



Are you Reel Ready?

WWW.INSIDESTYLISTS.COM

Oh, seriously! Another social media thing to learn?

Well, yes and it's well worth having a play with them. Once you get your head around how Instagram Reels work they're really easy, get a loooooaad of traction and most importantly they're fun, fun, fun.

So here's the get started quick guide to getting your first reel out there.

Let's have some fun

Em x



WHY REELS

The never-ending stream of things to learn for social media will always keep us busy but after watching how Reels are working I know you'll want to have a go too and here's why.

- Because they grow your audience and grow your business. Instagram is over-indexing reels so they're getting more reach
- Don't worry if they're not perfect. Imperfect Reels do sooo well so don't stress about making it just right
- People love to watch reels. They're quick and easy to consume. People would rather watch a 15 second Reel clip than read a long caption or watch multiple stories.

What do I do in my Reel? I don't want to dance around like an idiot!

I totally hear you, me neither but you don't have to. There are so many ways you can make Reels work for you. Here are just a few suggestions

1 **Behind the scenes:** Viewers love a hint into what makes you tick, how you go about a process, any little snippet into how you do what you do.

2 **Share your work:** Whether it's a feature, a shoot or prep, share what you're up to. If nothing else it might get the attention of a pr or client who needs your services.

3 **Just chat.** Share five things you've done that day. How you plan your week, where you've been propping. And you can do this in one video. There's no rule that you have to do individual short recordings. One 15/30 second recording is still a Reel.

4 **New finds:** The chances are people are following you because they love interiors, so share who you're following, brands you're loving right now, shots that are inspiring you. You don't have to talk to camera and it's great for others to find similar accounts to follow

5 **About You:** There's a reason your followers follow you. They like you and they want to know more. I'm not saying share your deepest darkest secrets but you can share a few thoughts, family events and what's going on at home every now and again.

9 Steps to creating Reels

WE'RE MAKING IT REALLY EASY.

^I FOLLOW THESE STEPS TO GET YOUR REELS UP QUICKLY.

- 1** Open up Reels from your home page by clicking the + sign. Select Reel
- 2** To record click the arrow in the circle at the bottom of the screen.
- 3** Reels last 15 or 30 seconds - you can select this from the first window. Click on the '15 in a circle' to select. You can record in one go or lots of little snippets. The reels section will save each video as you go which you can see along the bottom of the screen. dunt.
- 4** You can see how much time you have left by watching the bar at the top of the screen
- 5** To delete any of your videos you click the back button < and from there you can select that video and either delete it (bin icon) or cut the video down (scissors icon)
- 6** To trim: Once you've selected the scissors icon use the slider from either side to reduce the length of the video. Then click "Trim" and "Done"
- 7** Once you're happy with your completed reel you can add music. Instagram will show you music it thinks you'll like under the "For You" heading or you can search under the "Browse" heading.
- Popular tracks will get better love from the algorithm by the way.
- 8** You can choose which part of the song to add to your reel. Insta will give you the best part but you can change it.
- 9** Once you are finished you can go back and add a title by clicking on the Aa. More on titles, pop up words and sharing in a sec.

What the different elements are and how to use them



SPEED: You can change the speed of your clip - slow motion and fast motion

EFFECTS: aka filters. Fun for using on different clips. Check out the effects along the bottom of the screen. Have a play

TIMER: You can limit how long each clip records for.

ALIGN: If you want to record one video, change clothes then pick up where you left off click the align button. It will show you a shadow version of the last shot and you can 'align' yourself so you can continue with the next clip in exactly the same place. This works best if you leave your phone in a tripod or sitting in one position. Also, it only works after the first video clip.

ADD PHOTOS: You can add an image from your camera roll by clicking on the image button bottom left of your screen. This will open up your photos and you can select which one to add. You'll be able to choose how long the shot appears on the screen for. You can add as many photos as you like up to the 15 or 30 second limit of your reel.

TITLE: When adding text for your title you need to position it just below the middle of the screen so when you share the reel to your profile the text will still play. You can see where to put it using the blue guide lines that pop up when you move your text

You can save your reel into drafts.

How to share your Reels

- Once finished click "share to" . This will open up a page where you can write the caption that will sit with your Reel and show up on your feed if you choose to share it there (you just select "share to feed" if you want to do that)
- On the share page you can also tag people mentioned within the reel, add hashtags to the comment and choose your cover image.
- You can select an image from the reel as your cover by tapping on the image on the top left on the screen where it says "cover". Here you move the slider to a section that has the best cover image. Click "done" top right hand corner to finish.
- You can also create an image and save it to your photos then select that for your reel. You will be able to do that once you have clicked on the "cover" image. Underneath the slider scale you will see "+ Add from camera roll" that will open up your camera roll for you to select an image for your cover.





How to get text to pop up during your reel

1. Once you have finished recording and adding music to your video you can add text.
2. Start by typing out each line of text you want to pop up on your reel. Don't press return. Start each line separately by clicking on the "Aa" each time and "done" when that line is complete.
3. When you preview the reel the first few letters of each line of text will show up in a box at the bottom of the screen with a "trim" box
4. Tap on the first word and it will light up in white. This is the copy you are adding to your reel. Move the slider so that that copy is live on the first part of your reel.
5. Select the box for the second line of text and move the slider so that line is live when you want it to be and so on.
6. You can have as many pop up as you can fit in the timescale and have them on screen for as long as you wish.

Top Tips

REELS ARE ALL ABOUT ENGAGEMENT. HERE ARE A FEW WAYS TO GET CHATTING ON INSTAGRAM

01

Title

Add a title to your reel so people know what you're going to talk about. This is your hook to reel them in (no pun intended)

02

Call to action

Always add a call to action at the end. Viewers might not follow you straight away but they'll engage and the algorithm loves that

03

Whet their appetite

You can add a tip, within your reel and say "Find out more in the caption" This is a great way for encouraging engagement

04

Ask a question

Another great way to get engagement is to ask a question in your reel and then say "Leave your answers in the captions"

INSIDE STYLISTS

All content is copyrighted by Emma Morton-Turner. If you'd like to share, reproduce, or distribute any portion of Inside Stylists, written consent is required. © 2021

www.EmmaMortonTurner.com