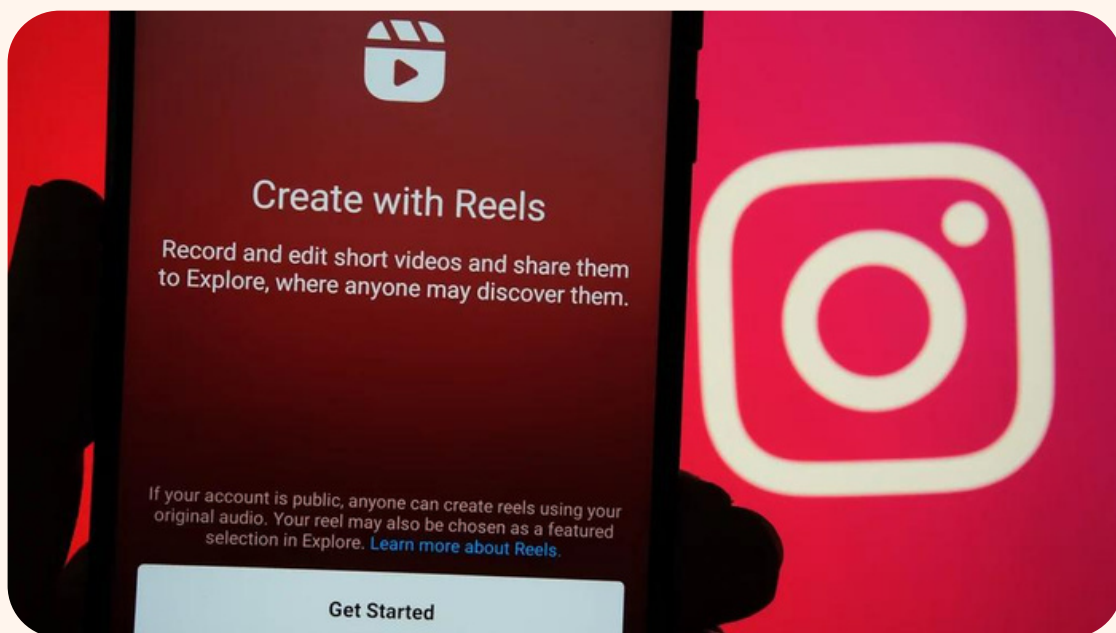


How to: Create Instagram Reels

Reels are short, entertaining videos on Instagram where you can express your creativity and bring your brand to life. Reels have the potential to maximize your audience on the platform while introducing your content to new consumers. Impressions and playbacks on the reels exceed metrics of normal feed posts and can accommodate up to 60 seconds of video. Short-form video is the most popular type of content across all social media platforms.



Logistics

All you need to get started is your smartphone and a tripod. If you do not have a tripod, you can make do with a stack of books or pots. Film content using the highest video settings on your phone, if applicable (e.g., 4K 60 fps). Much like Instagram Stories, reels are designed to be viewed vertically, full screen, and on mobile. Be sure to film or take photos with the phone held vertically (aspect ratio of 9:16, and with a size of 1080 x 1920 pixels).

Although social media tools allow you to schedule reels, uploading original music outside of the platform might not be displayed under the associated audio page, which will reduce visibility. Our suggestion is to skip scheduling and post manually to ensure Instagram's audio is being leveraged.



Four Ideas: Filming Required



Highlight an Event

Filming: 5-7 small, 3-5 second videos



Share Thought-Leadership

Filming: 1, .5-1x minute long front-facing video sharing any tip



Timelapse

Filming: 1x video of yourself working on a project



Share a Product

Filming: 5-7 small, 3-5 second videos

Four Ideas: No Filming Required



Bring Tweets to Life



Create Quote Graphics



Add Motion to Your Text

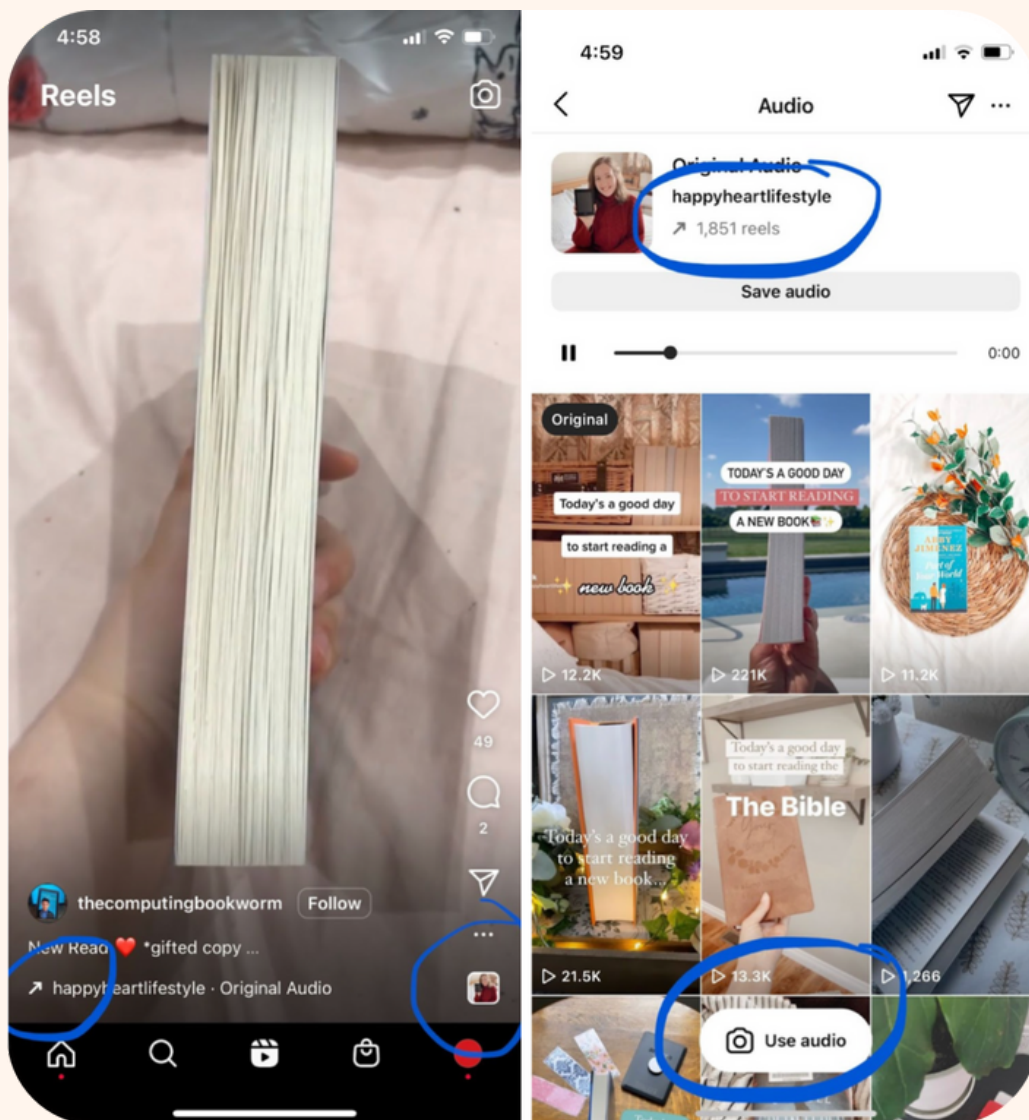


Time Static Photos to a Beat



Reels Audio

Reels are designed to generate traffic by utilizing a trending song or audio. Simply look for the upward arrow (see example below), which will indicate if a song is popular. Always default for trending audios, but if one isn't available, find the next best one.

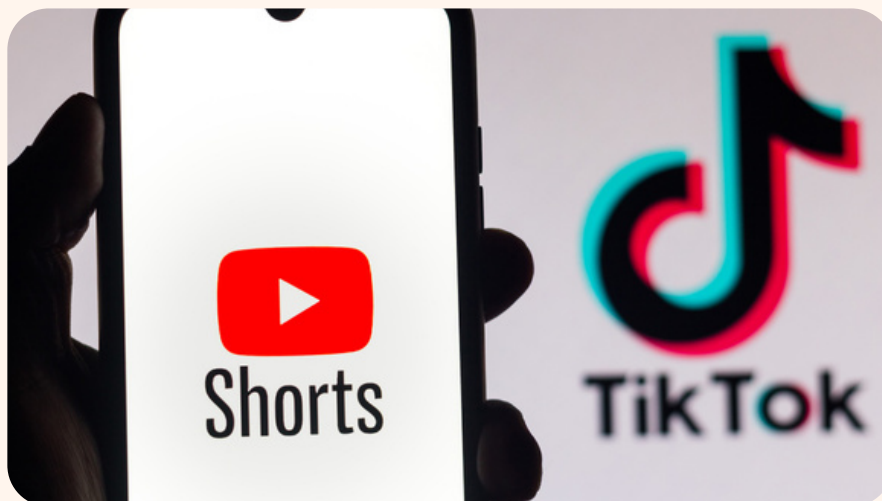


Captions

For front-facing videos, utilize Instagram's feature to add closed captions. Continue to utilize captions as a way to showcase "thought-leader" messaging. Use captions to explain more context about the reel and where to find more information about the products/course being featured. Include 5-10 #hashtags, location tags, and handle tags (if applicable).

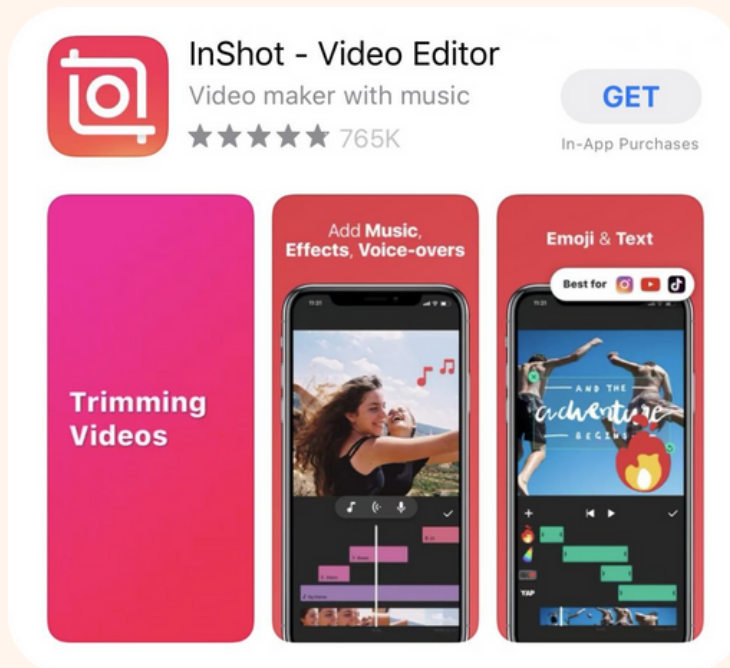
Cross-Promotion

While reels are for Instagram, many educators are cross-promoting their reels on Twitter for higher engagement. These videos can also be cross-promoted to YouTube Shorts and TikTok.



Editing Applications

We recommend [InShot](#), a free application for seamless editing. [Canva](#) is another good tool, especially when creating film-free content. In Canva, simply select a 1080 x 1920 design and utilize your brand colors in the platform.



Account Settings

All types of accounts are eligible for creating and sharing reels. We recommend using Creator accounts are recommended to have full access to Instagram's audio library. Business accounts have restricted permissions due to monetization.

Updated August 4, 2022

