International Archaeology Day

ARCHAEOLOGICAL INSTITUTE *of* AMERICA

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Social Media *Tips & Tricks*

Here is an easy 5-step guide to making Instagram Reels:

1. Scroll to REELS at the bottom of the screen and tap it.
2. Tap and hold down the center circle to record a clip. Your REEL can be recorded in sections by holding and letting go of the record button. Or you can upload existing clips from your device.
3. Once finished with the recording, you can edit your REEL by adding elements such as drawings, stickers, text, GIFs, and more.
4. Share your REEL by selecting "Next"
5. Write your caption and select the cover photo for your REEL. You can also tag people, add a location, and explore the advanced settings for more options. ***Remember to tag the AIA ([archaeology_aia](#)) so we can share your story with the world!***

Tips & Tricks:

- *Shorter REELS are ideal. Keep your audience engaged, the shorter the better!*
- *Instagram recommends REELS have an aspect ratio between 1.91:1 and 9:16*
- *3-5 hashtags are plenty. Remember to use the hashtags #ArchaeoStart and #IAD2023*
- *Your caption should include at least 30-150 words*

Archaeology & *Accessibility*

Adding captions to your Instagram Reels -

Captions provide a written version of the spoken words, sounds, and music in your Reels- This allows individuals with hearing impairments to follow along and fully engage with the content.

To add auto-generated captions to your Instagram Reels, click "Advanced Settings" in the Reel editing menu. There, make sure "Show Captions" is turned on in the Accessibility menu.

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To add captions after posting your Reel, tap "More Actions" at the bottom of the video. Then, tap "Advanced Settings," and make sure "Show Captions" is turned on.

Additional resources about captioning:

- [Manage reels and video captions on Instagram (iPhone and Android Guide)](#)
- [California State University San Marcos: Creating an Accessible Instagram Post Guide](#)

AIA Official *Social Media Accounts*

Remember to tag the AIA so we can share your story with the world!

Instagram - [@archaeology_aia](#)

Facebook - [@Archaeological.Institute](#)

Twitter - [@archaeology_aia](#)

Youtube - [@ArchaeologyTV](#)