LESSON Transcript

00:00:02
Let's go now to **REELS.** record. 15 second videos. You'll see how I use that in my demo and I click on add image.
00:00:13
It takes you to the gallery and you'll see I've got a number of 15 second clips so it Makes it easy To do a.
00:00:19
Real so prepare your content. Spend time on reels and get tips from how other people are creating reels
00:00:27
A Tik T.O.K copycat
00:00:30
The great thing with reels is they don't disappear after 24 hours like the story here and now you've got to err on the side of caution with regard to your brand.
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You don't want it to be completely nuts. You want it to build your brand. However, reels and stories are designed to inject personality into your business.
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I keep reiterating It is social media.
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We all mean to have fun. Yeah, people do not want to be preached to to be constantly sold to, to be constantly promoted to and reels and stories give you a great opportunity to.
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Show the authentic you to have some fun demonstrating your values. What you stand for, who you are in a personal profile.
00:01:17
This is also important here to show a bit of you so people can connect with you deeper and I purposely did one with that in mind to show you kind of hard work when you post the real you'll see at the end you can choose.
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To post it to your feed.
00:01:32
That's up to you. Depends how relevant it is to your feed. If it messes with your fancy grid or you don't really want it on your feet, but you couldn't resist doing it.
00:01:44
It's up to you. It really is not important. People are gonna still see it as a REEL. Whether it's on your feed, grid or not.
00:01:53
I'm gonna show you in a minute how all the tools work rather than posting a video in your newsfeed, IE on your grid.

00:02:01
Do it. REELS have much much more engagement and there's a thing on Instagram called explore and reels. Go to explore when you.
00:02:13
Go to your profile.
00:02:16
At the top is a REEL and at the bottom is aREEL. The bottom if you look at your phones now on Instagram at the bottom you've got this button, which is where you discover real.
00:02:27
That's where your explore real would come into other people's newsfeed and the one at the top here is your reels that you've shared and you find your draughts there.
00:02:39
I will show you in the demo you saved to DRAFTS because often we post and then you think oh I could have put this. On or I should have put that sticker on why I didn't do My location.
just save it to DRAFT. Have a think about it. Go back, visit it. Edit it and thenPost it from your DRAFTS
00:02:56
The left hand side of your screen when you create a REEL
00:03:01
You have these little icons and I've tried to explain them here and I am showing how I use them when I create a reel.
First of all, **AUDIO** is the most amazing thing and that is what makes reels so incredible.
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Everybody loves music. Everybody has a favourite tune and music is uplifting. There is the most enormous Instagram library that you can choose from when you click there, you're going to see in my demo video How that works
00:03:33
And you click Add to your video. You can also Choose part of the video. You'll see how at the bottom there's a little scroll part where you can move it along because you want to maybe get special words of the actual song to go with your video.
00:03:51
You'll see that on my demo as well, you can also do your own original audio. I've just thrown this. In here, in case you've got Friends who are musos.
00:04:01
This is a Great way To get your own music discovered is make a real with your own audio.
Once you're on a public account and it's your own audio, you can actually create Awareness of your music.
00:04:13
Here is an Interesting thing in terms of category
00:04:16
changing your category on your page to entrepreneur gives you bigger access to music trending music.

00:04:26
I show you in my music demo The Lady Gaga song. It is trending music and if you create a real with trending music you get that much more Chance of being seen here.
You SPEED UP OR SLOW DOWN. Part of the video into slow motion.
00:04:52
You've got SPECIAL EFFECTS, which is the the confetti and the lights and stuff play with it tested because I'm going to show you how you set to drop. You really need to play with this practise makes perfect.
00:05:05
It's all about you about your creative ability and what you like to. There is also an ALIGN BUTTON on the side in here where if you add the two clips, the 2:15 second clips and they're not aligned properly. So you Your ifmovie jumps, You can actually pull them together to align them, and then you have a TIMER and I show you on the demo my video clips added up to 45 seconds and I'll timed it up to 60 to make my video longer.

00:05:33 WATCH DEMO AND FOLLOW THE STEPS

Just going to assume you haven't really used it down at the bottom in the middle, as you've seen in the notes you touched the real screen I just love Reels, I think the content is absolutely incredible. Obviously you can like you can comment and you can forward to people.

00:06:00
Click on the bottom right on the audio and you can SAVE THE AUDIO for you to use.
00:06:09 And I'll show you where that in a minute.
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That's great to just scroll through here and get some inspiration for what works and then looking for songs that have got great engaged like this particular song has got the most amazing collection of videos attached to it.

00:06:41
So you could save The song by tapping on the picture and save the audio.

00:07:02
And why I wanted to show you that saving of the audios?
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If you go to create the REEL and you click on the camera button at the top right and you go to select audio
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You would select your video, whatever it might be.
00:07:18
It's just select any odd video and then you would go to click the audio button.
00:07:26 And at the top you've got saved.

00:07:29
Click on the saved music and here you've got your saved tunes. Go back here and use the tunes when you're creating your REEL
00:07:38 Let's go and actually create a REELfrom scratch.
00:07:42 We go to.
00:07:43 Our Instagram profile and at the top right we click on the plus button.
00:07:50 That gives you the options of the kind of post you want to post. Obviously we click on REEL
00:07:58 And then at the bottom, if you've already got a video.
00:08:02 You can go and choose your video. I prefer to use it from a recorded video which I can clip. Here's the video I want to use. I want to clip it.
00:08:14
2 X 15 second or so.
Instagram WILL Clip it off if it's too long. Add now I want to add music.
00:08:25
So you can choose a song and you can move the music to suit your Clip where you think you want to.
00:08:38
So that's just rather fun for the purpose, I want to show you so you would click on to select the music and then preview.
00:08:45

00:09:01
And I will. So here I'm just moving the pieces around, speeding, then going to EDIT STICKER.
00:09:16 And enlarges. And then you get.
00:09:25
What you would like to ADD TO YOUR CAPTION you get to edit your cover often. You don't have the right cover, in which case you can just click there and choose from the gallery and image and click done add a caption.
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And then we get the option to share to the feed.
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If you are promoting location, make sure you CHOOSE YOUR LOCATION or type in your location because that optimises your real full local search. And of course you can recommend on Facebook, SHARE