



BLK Chicago Services

*Reels perform the highest, then carousels, then static posts.

Reel - [Promo](#) (pre-made approved reel)

If this content has been used multiple times, it doesn't perform well.

Reel - [Promo](#) (pre-made approved reel + voiceover by BLK Chicago)

Reel - [Recap](#)

Instagram - [Carousel](#)

Instagram - [Static Post](#)

Page 2 - Newsletter + Email

Page 3 - Tips for a good reel turnout

Newsletter - Featured + Sponsored Ads

[Featured Event](#) - First Event Listing that includes image, description, and link

[Featured Ad](#) - Ad Placement at the top of the Events of the Week (weekly list)



TICKET GIVEAWAY - BLK IN THE CITY PASS MEMBERS ONLY - SPONSORED BY LIVE NATION

BLK in the City Events of the Week

Last updated 8.26.25 at 2:10pm CST. *Events will be updated regularly.

Company (if different from venue) | Event + Ticket hyperlink | Venue

Sponsored Ads

SPONSORED BY LIVE NATION



Want to purchase tickets instead?

Uncle Charlie's R&B Cookout Tour - Saturday, September 6, 2025 at Huntington Bank Pavilion at Northerly Island

[BUY TICKETS](#)

Tips for a Good Reel Turnout

Make the most of your promo with BLK Chicago

1. Send High-Quality Content

- Clear visuals (no blurry footage or low lighting)
- Vertical format (9:16) works best for Instagram Reels
- 30 seconds is ideal, but we can work with up to 60
- Avoid flickering lights, heavy filters, grainy clips, glitch effects, fast panning or hard-to-read text
- Landscape/Horizontal video clips cannot be used for reels

2. Hook Viewers Early

- Start with motion, sound, or a bold visual in the first 3 seconds
- Feature people, energy, or an eye-catching moment upfront

3. Make the Message Clear

- Highlight *what*, *where*, and *when* early in the video or caption
- Add any special offers, guest names, or standout experiences

4. Include Branding or a Logo

- You can include a small logo or brand name
- Avoid full flyers or heavy text as the reel itself
- Do not turn flyers into reels
- TikTok bans dancing with seductive poses

5. Tagging & Collaborators

- We tag your main account — let us know the handle to use
- We reserve the right to approve collaborator tags
- **Reminder:** Tagging multiple accounts does *not* equal more likes or reach
Quality > quantity

6. Engagement

- Reels used multiple times already may underperform. Fresh content helps maximize engagement.
- When we post, be ready to comment, share, and engage with the audience too – it helps boost reach!