

CASE STUDY

Inside My 100K+ Reel

How one storytelling assignment turned into 143K+ views, 5K+ shares and saves, and 500+ new followers, plus what the data taught me after I posted it.

This is not a “how to go viral” guide.

I do not know exactly why Instagram showed this Reel to more than 143,000 people, and I’m not going to pretend I do because that is how the internet gets weird.

This is a case study.

I learned something.

I applied it to my real story.

I posted it.

Then I read the receipts.

THE REEL

“Handling It” Me vs. “Choosing It” Me

The view count was exciting. But the view count alone did not tell me what to do next. That is where the data got more useful.

THE RECEIPTS

143,895
VIEWS

110,984
VIEWERS

15 sec
AVG WATCH TIME

6.1K
LIKES

98
COMMENTS

267
REPOSTS

2.4K
SHARES

2.6K
SAVES

538
PROFILE VISITS

536
FOLLOWS

12
BIO LINK CLICKS

Peace + Profit.

Built by Kelly Blackwell. Read on.

Where the Idea Came From

This Reel started inside Jun Yuh's 21-Day Storytelling Content Challenge through Creator College. One of the assignments sparked the idea of creating a split screen conversation between two different perspectives.

Jun deserves credit for the challenge and assignment that prompted the Reel. This PDF does not teach his framework, share his prompt, recreate his worksheet, or package his paid material. This is my case study of what I created from my own story.

OLD KELLY

"I can, therefore I should."

CURRENT KELLY

"I can, but I get to choose."

The real idea underneath the Reel

That distinction came from my own life. I spent more than 20 years in corporate IT. I knew how to handle pressure, schedules, expectations, and responsibility. But after two major stress and health wake up calls, one in 2013 and another roughly eight months ago, I had to look at something deeper.

Corporate had not been the whole problem. Some of the patterns came with me.

Ma'am. Rude.

So the better question became not just Can I do this? but Do I choose this, and what does it cost me? That became the emotional center of the Reel.

ATTRIBUTION

This Reel was sparked by an assignment inside Jun Yuh's 21-Day Storytelling Content Challenge through Creator College. This case study shares my application and results only. It does not teach, reproduce, or distribute Creator College materials.

The Finished Reel

“Handling It” Me vs. “Choosing It” Me

HANDLING IT

“I can handle it.”

CHOOSING IT

“I know. But do you need to?”

HANDLING IT

“Well, somebody has to do it.”

CHOOSING IT

“Not everything has to get done.”

HANDLING IT

“I hate leaving things unfinished.”

CHOOSING IT

“I hate giving everything my time.”

HANDLING IT

“But I’m good at figuring things out.”

CHOOSING IT

“You don’t have to keep proving that.”

HANDLING IT

“So now you just say no?”

CHOOSING IT

“Now I decide what deserves a yes.”

HANDLING IT

“But you’re still ambitious.”

CHOOSING IT

“I’m just more careful with the cost.”

HANDLING IT

“So being capable isn’t the problem.”

CHOOSING IT

“No. Thinking I have to prove it is.”

WHY THIS FORMAT FIT THE STORY

The format was a split screen conversation, but the important part was not just that two versions of me were talking. The important part was this: The conflict was internal. This was not me versus another person. It was me versus an old pattern.

Handling It Me believed: “I can, therefore I should.”
Choosing It Me believed: “I can, but I get to choose.”

The format let people watch the tension instead of just hearing me explain it. And that matters because explaining something and letting someone recognize herself inside it are not the same thing.

Handling It Me was not the villain. She was capable, responsible, reasonable, and familiar. Choosing It Me was not less ambitious. She was more careful with the cost.

So yes, the split screen format mattered. But the format was not the whole story. The story was the specific truth inside it: Being able to handle something is not the same as it being worth the cost.

Note: I’m sharing why this format fit my Reel. I’m not teaching Jun Yuh’s assignment, prompt, or proprietary Creator College material.

The Receipts

Views are fun. Views are also not enough.

A big view count tells me the reel was seen. It does not tell me the whole story. So I looked at what people did after they saw it.

Shares 2.4K shares may suggest people saw themselves or someone they know in the message.

Saves 2.6K saves may suggest the idea felt useful, true, or worth coming back to.

Comments 98 comments gave me language to study. Comments can show which part of the message people are reacting to in their own words.

Follows 536 follows told me this reel introduced a lot of new people to my world.

Profile visits and bio clicks 538 profile visits and 12 bio link clicks told me this was mostly audience acquisition, not direct funnel movement.

That does not make it a bad post. It means I need to understand the job it did.

WHAT THIS MAY SUGGEST

I cannot say “this performed because of one exact thing.” I can say the behavior around the reel suggests the message created recognition. Women seemed to connect with the tension between being able to handle something and deciding whether it deserved their time, energy, or yes. That gives me something useful to build from. Not blindly copy. But study.

Side note: We are reading receipts, not pretending to be Instagram prophets.

Now Read Your Receipts

The biggest lesson from this Reel was not “use my Reel format.” It was: your content is already giving you information.

Most creators post, check views, decide something worked or flopped, and then move on. But your audience is doing more than viewing. They are saving. Sharing. Commenting. Following. Clicking. Ignoring. Rewatching. Asking questions. Repeating certain phrases back to you. That is data. And it can help you make better content decisions if you know how to read it.

MEET QUEENIE

Analytics Queen

My custom AI analytics-reading bot for Instagram content. You give Queenie your Instagram Insights, and she helps you understand what your own content is telling you.

She can help identify what content is already working, what your audience is responding to, what themes and patterns are showing up, what may be worth repeating, and what your next content moves could be based on your own data.

Analytics Queen is not a “go viral” tool. She is a stop-guessing tool. Because your audience is not my audience. Your best posts are not my best posts. Your data tells a different story.

Queenie is ready to read your data and lovingly side eye your “I think this flopped” conclusions.

Stop guessing what your content is telling you.

Get Analytics Queen for \$97 one time. Use it to read your Instagram Insights, spot patterns, and make smarter next content decisions without turning your brain into soup.

Get Analytics Queen

kellyblackwell.thrivecart.com/analytics-queen/

Results disclaimer. This is a case study, not a promise of results. I do not know exactly why Instagram distributed this Reel to more than 143,000 people, and I cannot guarantee similar results for anyone else. Any discussion of shares, saves, comments, follows, profile visits, or link clicks is interpretive. These behaviors may suggest audience recognition, interest, or intent, but they do not prove exactly why the Reel performed or what Instagram’s distribution system prioritized. Analytics Queen does not promise viral content. It helps users interpret their own Instagram Insights so they can make better content decisions based on their own audience behavior. Attribution. This case study references a Reel I created while participating in Jun Yuh’s 21-Day Storytelling Content Challenge through Creator College. It does not teach, reproduce, distribute, or summarize Creator College’s proprietary materials, prompts, worksheets, lessons, or frameworks.