

# REEL TECHNIQUES

EVERYTHING YOU NEED TO GET STARTED ON MAKING SOME AMAZING REELS.

## PRE-PLANNING

### 1. BEFORE GETTING STARTED:

- Get familiar with the types of reels out there and find a few that you gravitate toward. Here are a few examples:
  - Informational
    - Fun Facts
    - History
    - Historical Figures
    - How your company came to be!
  - Behind the Scenes
    - Setting up for a tour.
    - What does your office or check-in desk look like?
    - A typical day at the office.
  - Meet the Team
    - Introduce the CEO, admins or guides!
  - Testimonials

### 2. WRITE SOME THINGS DOWN

- Check out our content planner and fill in a few things to get a feel for what's in store for the next few days.
  - Start making a list of your favorite songs or even bookmark a few stories out there that you wish to imitate. This will help for later.

### 3. A FEW THINGS THAT MAY HELP YOU FILM:

- The app "InShot" is a lifesaver.
  - It's easy to use, and you can do things to your reels that you can't do on Instagram. (This will take your videos to the next level!)
  - Here is the link: <https://inshot.com/>
- For a lot of these reels, you could use a tripod. Getting one with a ring light attached certainly doesn't hurt.
  - Luckily they aren't that expensive.
  - Here is where we found ours on Amazon: [LINK](#)
- If you want to make a cover for your reels, try [Canva](#).
  - Use your brand colors and have fun with it!



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## FILMING & CREATING

### 4. YOU NEED A HOOK:

- How can you make your video fun and capture attention from the start?
  - Play and have fun with it! Remember the beginning and the end of your reel are the most important elements of the "hook."
- Are you going to try out some transitions?
  - Here's a video that teaches you 5 easy ones anyone can do: [LINK](#)
- Popular sounds don't just have to be songs. Here is a link to the top trending TikTok audios of the week! [LINK](#) (they work for reels too)

### 5. FILM TIME!

- You're probably not going to live how you look on video. None of us do. Get in front of the camera anyway.
- Don't be afraid to get silly. It makes your brand personable.
- Try a few takes, you may not get it perfect on the first try. (That's okay!)

### 6. EDITING A REEL

- InShot is your new best friend.
  - Check out [this article](#) from Shutterstock on editing. Remember - you don't want something TOO polished or it can look like an ad and lose credibility. Leave perfection at the door!
- Do you want to add text? images? filters? The world is yours!
  - You can also edit directly inside of Instagram. While it does not have as many features as InShot, you can still make some great reels and it eliminates a step.

## TIME TO PRESS POST!!!





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## POSTING

### 7. WHAT SHOULD YOU CAPTION YOUR REEL?

- Long-form captions help get your video more views!
  - When people read your caption, your video will continue to play in the background. (Neat trick right?)
- Add hashtags that are relevant to your video and your business! We recommend around 8-10. Enough for the algorithm to play with, but not an overwhelming amount.
  - To find some, do a search within Instagram for something relating to your brand. There will be various alternate versions underneath to pay attention to. Pick some smaller and medium-size to be able to cut through the clutter.
- Emojis never hurt anyone and they've been proven to increase engagement. Don't be afraid to sprinkle in a few.

### 8. GET YOUR POST SOME ENGAGEMENT!

- As soon as you post your reel, share it on your Instagram Story.
- Switch over to your personal account and add it to your favorites!
  - You do that by clicking the little ribbon at the bottom of the post.
- Send it to your friends, family, pets, anyone you can think of. The more legitimate engagement, the better.
- Engage with people when they comment on your reel.
  - The algorithm LOVES this! Your reel is more likely to pop up in other people's feeds if you are actively engaging and growing your post value (comments) organically.

### 9. AFTER YOU SHARE YOUR POST:

- Remember that every reel may not get thousands of views on your first try. That's okay!
- Reels are mostly about creativity and showing a more relatable side to your business.
- Don't give up! Consistency is key. Keep posting!

