



How to Create a Reel:

Using Instagram Reels for your business is crucial in today's digital landscape. Reels offer a dynamic platform for showcasing your products or services in engaging bite-sized videos that captivate your audience. With its wide reach and discoverability, Reels can help you connect with a broader audience, increase brand visibility, and drive organic traffic to your profile.

By leveraging creative and entertaining content, you can effectively communicate your brand's personality, share valuable insights, and build a loyal community of followers. In an era dominated by short attention spans, Instagram Reels allows your business to stay relevant, tell your story, and stand out in the competitive market, making it an invaluable tool for online marketing and brand promotion.

Getting Ready:

Using the correct aspect ratio for Instagram photos and videos is essential for creating a visually pleasing and professional online presence. Instagram provides users with different formats like square, portrait, and landscape, and adhering to these formats ensures that your content appears as intended without awkward cropping or resizing. Consistency in aspect ratios throughout your profile creates a cohesive and aesthetically pleasing grid, enhancing your brand's visual identity. Moreover, Instagram's algorithm often favors content that fits its preferred ratios, leading to better engagement and visibility. So, getting the aspect ratio right is not just about aesthetics; it's a strategic move to maximize your reach and make a lasting impression on your audience.

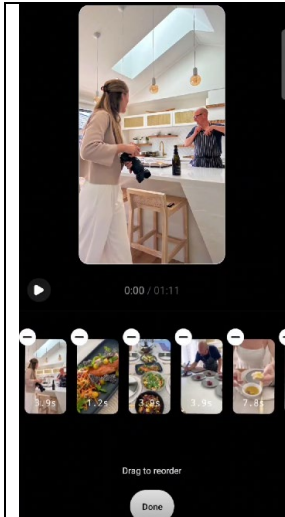
For reels, we recommend the photos are cropped to be in a 9:16 portrait aspect ratio, and videos are taken in portrait mode. This is because the “empty space” will be filled up with black and doesn't look as aesthetically pleasing!

Make sure that all of the photos and videos that you want to include in your reel are cropped and saved in your camera roll.



Step 1: Create your video content

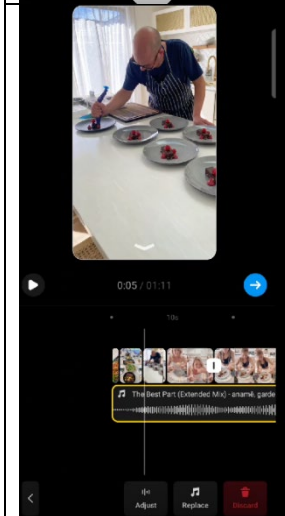
A white plus sign (+) inside a rounded square with a black border, representing the 'create' button on the Instagram app.	<p>Open Instagram. This will take you to your Instagram feed and there's an icon on the bottom row that looks like this, click it. This will automatically default to "creating a post" but you can swipe across to REEL.</p>
A screenshot of the Instagram 'New Reel' creation screen. It shows a grid of video thumbnails from the 'Recents' gallery. At the top, there are options for 'Camera', 'Drafts', and 'Templates'. A 'Next' button is visible at the bottom right of the grid.	<p>Choose your photos and videos that you want included in your Instagram reel by selecting the circle in each of the corners.</p> <p>They will appear at the bottom in the order that you've chosen them. If you want to 'unselect' a photo or video, you can do so by re-clicking on the circle.</p> <p>Make sure that the photos and videos you've chosen are of high quality!</p>
A screenshot of the Instagram music selection screen. It features a search bar at the top and a list of trending songs with play buttons and share icons. The songs listed include 'The Best Part (Extended Mix)', 'Intro', 'I've Been In Love (feat. Channel...)', 'Thing of Beauty', 'Way Down We Go (Speed)', 'Le Monde', 'Feeling Good (Austin Millz Remix)', and 'Texas Sun'.	<p>Once you hit next, the video will automatically sync up with trending music.</p> <p>You can listen to snippets of the trending music to see if it works well with the content you are showcasing. You can also search for generic music, such as "background jazz", or something specific like "Happy by Pharrell Williams" if you want a certain song playing.</p> <p>Once you've chosen your song, hit next.</p> <p>The audio is going to again automatically sync up with your videos.</p>



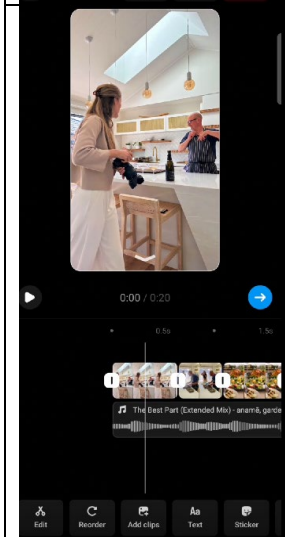
Click “Edit Video”. This is how you deep dive in to perfecting your reel. You will see the different footage in segments.

To work on a specific clip, tap on it. This will highlight it yellow. You can then make it shorter by dragging the edges of the clip towards each other. To make the clip easier to work with, use two fingers and drag them wider. This will show the clips almost frame by frame.

You can tap re-order the content by clicking “re-order”. This easily lets you move clips around, but also delete them if you decide they don’t work how you want them to.



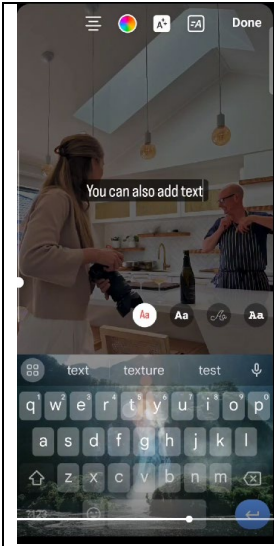
To ensure the section of the song that you want lines up, click on the audio. You can drag it along and to choose the section of audio you would like to use.



The white tabs between clips are your transition buttons.

Transitions are a fun way to bring some movement between photos in your reel, or to make your videos more dynamic and engaging.

They also allow you to be creative with the audio if it has lots of distinct notes/beats.

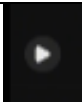


Adding text to your reels is a fun way to push your message without relying on sound. Majority of viewers tend to watch reels without sound initially so adding text/captions is a great way to reach them effectively.

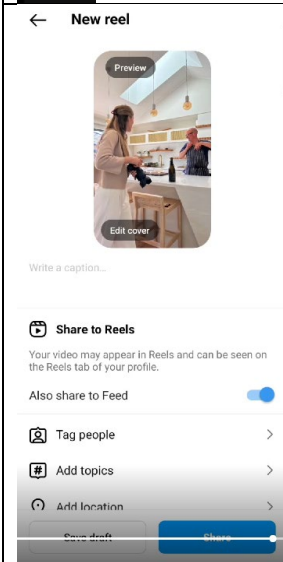
Tap on the screen of the reel to add text (just like you would on an Instagram)

You can choose how long you want the text to be on there by clicking on the purple TEXT clip and highlighting it yellow, and then dragging either side of the clip to make it stay longer or shorter.

You can also add GIFS / stickers on there as well.



As you go along, you can constantly preview what it looks like by tapping on the PLAY button on the bottom left of your reel.



You're now in the final proofing steps of your reel.

Click "Edit Cover". You can choose a frame from your reel to use as a cover photo, or you can choose to upload a new one from your camera roll if you're wanting to make it fit within your Instagram Grid. Ensure you "Crop Profile Image" to make sure it looks good on your Instagram Grid.

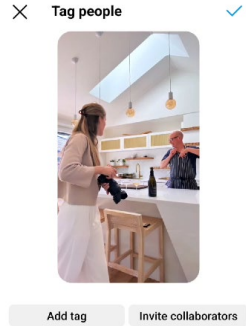
Your captions are fundamental to telling potential customers about your business. With descriptive captions, that little bit of extra information on each reel helps them better understand your business offerings and key messages.

You can also mention other Instagram users (business accounts or personal accounts) by using the "@" symbol and typing in their name. This will notify them and will also boost engagement.

Please include your business contact details at the end of every caption so everyone knows how to get in touch with you!

Social media categorise content using hashtags so YES absolutely use them. If you want your content to get in front of people that are not following your page already but are following certain tags that may be relevant to your industry.



	<p>We would recommend using three hashtags in your caption. Make sure they're broad enough to the industry, but specific to the country and your location if you can. Try and find relevant hashtags that your target audience is following.</p> <p>Calls to Actions are a must have for your captions! Adding a compelling call to action to an Instagram post is crucial as it encourages engagement, drives user interaction, and ultimately helps achieve your marketing goals by guiding your audience to take a specific action, such as liking, commenting, or visiting your website.</p>
	<p>TEMPLATE:</p> <p>Caption</p> <p>Call to Action!</p> <p>Link</p> <p>Website</p> <p>Email</p> <p>Phone Number</p> <p>Hashtags.</p>
 A screenshot of the Instagram tagging interface. At the top, it says "Tag people" with a close icon on the left and a checkmark on the right. Below this is a photo of a woman in a white dress standing in a modern kitchen. At the bottom of the photo, there are two buttons: "Add tag" and "Invite collaborators".	<p>Tagging Others is a great way to boost reach and cross-promote to other people or businesses that are relevant. It is great for engagement because it notifies the other business and gives them the option to re-share your post!</p> <p>Tag Your Location so people know where to find your office, and it can then appear in search results if people are searching for relevant posts.</p>



	<p>Adding three topics that are relevant to your business will help match your reel with viewers who are interested in those topics.</p>
	<p>Click Advanced Settings. Scroll to the bottom and make sure you turn on "Upload at Highest Quality". This is a must as low-quality/low-resolution reels have lower engagement.</p>
	<p>If your Facebook page and Instagram account are linked, you should also have Also Share to Feed turned on, which will automatically post your reel to the connected Facebook page as well. Once ready, click on Share.</p>