trying something new, I always use Trial Reels first. If it does well, I share it to my profile. If it doesn’t, I let it go.

Q: WHEN SHOULD I SWITCH TO 'EVERYONE CAN SEE'?

A: Honestly, it doesn't matter that much. If the Trial Reel takes off, Instagram will recommend you post it to your audience. As an example, I posted one video as a Trial Reel around 30 times, and it goes viral almost every time. I only reposted one of them to my page—the rest I keep in the Trial Reel “feed.” If I'm A/B testing, I post the best-performing one to my page. So there's no one right answer—just post it when it starts to perform well and you feel like it.

Q: WHEN WILL TRIAL REELS BE AVAILABLE FOR EVERYONE?

A: Instagram hasn't given an exact answer to this. If you don't see it yet, just keep your app updated and stay patient—you can't do much more.

Q: "TRIAL REELS DONT WORK FOR ME"

A. Sometimes you post a few Trial Reels, and the views are low, no one follows, and it's easy to think “this isn't working.” But here's the truth: Trial Reels are just a tool.

And like any tool, it's not just what you post—it's how you use it.

Ask yourself:

- Was the hook strong in the first 1–2 seconds?
- Did the Reel create emotion, value, or curiosity?
- Did I give people a reason to interact with my video?
- Was it a repost of something that already worked?
- Did I test different formats or just repeat the same one?
- Am I testing different styles? (Voiceovers, vlog-style, quotes, storytelling, trends?)

Sometimes it takes 5, 10, or even 20 Reels before something clicks. And when it does... that one Reel can change everything. So if they haven't worked yet, it doesn't mean they don't work. It just means you're still in the testing phase. My advice: keep going. Try different hooks. Use content that's already performed well. Study what's working for others in your niche. Don't give up too early. Most people stop right before it starts working.

Q: "I POSTED 100 TRIAL REELS BUT NOTHING IS PERFORMING WELL"

A: If you've posted 100 times, that means you've collected 100 pieces of data. Now it's time to analyze, adapt, and refine. This isn't failure—it's feedback. And honestly, the problem is probably your content. It's time to go back and reflect: what's not working in your content?

Q: SHOULD I NICHE DOWN WHEN USING TRIAL REELS OR TEST EVERYTHING?

A: A little of both. Stay within your overall brand vibe, but don't be afraid to test different styles. For example, if you're a lifestyle creator, try posting soft aesthetic Reels and raw storytelling — see which connects more. However, don't post random things just to go viral. We all know that controversial topics or showing your body can bring more views, but those can attract the wrong audience. Stick with your own niche and interests, and experiment with video ideas that you love to create.

Q: WILL MY FOLLOWERS SEE MY TRIAL REELS?

A: Yes, once you hit "Share to profile," it becomes a normal post and will appear on your feed and Reels tab. But your followers will only see it at that point—not when you first tested it. There is a small chance that some of your followers might still see it, and I'm not exactly sure why! I think Instagram can't fully control it, and if the video goes viral, they might end up seeing it. For example, my most viral Trial Reel analytics showed that a very small % of my followers saw it—but honestly, I don't know for sure if that's accurate!

Q: IS THERE ANYTHING WE HAVE TO BE CAREFUL ABOUT?

Not more than with your regular Reels. Just don't post something just for the views—because you might not attract the right audience.

Q: "HOW CAN YOU STILL MANAGE TO REACH YOUR TARGET GROUP AND REGION?"

Same as regular Reels, keep the target audience, your ideal follower in mind when posting. Talk directly to them (e.g. women in their 30s, other digital nomads, plus size fashion gurlies). Sometimes you get bad luck, you randomly get viral to a wrong country (India, Turkey etc) and you attract the wrong audience, whether you post Trial Reels or normal Reels. You can't change that, unfortunately. If this happens, go back to look at your content and try to analyze why did that happen? Did you post something that triggered that audience? Did you post something with less clothes for example? If you can't figure out what that could be, you just had bad luck. All you can do is keep posting and eventually the analytics will correct itself!

Instagram says they try to push the content to the "right audience". So make sure that your content is clear (target viewer, describing hashtags, SEO in captions, clear messaging), that helps Instagram to understand who to show it to.

Q: WHEN I POST A TRIAL REEL ON MY FEED, WILL IT BE POSITION AS THE NEWEST POST OR TRIAL POSTIME?

It will show up in your feed based on the original time you posted it as a Trial Reel, not the moment you publish it publicly. So it might not be your “newest” post, but it will still be visible.

Q: CAN PEOPLE COMMENT OR SHARE MY TRIAL REEL EVEN IF IT'S NOT PUBLIC YET?

A: Yes! Non-followers who see your Trial Reel can comment, like, share, and even save it. It just won't show up on your profile unless you choose to share it.

Q: CAN I SEE WHO VIEWED MY TRIAL REEL?

A: No, Instagram doesn't show a list of viewers (just like with regular Reels). But you'll see engagement numbers like views, saves, shares, and comments.

Q: CAN I BOOST OR PROMOTE A TRIAL REEL?

A: No — Instagram doesn't currently allow you to boost or run ads on Trial Reels. If you want to promote the content, wait until you've shared it to your profile.

Q: SHOULD I USE HASHTAGS ON TRIAL REELS?

A: You can, but they don't make a huge difference in reach. If you want to add them, keep them relevant and minimal. Focus more on the hook, content, and caption.

Q: DO YOU KEEP THEM IN TRIAL OR DO YOU EVENTUALLY POST THEM?

A: Most of them I keep as Trial Reels, because I'm reposting same videos over and over again. I do A/B testing and then I share the best performing one. I have reposted few of my most viral videos few times to my page as well, that's completely fine – most people will not remember anyways and there is nothing wrong with repurposing your content

Q: DO YOU MAKE IT FROM SCRATCH OR FIND INSPO ON INSTA? WHAT IS THE PROCESS TO MAKE ONE?

A: I have a few different ways to make them:

- I repost the exact old viral Reels as Trial Reels — I have them saved in a folder on my phone
- I repost old viral Reels as Trial Reels with a new twist (text, song, rhythm)
- I do A/B testing — every new Reel I want to post, I first post as Trial Reels in a few different versions (different hook, text, sound), and then I repost the best-performing one to my page
- I try new types of content

Q: HOW DO YOU MAKE THEM PEOPLE STAY IN YOUR PAGE AND FOLLOW?

A: Remember to always add a CTA (Call to Action)! Check the examples from the previous chapter. People need to be told what to do—and some people will follow you simply because you tell them to stick around.

Also, your profile NEEDS to be great and provide value. Post consistently, show up in your stories, have a unique bio that tells the viewer immediately what your account is all about. Include highlights that cover some value and your recent life—people have just a few seconds to decide whether to follow you or not.

I cover these steps in more detail in my Instagram & TikTok Starter Guide.

Q: MINE PERFORM HORRIBLY ON TRIAL, BUT IF I POST THE SAME ONES ON THE FEED PERFORM BETTER. WHY IS THAT?

A: Mine performs better when posted on the feed too—but you have to understand the reason to post Trial Reels: old viral video reposts, as well as simply experimenting with new content ideas. But yes, I definitely get more views if I post them to my feed. I just can't spam the same videos to my main profile all the time. I also want to test new things in peace. Think of it like this: even if they perform worse than your regular posts—let's say your normal Reels get 10k views and your Trial Reels get only 2k—if you post 5 times a day (same videos, same captions, etc.), you still get that 10k views with very low effort. You basically just made 5 free ads to your page—and even that's better than nothing.

However, I'm super excited for you to get new ideas from this Ebook, go all in for the next month, and get better results!

Q: WHEN MY TRIAL REELS HAVE 200-300 VIEWS, SOME 1000+ BUT NOT REALLY MORE, WHAT SHOULD I DO?

A: First thing I would ask you—how many have you posted? When people DM me and say that Trial Reels don't work, I always ask the number of posts, and usually the answer is a few or like 10. This is not enough to really figure out the best way to get results. If you've done everything I advise in this Ebook but it still doesn't work, the problem is probably your content—or you just simply need more time and experimentation. I would advise you to dive deep into your content strategy, the purpose behind it, your understanding of your target audience and their needs.

Are you solving a problem?

Is your content relatable, inspiring, or teaching someone something?

Are your videos something people would watch until the end or repeatedly?

Are your captions good and packed with value?

Take a look at these things—and yes, I dive deeper into this topic in my Instagram & TikTok Starter Guide.

Q: HOW TO USE THEM IF YOUR ACCOUNT IS SUPER NICHE?

A: I think this is good news since Instagram really needs to figure out WHO to show your content to. They try to find new viewers and not use your current follower statistics or engagement. If your niche is clear—let's say you're a fitness coach targeting women after postpartum, or you're giving vegan food recipes—just keep doing that and stick with your posting schedule. Include your niche hashtags and keywords in captions, as well as in the text on top of your Reels, and Instagram will most likely understand who you're talking to.

Q: WHO SEES THEM? BASED ON YOUR COUNTRY OR THE ENGLISH SPEAKING FOLLOWERS YOU MADE SO FAR?

A: Trial Reels are shown to a completely new audience—not your current followers. That's the whole point. Instagram does its best to push your content to people who are most likely to enjoy it, based on things like your content style, language, and overall vibe.

So if you've created content that tends to attract English-speaking users, or a certain niche (like travel, mindset, fashion), Instagram will try to show your Trial Reel to similar people—even if they're not in your country.

Q: HOW DO YOU GET ACCESS TO TRY TRIAL REELS? DO YOU NEED A CERTAIN AMOUNT OF FOLLOWERS?

A: Adam Mosseri (the head of Instagram) said that in order to get Trial Reels, you have to have at least 1000 followers. However, a lot of people with less than 1000 followers have access to Trial Reels, so that's not 100% true. I'm not sure why he said that, but this is the information so far! The rest depends simply on your account, the country, etc—I gave answers to this earlier.

Q: HOW WOULD YOU USE TRIAL REELS FOR FASHION CONTENT?

A: Trial Reels can work to any niche!! But here are some example content ideas for fashion creators:

Fashion Content Ideas to Try as Trial Reels:

- Outfit of the day (OOTD) with a trending sound
- Closet styling tips (ex: “3 ways to style a blazer”)
- Aesthetic try-on hauls with calm music
- Voiceover about your style evolution or fashion mindset
- Mini vlogs: “Get ready with me for a coffee date”
- Before & after: Casual to dressed-up transformation
- “This or that” outfit polls in video format
- Quote overlays: romanticizing fashion, confidence, femininity

Tip: Use strong on-screen hooks like:

- “POV: you’re romanticizing your everyday outfits”
- “Outfits that make me feel that girl energy”
- “If you’re in your soft fashion era, try this”

And always use a soft CTA like:

- Which one’s your fave? I’ll post part two if you want it
- Follow for more slow fashion + daily style edits
- Save this look for later
- Tag your fashion bestie
- Soft girl style or cool girl vibe — what’s more you?
- Want a part two? Let me know!!
- Follow if you love timeless outfits with a twist
- Which look are you wearing next?
- Minimal or statement — what’s your go-to?

Q: I DON'T HAVE IT BUT I'M A PERSONA ACCOUNT - WHAT DO I DO?

A: You have to switch to Business or a Creator account!

Q: HOW DO YOU PLAN THE COVERS IN YOUR FEED WHEN YOU DON'T KNOW WHICH TRIAL REEL WILL PERFORM?

A: I don't plan covers when posting Trial Reels, I just select one from the video and publish it as a Trial. However, when I decide to post it to my normal feed, I change the cover to something that fits in!!

Remember that Trial Reels will not pop up first in your feed—they will show up based on their original posting time, which can change how your feed looks!

Q: WHAT TIMES DO YOU POST YOUR TRIAL REELS AND DOES THIS MATTER?

A: You want to post your regular reels when your audience is the most active to get the immediate engagement, but for Trial Reels timing doesn't matter! There is no one interacting with your post in the beginning anyways while Instagram is trying to understand who to show it to. That being said, you can post it at any time!!

Q: IS IT GOOD TO POST ONE REEL AS USUAL AND STRAIGHT AWAY THE SAME ON TRIAL REELS OR RATHER NOT?

A: I would do in this order:

You have a new Reel you want to post to your feed. Make 5+ different versions of it, just slight changes like sound and text, and post them all as Trial Reel. Within a week or two you will see what performs the best – repost that to your feed!!

Q: WHAT IF I HAVE A TIME SCHEDULE, I CREATED A REEL YESTERDAY AND I SHOULD POST IT ASAP TO MY FEED?

A: Sometimes this is the case, and experimenting with Trial Reels doesn't mean you shouldn't post regular Reels. If you need to get a video out fast, just post it as normal Reel!! Maybe you can use the same footage and experiment different versions of it as Trial Reels

Q: WHAT TYPE OF REELS ARE GOOD TO CREATE AND TRY?

A: Some video ideas:

- New editing styles (aesthetic, cinematic, fast-cut, raw)
- Different video lengths (super short 5–7 seconds vs longer storytelling)
- Voiceovers or talking content
- Emotional or bold storytelling
- Trending audios with your own twist
- The exact trends that are performing well right now for others
- Educational content (mini tips, myths, lessons)
- Visual aesthetics (your morning, outfit, workspace, coffee)
- Behind-the-scenes content
- Unfiltered, personal shares you're unsure about posting

Q: IF I REPOST MY OLD VIRAL REELS, DO I ALWAYS HAVE TO CHANGE THE SOUND BECAUSE IT WAS THE OLD SONG IS NOT TRENDING ANYMORE

A: You don't necessarily need a trending audio to go viral. If you have an old video with a good sound that matches your clips, for example, feel free to use the old one. Sometimes I do that on purpose to try to bring back old trends and do something different.

However, if the song can be any song and not a specific one, I would change it to something new that's trending! You can also do both—since you'll want to post the same video multiple times anyway.

Q: WILL TRIAL REELS LAST FOREVER?

A: Honestly, no one knows—but my personal opinion is no. I think the feature works amazingly right now, and that's why I would squeeze as much as I can out of it NOW and not wait, since who knows what happens a few months from now.

Q: WHAT IS YOUR FAVORITE PART ABOUT TRIAL REELS?

A: The fact that I have lots of old content that is REALLY good, and now I can just bring that same content back to life instead of it sitting on my camera roll. I have videos where I travelled to a specific location to take videos, for example, so now I can just use the same clips since it's hard to recreate them all the time. This feels like working smarter, not harder haha.

Q: IS IT EASIER TO GET VIEWS FOR ACCOUNTS THAT ARE BIGGER THAN SMALL ACCOUNTS?

A: My first answer is no, but I don't have facts for this. However, considering what kind of feature this is, I would assume that Instagram is not favouring anyone.

Your followers don't see them right away—everyone, whether you have 200 followers or 200,000, is testing their content with a completely new audience.

Instagram's algorithm is less focused on who you are and more focused on:

- How long people watch your video
- If people save, share, or engage with it
- How good and meaningful your content is, etc.

In other words: it favors the content, not the creator. So yes, a bigger creator might already have better content, better storytelling, more experience to create viral content—but that doesn't mean their Trial Reels automatically perform better. Instagram won't favour them just because they have more followers.

Q: HOW MANY TRIAL REELS DO YOU NEED TO POST TO START SEEING RESULTS?

A: There is no right answer to this. I posted my first 10-20 within a few days and in the beginning the views are low (as I explained earlier that it takes time for Instagram to find the viewers), but then some of them started to take off one by one. I would post at least 5 Trial Reels a day for the next 2-3 weeks and then analyze the results

Q: CAN TRIAL REELS HURT MY ENGAGEMENT IF THEY DON'T PERFORM WELL?

A: No—they won't hurt your engagement at all. Since Trial Reels are only shown to non-followers, your actual audience never sees them unless you decide to share them publicly. So if the Reel performs badly, it quietly fades out—no harm done.

It won't lower your reach, mess up your grid, or affect your future Reels.

Q: WHERE DO YOU EDIT YOUR TRIAL REELS?

A: I edit my clips together using InShot or CapCut, and then I add songs and text in the Instagram app. Some people like to add text in CapCut too, which is totally fine. If you want to bring your own sound to Instagram, then add the sound in the editing apps as well.

CHAPTER SEVEN

STEP-BY-STEP STRATEGIES TO START USING TRIAL REELS

BEGINNER TRIAL REEL STRATEGY

If you're just starting out and have never gone viral before, this strategy is for someone who's still finding her voice, still figuring out her content style, and wants to build consistency without pressure

STEP 1:

Switch your account to Creator or Business account

STEP 2:

Create a list of 3–5 content themes you'd like to try
(ex: daily life, mindset quotes, fashion tips, travel vlogs, personal growth thoughts)

STEP 3:

Film 5 short Reels (5–15 seconds each) Keep them aesthetic, simple, or raw—don't overthink them. Just test and learn. Here are some ideas to start with:

- One with a trending sound (no talking, just vibes)
- One with a voiceover (tell a story or share your thoughts)
- One with a quote overlay or soft tip (aesthetically styled)
- One vlog-style (a mini day-in-the-life or morning routine)
- One storytelling-style (talking to camera or text-based)
- One showing your face + energy (even just smiling or walking)
- One before & after (makeup, outfit, mood shift, workspace)
- One with relatable “POV” text and chill music
- One with an inspiring message or mini pep talk
- One showing your routine or aesthetic moment (coffee, journaling, gym, walk)
- One with your thoughts as captions while you do something (like folding laundry or walking through the city)
- One where you romanticize something ordinary

STEP 4:

You also probably have lots of content on your phone that you simply haven't posted – or you have but you don't really have success with them. Take all these good content into a separate folder as well and start creating videos with the examples above.

STEP 5:

Post 5+ Trial Reels per day for 14 days

Turn OFF auto-share to followers. Let each one be a test.

STEP 6:

After 24 hours, check analytics

- Which ones got the most reach, shares, comments or saves?
- Which one felt most you?
- What got you followers?

Analyze your content! Note which style, hook, audio, or format drives the most growth and engagement. Use this to refine your content pillars moving forward – start repeating more that content that works the best

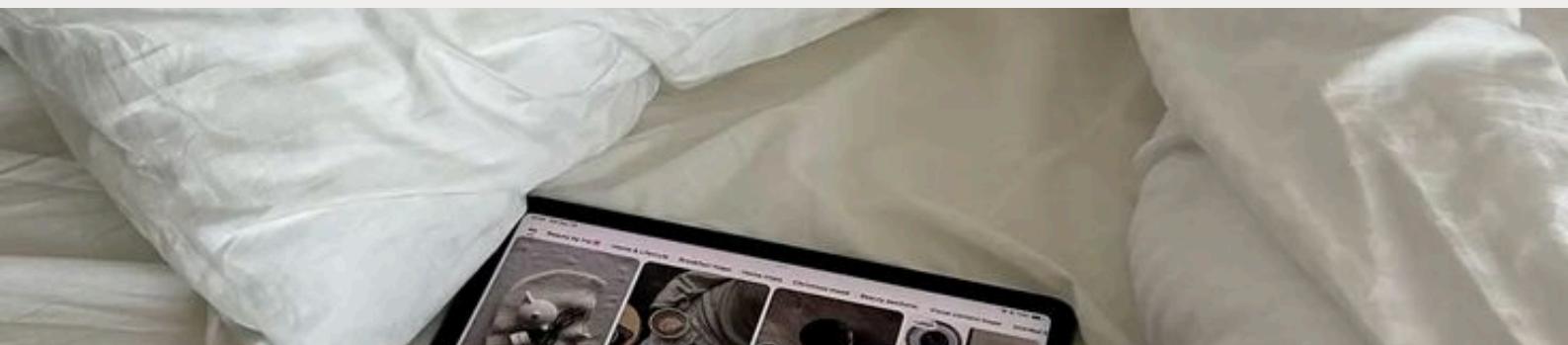
STEP 7:

Repost the best-performing one as a public Reel. Share it to your profile and keep building from there

STEP 8:

Repeat the process with new ideas every week

This is how you find your voice, your flow, and your future audience.



ADVANCED TRIAL REEL STRATEGY

If you've posted Reels before and already have some traction. This strategy is for creators who want to optimize, grow faster, and use Trial Reels more intentionally to reach new audiences.

STEP 1:

Go through your insights and pull your top 10-20 Reels. Look at: high reach, shares, saves, and comments. These are your “proven” Reels.

STEP 2:

Go to your photo album, find all these videos and save them so a separate new album. This makes it so much easier to start posting them over and over again

If you don't have them saved, go and recreate them (I know, can take lot of time..)

STEP 2:

Rework these videos into a new versions as well!! Change the:

- Hook text
- Caption
- Audio
- Format

STEP 3:

Come up with new video ideas as well! There is probably some type of videos that you have been thinking of trying but you just haven't yet – Trial Reels is the perfect opportunity for that!!

Collect bunch od videos from your album and save them to separate album! Create new videos based on the ideas you wanna create – take some examples from the ideas above.

STEP 4:

Start posting them all as Trial Reels. Post 5+ a day, you already have bunch of content so this shoud be doable with not much extra time. Turn OFF auto-publish.

STEP 5:

A/B test many versions of the same video. Try different hooks or vibes, and see which one performs best.

STEP 6:

Analyze your content! Note which style, hook, audio, or format drives the most growth and engagement. Use this to refine your content pillars moving forward – start repeating more that content that works the best

STEP 7:

Share only your best-performing Trial Reels to your main feed and let the rest stay hidden. This keeps your profile clean and only filled with content that converts.

STEP 8:

Repeat this process weekly. Use Trial Reels not just to grow—but to study what works, double down, and scale faster.

MY OWN POSTING SCHEDULE:

- Post x 1 a day IG @jasminsarakatariina
- Post x 1 a day IG @by.jasminkaila
- Post stories
- Post x 5-10 Trial Reels

(I try to post with this schedule but it's not always the case)

Whether that's a Trial Reel or normal Reel, I always analyze my content what works the best and double down on that



CHAPTER EIGHT

FINAL WORDS

You've made it to the end of this guide... but this is actually where things begin. You don't need to have it all figured out. You don't need a perfect plan. You just need to start.

This feature was made for creators like you—the ones willing to test, to experiment, and to show up before it all makes sense. The ones who know they're meant for more, even if no one else sees it yet.

So here's your reminder:

- Post the Reel even if it's not perfect
- Reuse what already worked—there's no shame in that
- Test what feels exciting, not just what feels safe
- Your content doesn't have to be loud to be powerful
- No one's ahead of you—you're on your own timeline
- If something flops, good. You just learned something new
- Stay CONSISTENT and stick with the posting schedule. That is the ONLY way to really experiment this

Trial Reels give you space to fail quietly and grow loudly. Use that to your advantage. And when things start working—when you get that first win, that first spark of momentum—I want to hear about it. DM me. Tag me. Let me celebrate with you!! <3

I get results because I always go all in. Remember that I started exactly where you are right now. My content wasn't good, I had no idea what I was doing—but I was willing to learn.

My “why” and calling in this life is too strong to be ignored. I figured out that building my social media is one of the ways to get where I want in life. It gave me full freedom, financial stability, and I fulfill my purpose to inspire and encourage similar girls like me—and that made my life ten times better.

Your time is next!! <3

Also friends, this Ebook was only about Trial Reels, right?

I also have my other Ebook, The Creator Guide, which is over 80 pages long and covers everything about how to actually start building your personal brand, find your purpose and style of creating, monetize your socials, build content strategies, and learn how to convert viewers into followers—and more.

This is the exact way I gained over half a million followers in the past few years. I make money I never thought would be possible for me. I got to move abroad. I started to live life on my own terms, doing something I absolutely love (which means I don't feel like I'm working anymore). I have the freedom to travel when I want, stay in the most luxurious hotels and Airbnbs around the world (for free—yup, and even get paid to do that).

If you liked this Ebook, I'm sure you're gonna like the next one too!!

The Creator Guide

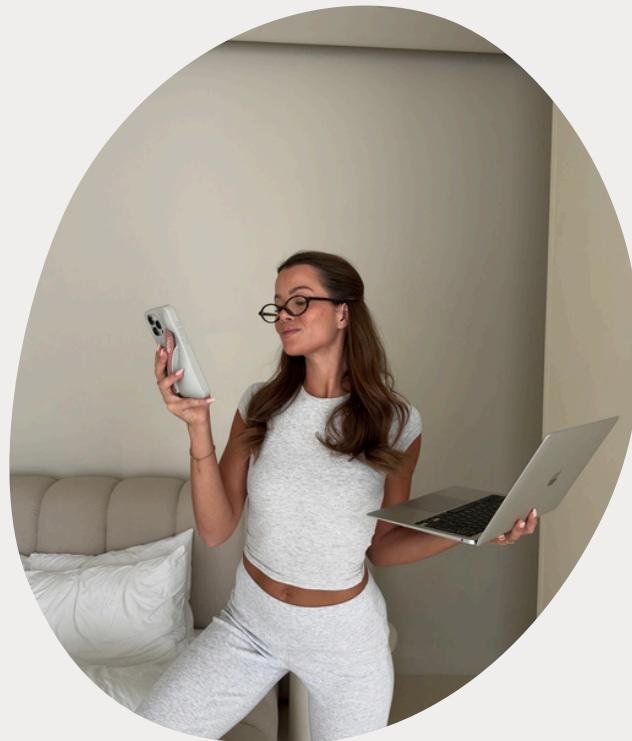


[Link to the Ebook here](#)

Join me and 1000s of other aspiring creators <3

I would LOVE to hear your feedback on this Ebook as well as your results.

DM me on Instagram and keep me posted!! <3



WITH LOVE,

Jasmin



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