MINI GUIDE TO INSTAGRAM REELS!

WHAT ARE INSTAGRAM REELS?

Instagram Reels are short-form, vertical videos that can be up to 90 seconds long. They are designed to capture an audience's attention quickly.

- Instagram users can record and edit together video and photo clips set to music and share them to their Feed, Stories, and the Reels explore page.

- Since their inception, Instagram Reels have been an amazing way for brands and businesses to flex their creative muscles and add a visual experience beyond a grid post. Reels are also great for growing an audience and guiding new people to your profile.

- And what makes Reels different is that instead of user's only seeing Reels from accounts they follow, users see Reels from all Instagram accounts on the Reels tab.

- ALL video on IG is now located in Reels tab.

- You can now add, edit, and re-order clips after filming.

- Original sounds are being favored.

DIFFERENT TYPES OF INSTAGRAM REELS:

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EDUCATIONAL OR HELPFUL

Educational reels are meant to provide some sort of knowledge and value to your audience about your business or area of expertise.

BEHIND THE SCENES

People are inherently nosy and want to see what other people do with their day to day life. Use these to give your audience a glimpse into what it's like to be YOU.

JUMPING ON TRENDS

Your audience may not learn much from these, but they do allow an opportunity to showcase your personality and be playful with your content.

- *What topic would make the most sense for your business or brand: fashion and styling? Food recipes? Wellness tips?*

- *Are there any that feel like a natural fit for your brand right now?*

- *How will your Reels content be cohesive with your Instagram feed posts or Stories?*

- *Who is your target audience and what type of content will speak to them?*

BRILLIANT IDEAS:

_____

_____

_____

_____

HOW TO CREATE AN INSTAGRAM REEL

HERE'S HOW TO CREATE YOUR FIRST INSTAGRAM REEL IN FOUR SIMPLE STEPS:

1. **Storyboard Concept**

2. **Shoot Instagram Reel**

3. **Preview and Add Effects**

4. **Share Instagram Reel**

QUICK REMINDER:

Your content is NOT for you. It is for your audience, so keep this in mind when creating.

STEP #1: STORYBOARD YOUR CONCEPT

You know how the saying goes, failing to plan is planning to fail. So, before you step in front of the red light, it's best to put a plan in place.

Here are some questions to answer and get you started:

- *What topic would make the most sense for your business or brand: fashion and styling? Food recipes? Wellness tips?*

- *Are there any that feel like a natural fit for your brand right now?*

- *How will your Reels content be cohesive with your Instagram feed posts or Stories?*

- *Who is your target audience and what type of content will speak to them? It could be tutorials, behind-the-scenes, or a "day in the life."*

From there, spend time perusing the app and take stock of visuals, text, trends, and aesthetics that you could borrow inspiration from, but not TOO MUCH TIME. If you spend too much time, you'll find yourself in a comparison paralysis.

Once you've got a solid understanding of your direction, storyboard your content by breaking down the clips you need to shoot in order to make the concept work.

That way, you'll gain a visual understanding of how your Reels will turn out – and have a clear plan to work from!

STEP #2: SHOOT YOUR INSTAGRAM REEL

You can create and access IG Reels in three different ways:

1. The Reels tab
2. Your Instagram home screen
3. The Instagram Stories camera

1. Creating a Reel From the Reels Tab

To create a Reel from the Reels tab, tap into the Reels tab and press the camera icon on the top right.

2. Creating a Reel From the Instagram Home Screen

To create a Reel from the Instagram home screen, tap the "+" on the top right and scroll to the Reels tab at the bottom of the screen.

3. Creating a Reel From the Instagram Stories Camera

Open the Instagram Stories camera and find the Reels icon positioned either between the default Normal mode and Create mode or on the bottom menu next to "Story."

STEP #2: SHOOT YOUR INSTAGRAM REEL

- Reels can be recorded in a series of clips, in a single stream, or shot externally and uploaded.

- To add external clips from your camera roll to your Instagram Reels, select the "+" icon in the bottom left corner.

- To shoot footage internally in the Reels app, hold the recording circle in the middle of the screen.

- You can add music to your footage by tapping the audio icon and searching for a song from the Instagram music library. Or, use your own original audio by simply recording a Reel with it.

- You can also select which part of a song you want to feature.

- When you share a Reel with original audio, your audio will be attributed to you, and if you have a public account, users can create Reels with your audio by selecting "Use Audio" from your Reel.

STEP #2: SHOOT YOUR INSTAGRAM REEL

- From the left sidebar you'll also have the option to choose the speed of your video (the default is 1x) from .3x, .5x, 1x, 2x, 3x, or 4x.

- For hands-free filming, take advantage of Instagram's timer and countdown effect.

- The timer allows you to record any of your clips hands-free. Once you press record, you'll see a 3-2-1 countdown, before recording begins for the amount of time you selected.

- You'll also have the option to align your clips. This tool comes in handy when you're looking to create seamless transitions between moments in your footage.

- To access effects, tap the three stars icon above the record button. There you can browse Instagram's effects gallery.

- To easily trim, reorder, or add additional clips, tap "Edit clips".

- To delete a clip, long hold it and press the minus icon.

TRANSITIONS:

Transitions are a great way of capturing your audience's attention and keeping them on your video. You don't have use tricky transitions, but something to grab the eye is always helpful in increasing views.

HAND COVER · SWIPE · STOMP · JUMP · CLAP · PUSH
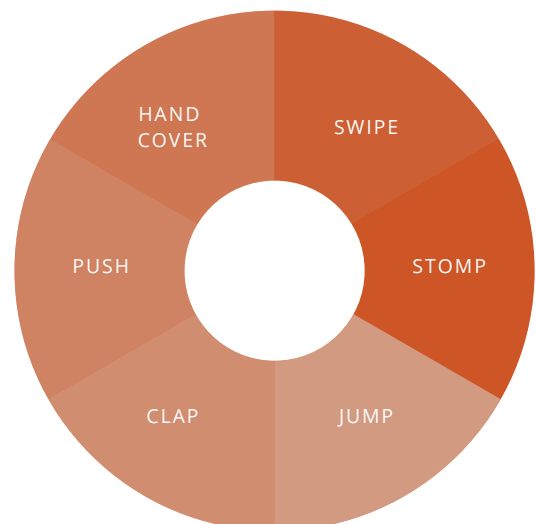
STEP #3: PREVIEW + ADD TEXT

Once you're happy with the clips, tap on over to "Preview."

To bring your content to life, you can take advantage of Instagram's many effects.

If you're familiar with Instagram Stories tools, you'll recognize most of these tools:

- **Text:** Say more by adding text to your Reels.

- **Draw:** Use the draw tool to add some extra flare.

- **Stickers:** Include captions, GIFs, the time, and a plethora of fun Instagram stickers.

- **AR effects:** Search from Instagram's endless gallery of AR effects created by Instagram and creators around the world.

- **Filters:** Swipe left to access filters to add to your Reels.

- **Audio:** In case you missed it earlier, you can also add audio from Instagram's music library at this stage – in addition to recording a voiceover, or adding sound effects.

TIP : Explore trending audio on Instagram by heading to the Reels tab – take a scroll and note any tracks that have the "trending" arrow for your next clip.

STEP #4: SHARE YOUR INSTAGRAM REEL

Now it's time to share your creation!

- Tap "Next," choose a cover photo and write a captivating caption that speaks to your Reel.

- From here, toggle whether you'd like to share your Reel to the Instagram Feed. We recommend sharing to Feed for the best reach.

- Next, crop your profile image, as this is how the cover image will display on your profile's grid.

- To tag Instagram accounts in your Reel, tap "Tag People" – here you'll also have the option to invite a collaborator.

- If the user accepts your invite to collab, your post will be shared with their followers and they'll be shown as a co-author on the post.

- You can also rename your audio (if you've created your own), add a location, and toggle "Recommend on Facebook" to increase your reach.

- Finally, tap "Share."

- And just like that, you've successfully posted your very first Reel – job done!

Congrats

HASHTAGS AND HOW TO USE THEM

Hashtags are essentially a categorization tool. They help users find content related to a specific topic. A post with at least one Instagram hashtag averages 12.6% more engagement than posts without a hashtag.

Since hashtags are used with an intent to discover content, the right hashtags can put you in front of your target audience, even if they haven't connected with you before.

Different types of hashtags include:
- Niche
- Industry
- Brand
- Community
- Location
- Events

You can have up to 30 hashtags on a post. There's a lot of back and forth information out there about how many hashtags to use. We just recommend using 30 each time.

We also suggest having 2-3 different sets of hashtags. This is helpful based on the different types of content you are posting because you want your hashtags to be relevant to the type of post you're creating.

For example, you probably wouldn't use a real estate hashtag on a post about harvesting crops. So keep this in mind when creating your hashtag sets. Also, pro tip: save your hashtag sets as a note in your phone for easy reference.

HOW TO STRUCTURE YOUR CAPTION

HOOK.

GOAL: STOP THE SCROLL.

Tip: *You don't have to use a hook every single time. If you're telling a story in your caption, go ahead & start.*

EXAMPLES:
- **'**SWIPE TO SEE X'
- 'WHO CAN RELATE?'
- 'UNPOPULAR OPINION'
- 'UPDATE!'
- 'LET'S TALK X, X & X!'
- 'PLEASE READ!'

IDEAS: _____

IDEAS: _____

Pro Tip: Get to the good stuff first.

BODY.

GOAL: EXPAND TO READ.

Tip: *Make your followers feel like they are there with you. Get specific! Avoid writing in the app, or in your phone at all when possible! It's much easier to catch spelling & grammar errors on a desktop.*

PURPOSE + VALUE: COMMENT ON WHAT'S GOING ON IN THE PHOTOS/VIDEO, THEN STRETCH IT OUT WITH A STORY.

IDEAS: _____

IDEAS: _____

Pro Tip: Use line breaks + emojis to keep things skim-able & engaging.

CTA.

GOAL: MOVE THEM TO YOUR OFFERING.

Tip: *IG hates when users leave the app. Instead of swimming upstream, go with the flow & direct followers to your stories, highlights, or part 2/3 of your reel. This still boosts engagement!*

EXAMPLES:
- 'LINK IN STORIES'
- 'DM ME'
- 'PART 2 PINNED IN PROFILE!'
- 'JOIN THE FUN'
- 'GIVE IT A SHOT'
- 'GET INVOLVED'

IDEAS: _____

IDEAS: _____

DAILY ENGAGEMENT CHECKLIST

You have a business to run, deadlines to meet, ideas to create, and life to live. We've come up with a daily checklist to help make sure you are using social media in a way that makes you feel productive and accomplished rather than defeated and run down.

Part of social media is being social. These daily tasks should take no more than 15-20 minutes of your day. In fact, we would recommend breaking it up into smaller 5 minute sessions to accomplish your daily tasks.

- [ ] Reply to 15 stories with a DM

- [ ] Respond to all post notifications

- [ ] Search locations & comment on 10 posts

- [ ] Search hashtags & comment on 10 posts

- [ ] Send a reply to new followers (optional)

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