Case Study

The Commons in Lincoln

Campaign: Social Media

How Instagram Reels Grew Followers 17.4% in One Month

The Overview

EVR partners with The Commons in Lincoln, a CCRC in Lincoln, MA, across strategy, creative, digital marketing, public relations, website support and social media. As part of our ongoing social media strategy, we develop content designed to increase brand awareness, engage residents and families and connect with prospective residents across key platforms.

For Instagram, we publish two to three times per week, balancing content that showcases community life, highlights associates and residents and supports broader marketing objectives. As we evaluated performance, we identified an opportunity to make Reels a more consistent part of the content mix to expand organic reach and grow followers.

The current content mix included photos, links and occasional video. We saw an opportunity to make video a more consistent part of the strategy.

The Challenge

Build on strong Facebook momentum by accelerating organic follower growth on Instagram.

The Strategy: Reels

Instagram gives Reels more opportunities to reach people beyond an account's existing followers. For The Commons, that created a clear path to organic growth.

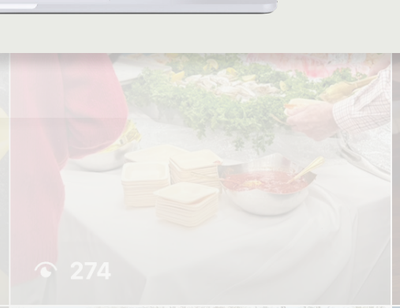
We repurposed existing assets, studied what was performing and captured new content featuring residents, associates and everyday community life. Rather than producing highly scripted, commercial-style videos, we focused on authentic stories and genuine moments that felt natural in the feed. In many cases, the most effective content did not require a production crew—just a smartphone and a story worth telling.

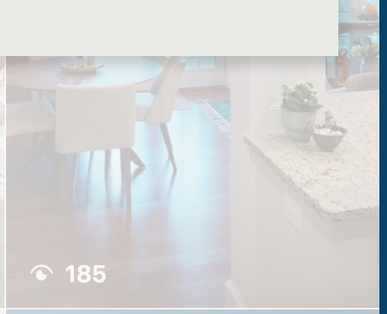
Each Reel combined:

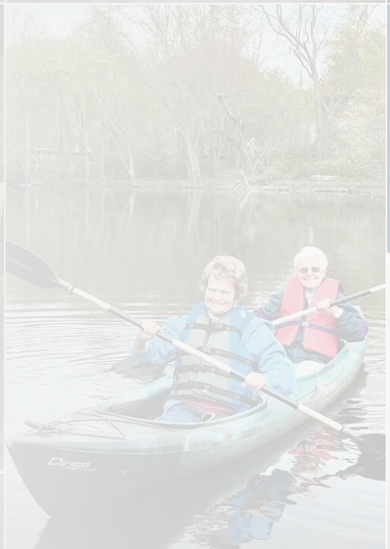
- Strong hooks
- Concise storytelling
- Simple on-screen text
- Captions
- Trending audio when relevant
- Clear calls to action

The Results

- Before implementing a consistent Reels strategy, The Commons averaged **2–3% month-over-month follower growth.**
- After one month of publishing approximately one to two Reels per week, follower growth jumped to **17.4%**.
- The account now consistently averages approximately **5% month-over-month follower growth.**







Adding Fuel to Organic Success

Once a Reel performs well organically, a strategic boost can take it much further.

By boosting select Reels, we increased average reach from approximately **500 people to more than 40,000** while also generating more shares, link clicks, reactions and comments.

One boosted Talent Show Reel delivered:

- **83.9K views**
- **45.6K viewers**
- **318 interactions**

Why This Works: The Talent Show Reel is entertaining, unexpected and unmistakably human. It showcases residents' personalities while giving viewers an authentic glimpse into life at The Commons. Simply put, it gives people something worth watching and sharing.

The Takeaway

A successful Reels strategy does not require a constant stream of highly produced video. It requires consistency, smart use of available content and an understanding of what people want to watch. Give people more of the people and moments worth following.

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