

## TikTok vs Instagram Reels (vsdiff.com)

Feature	TikTok	Instagram Reels
<b>Video Length</b>	Up to 3 minutes	Up to 90 seconds
<b>Editing Tools</b>	Extensive filters, music, and effects	Basic features, music library
<b>Algorithm</b>	For You Page (FYP) based on user interest	Displayed in explore tab along with posts
<b>Monetization Options</b>	Creator Fund, brand partnerships	Brand collaborations, affiliate links
<b>Target Audience</b>	Primarily Gen Z and Millennials	Broader age demographics

Source: <https://vsdiff.com/tiktok-vs-instagram-reels/>