

9th February 2023

## Iconosquare launches Instagram Reels Auto Posting

Iconosquare is excited to announce the launch of its new auto posting feature for Instagram Reels.

In addition to photos and carousels, users can now schedule Instagram Reels for publication in advance and seamlessly via the Iconosquare platform.

Whilst Reels publication was previously possible, the feature was limited to manual posting in the form of a notification via the Iconosquare app, which reminds users when it's time to publish their scheduled media.

This new feature allows users to upload their ready-made Reels videos (complete with sound and finished editing, etc.) and publish them whenever they want without needing to have their phone at hand, making it even easier to schedule content in advance.

*"We are pleased to now offer two options to Iconosquare users: the ability to schedule their Reels manually, from their publishing calendar or simply selecting auto publishing and letting Iconosquare do the work for them. Whether you prefer to plan and get it out of your head, or have a reminder to plan from scratch, both options are available!"* Says Aymeric François , Product Manager at Iconosquare.

In addition to this feature update users can benefit from a range of Iconosquare's features such as a media library, saved captions and hashtag library and a collaboration feature to approve content with team members.

### **About Iconosquare:**

*Iconosquare is a powerful social media analytics and management tool. Trusted by over 20,000 users worldwide, this intuitive platform helps social media professionals better engage their communities and boost their social media strategy by leveraging best-in-class analytics, management and reporting features, for Instagram, Facebook, LinkedIn, Twitter and TikTok.*

If you would like more information concerning the Iconosquare platform and our Instagram Reels auto posting feature, please contact:

Natasha Hylton - Partnerships and Affiliate Manager

[natasha@iconosqua.re](mailto:natasha@iconosqua.re)