

REEL CHECKLIST



PREPARING TO FILM

Select length of reel

Add music or sound - Optional

Note: You can add music to the video after filming as well, so I only recommend adding music at the beginning if you are doing a reel specifically based on the sound (i.e. lip sync, dance, etc)

Use countdown timer - Optional

Make video slower or faster - Optional



FILMING

Film the video while you are in Instagram, or upload videos from your camera roll

Note: Shorter clips are more engaging, so try filming with multiple clips



EDITING

Trim clips to remove long pauses or breaths

Add Music, or Voiceover - Optional

Click on the music note to access these features and adjust volume between original video and music/voiceover/etc

Add Filter - Optional

Add captions - Highly recommended

Click on the sticker icon and select "captions" for Instagram to auto-generate captions

Add text or stickers to make video more interactive - Optional and recommended

- Add a hook statement at the beginning of educational videos to make it clear what you are talking about (i.e. "5 things to avoid when selling your home")
- Adjust timing of stickers or text by clicking on them and adjusting timeline at the bottom of the screen



PREPARING TO POST

Select reel cover photo by clicking "edit cover"

- You can select a still from the video or upload your own photo
- Make sure to click on "Profile grid" while editing your cover photo to see and adjust what will show in your instagram grid

Write Caption

- Recap what the video is about in short paragraphs or bullet points for people who like to read
- Insert and/or re-iterate your call to action in the caption

Tag other users - Optional & Recommended

- Whenever you can tag someone, do!
- Use "invite collaborator" to do a shared post with another user

Add Location - Optional & Recommended

Note: Be safe and don't share private location information, only public places



SAVE REEL AS DRAFT OR POST NOW

Share reel in your stories to get more interaction

HOW TO BOOST YOUR REEL SUCCESS:

- **Keep it Short & Sweet:** Short reels often perform better and are often watched multiple times which helps engagement.
- **Have a Compelling Hook:** If you don't grab attention in the first 2-3 seconds, people may keep scrolling. Put your hook in writing on the video at the beginning.
- **Use Trending Music or Sounds**
- **Tag other Users and Locations**
- **Use Closed Captions:** Many users scroll instagram with no sound on, and its helpful for accessibility in general to have captions on your videos. Use the auto captions feature!