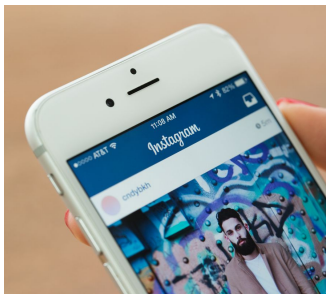


#InstagramIsCasualAgain: Growth of Casual Content On Social Media

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#MakeInstagramCasualAgain was a trend to justify [casual content](#) posts in a world full of expectations, filters and the “Instagrammable” picture. However, Instagram finally allows users to be casual again with the creation of a recent feature, [Instagram Reels](#).



The invention of Instagram Reels, along with [TikTok](#), allows creators on social media to spend more time on the content of videos and less time on editing. This type of video, also known as [short-form video](#), allows creators big or small to show raw footage or insight to the creator's life.

Reels have created a new type of branding for creators and businesses, allowing more creativity with less of the fuss. Are Reels here to stay? Or is this just another fad?

Benefits

According to an [article](#) by Quartz, influencers and everyday creators began verbalizing their desire for more casual content. Social media applications responded to their request, and since then social media users have responded positively. TikTok's takeoff in 2019 allowed casual content to trend during the COVID-19 pandemic, capitalizing on people's boredom away from social situations. This soon turned into a large following of short-form video lovers.

Reels and short-form video allows for brands to show authenticity in their content. According to [Fortify](#), Millennials and Gen-Z want brands to show authenticity before they, as consumers, make a purchase decision. Authenticity can be shown in many ways: brand activism, partnerships, and now, short form videos that display an insight into the brand or creator's life.

The use of filters, [Facetune](#) and other photo enhancing applications are typically used on photos posted to social media to mimic perfection. However, with Reels, one does not have to use these things to create a popular or successful video. Reels and Tiktoks are typically more casual and less edited, meaning these videos show the “real” side to brands that people do not see on a day to day basis. Creators and brands who use short-form, casual content make a statement that they are comfortable showing their true colors.

Downfalls

While posting casual content on your Reels and TikTok is a trend, it may come with criticism from other creators. Some creators may deem the content of short-form videos “unprofessional”. A way to avoid this is sticking to your brand’s overall message while still having fun in the video. The tone of these videos can be less serious, but make sure not to go overboard.

No matter how casual Instagram or TikTok is, there will always be brands and people who edit their videos for hours on end. While some social media pages will use casual content to their advantage, others will try to stand out by spending time editing their videos like one would see on YouTube or traditional advertisements.

With everyone jumping on this trend, this means more and more casual videos are posted each day on social media platforms. Finding ways to stand out from other brands and creators may become harder as time passes. Social media managers and content creators will need to think of ideas out-of-the-box so their account does not fall behind.

The Bottom Line

Short-form, casual content is not for everyone. If you are looking for a way to enhance your social media presence, you should look into making Reels and TikToks. However, consider the benefits and downfalls before you start creating in order to find the right balance to #MakeYourInstagramCasual for your audience.