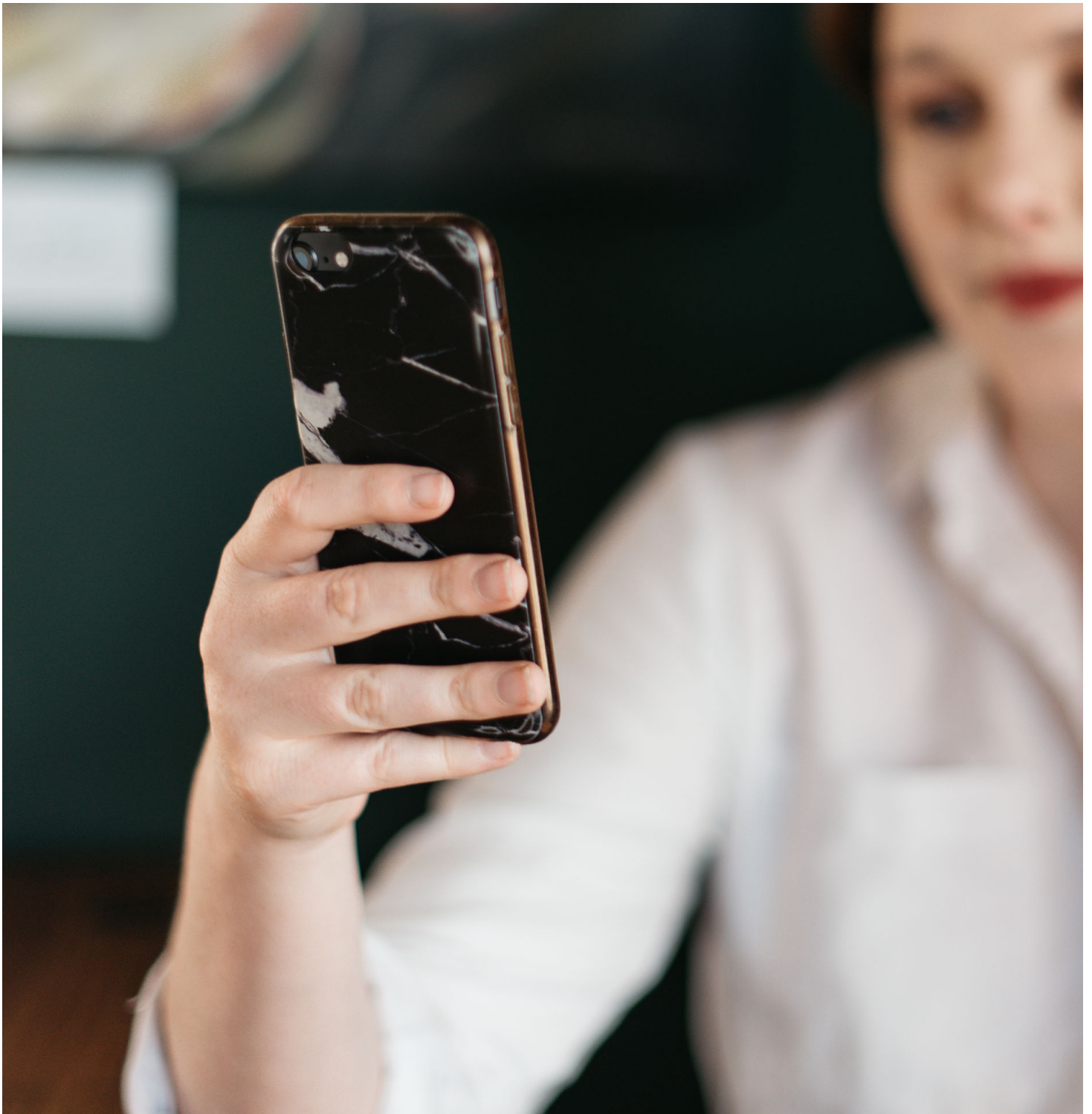




Sincerely Media Presents

REELS MASTERCLASS



WHAT ARE REELS?

Instagram describes reels as:

Reels invites you to create fun videos to share with your friends or anyone on Instagram. Record and edit 15-second multi-clip videos with audio, effects, and new creative tools.

You can share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore.

Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage.

Instagram's reaction to TIKTOK:

Instagram saw that TIKTOK was starting to steal view time from them, with the US considering banning TIKTOK due to its associations with China they quickly came up with their solution to that.

Reels, ultimately a copy of TikTok.

This is exactly what Instagram did with Stories, most people might forget but stories were once Snapchat, that was where we went for content like that and Instagram wanted in on the views, so it created the feature on its own app. And according to CNN Instagram Stories are now 2x as popular as Snapchat.

If that track record gives us anything to go off of then we need to understand Reels and get into it now.

Most of us here have also received the latest update of the app where Instagram has placed the Reels button where the upload button used to be, this is a deliberate ploy to get us to use Reels.

Instagram is telling us what it wants from us and now it's our turn to respond.

When we do what the app wants and how it wants it done, it rewards us.

So let's get into it.

NOW ONTO THE MOST POPULAR TYPES OF REELS YOU CAN MAKE:

Show The “Real Side” of Your Brand/Product

Whether IRL or on Instagram, people love to feel like they’re part of a community. And when you build a community on social media, it’s important to make your followers feel like friends.

You typically tell your friends everything, the good and the bad. If it’s on-brand for you, share a Reel showing the real side of your brand or product.

Take Your Followers Behind The Scenes

Pull back the curtain and show your followers some behind the scenes action. Whether you’re a photographer or you’re a small business that sells candles, creating a behind the scenes Reel can be easy and effective!

Introduce Yourself and Tell Your Story

When you’re in a creative rut, create a Reel introducing yourself or your brand. Since Reels land on the Reels Explore page, you have the opportunity to introduce yourself or share your brand story with thousands of new followers!

Show A Before and After

Sharing before and after videos are a great way to increase your engagement. Not only are they intriguing, but they can also be satisfying to watch — the recipe for a perfect Reel.

You can do before and after Reels with home renovations, recipes, hair, illustrations, and more!

Offer Tips and Tricks

If you're all out of ideas, tips and tricks are a great place to start. No matter your industry, you hold valuable information that can help your audience!

Whether it's sharing styling and outfit tips, or photo editing hacks, the creative options are endless.

Give a Sneak Peek

If you find yourself in a pinch for Instagram Reels ideas, create a sneak peek video!

Repurpose Evergreen Content

You don't have to reinvent the wheel on Instagram Reels! Take a look at your arsenal of content: Instagram, your website, YouTube, blog, Pinterest and look for what you can repurpose.

Evergreen content is content that never goes out of style — meaning you can always repurpose

How-to Videos

From showing your followers how to write the perfect caption, to how to bake the perfect chocolate chip cookie, there are tons of ways you can create how-to Reels.

Highlight Your Products

While you can't link products to Instagram Reels, you can still highlight what you sell. Whether you have an Instagram Shop or not, you can create a Reel showcasing your products.

With hundreds of thousands of views on their Reels, That Cheese Plate, the popular account for cheese and charcuterie inspiration, uses Reels to showcase their beautiful boards. And, they use the caption to let their followers know what's featured on the board.

Community and Employee Spotlight

Sharing user-generated content (UGC) is an awesome way to involve your audience and fill up your content calendar!

If you want to get started on Reels but aren't sure what to post, make a video highlighting your community. Once you've collected enough content, you can clip together some tagged images, or actually use video clips your community has tagged you in.

Create a Listicle

Reels don't always have to specifically be about your brand or product. When you're out of ideas, turn to your interests or location as inspiration.

There are so many ways you can do this. For example, do a roundup of your favorite podcasts, Netflix shows, or 4 photo locations they can't miss!

A Day in the Life

If you're an influencer or content creator, take your followers along with you and create a "day in the life" Reel.

Similar to a behind the scenes Reel, but instead of focusing the behind the scenes of your work or business, you're taking your followers through your daily ritual with a more lifestyle edge to it.

Answer FAQs

If you're strapped for Instagram Reels ideas, look to your Instagram comments, DMs, and FAQs for inspiration. Are your followers asking you where you're located? What are your best selling products? Take these questions and answer them in a quick 15 to 30-second Reel.

FREE SOFTWARE TO USE:

We're going to be breaking this up into 2 different sections, Computers and Phones.

If you're going to make Reels on your computer you have 3 different examples of great free video editing software:

- DaVinci Resolve
- Hitfilm Express
- iMovie (If you're a Mac user)

If you don't want to go through the effort of editing videos on your phone a very very easy alternative is to film them on your phone, put the footage on your computer, edit it on your computer and then send them to your phone to be posts.

Now for Apple users this is a very easy option as we have airdrop but for Android and others you can use NearbyShare or Google Photos.

Now if you're editing on your phone you have 1 off Instagram option that I would recommend and that is Inshot, while you do have to pay for some of their services there is a really easy way around some of those problems!

When you're in the app and you've clicked video and new, you've uploaded the videos you took to use, then you click on Canvas and it has a 5.8" Apple canvas that cuts the logo out when you upload to Instagram!

Voila - paid software for free.

MAKING REELS OFF INSTAGRAM

Now here are my practical tips for making Reels:

- Make sure you are facing a window
- Lean your phone against something so it's standing stationary (or use a tripod, they're R89 on Takealot and worth every cent)
- Plan the Reel you want to make
- Make notes of everything you have to do
- Hit record and film every thing on your list
- Move it to where you're going to edit it
- Edit it down to 15-30 seconds by speeding up the videos and cutting them shorter.
- If you're editing on Inshot they have a free music option where you can use royalty free music, if you're on your computer you can use the Youtube Music library and if your Instagram has the music feature then lucky you, you don't have to worry about all these extras we're talking about.

My biggest piece of advice to you would be to batch film and batch edit these, that way you won't have to set aside time on the daily to try and make them and keep up with them rather you can do it all at once and post them as you need them.

CREATING A CUSTOM COVER FOR FREE

Now I've taken the time to make a video we're going to watch to show you how to use the free app Canva to make free covers so that your Reels fit in with your Instagram Aesthetic!

That's its you've now been trained, you know what Reels are, you know how they work and you've got plenty of ideas going forward of the kinds of Reels you can make!