NEW KD

The Marketing Crowd

HOW TO USE REELS ON INSTAGRAM

Welcome

SICAP
Social Inclusion & Community Activation Programme
NEWKD
Ireland's European Structural and Investment Funds Programmes 2014-2020
Co-funded by the Irish Government and the European Union
EUROPEAN UNION
Investing in your future
European Social Fund
Rialtas na hÉireann
Government of Ireland
Coiste Forbartha Pobail Áitiúil Chiarraí
Kerry Local Community Development Committee

The Social Inclusion and Community Activation Programme (SICAP) 2018-2022 is funded by the Irish Government through the Department of Rural and Community Development and co-funded by the European Social Fund under the Programme for Employability, Inclusion and Learning (PEIL) 2014-2020

What We Will Cover

1. **What are Instagram Reels?**
   - Why businesses are seeing significantly more reach and engagement with Reels

2. Finding examples of Reels and great music
   - How to find examples of Reels for your industry or by similar businesses to yours
   - How to ensure you get the full music library
   - How to save and use music from other Reels that you like

3. Lots of examples of how Irish businesses are using Reels
4. Demo 1 How to create a Reel that involves just video clips, music and text
5. Demo 2: How to create a Reel by speaking to the camera

- Video making equipment you should consider
- How to design a cover for your Reel in Canva

6. Demo 3: How to create a Reel by adding a voiceover (Using the inbuilt tool in Reels)
7. Demo 4: How to create a Reel using Reel templates
8. How to check the Analytics / Insights for your Reels
9. How to share your Reel to your story

What are Instagram Reels?

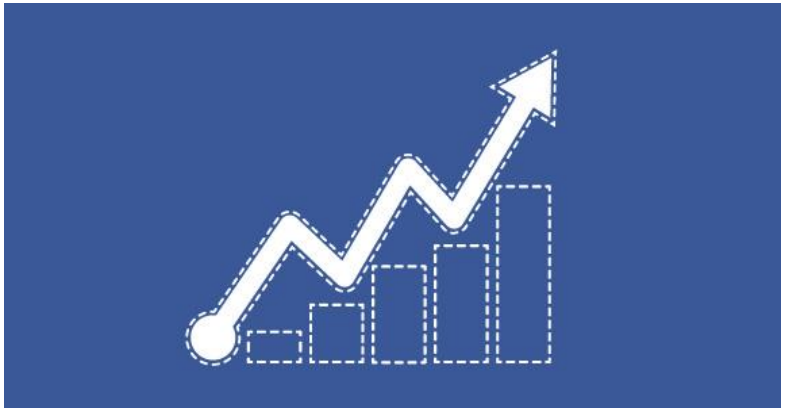
About Reels...

1. It is Instagram’s version of TikTok
2. You can create videos up to 90 seconds using Instagram's video creation / editing tool
3. Any video up to 15 minutes long that you want to send out as a post is turned into a Reel
4. You can add any music track to the video using Instagram's music library
5. You can add text, stickers etc just like Stories

Where to they appear?

1. Reels appear in the feeds of your followers
2. There is also a dedicated Reels feed so your Reel can get in front of non followers if Instagram feels it is interesting.
3. Reels also appear in search results
4. You can also share your Reel to your story and users can share your Reel to their stories
5. Your Reels appear in your profile grid and in their own Reels grid

Why businesses are seeing much bigger reach and engagement with Reels



TikTok is a threat to Facebook and Instagram and they don't want people leaving Instagram to post TikToks

So the Instagram Algorithm is really pushing Reels. When you post a Reel ...

- It will reach more of your followers in their newsfeeds so you get more reach
- People enjoy the music and fun element of Reels so they tend to get more engagement
- If the Algorithm thinks your Reel is interesting it shows your Reel to non followers in the dedicated Reels feed so your can reach a lot more non followers that you can with posts or Stories. This can result in more followers.

Therefore, Reels can get you more reach, engagement and followers.

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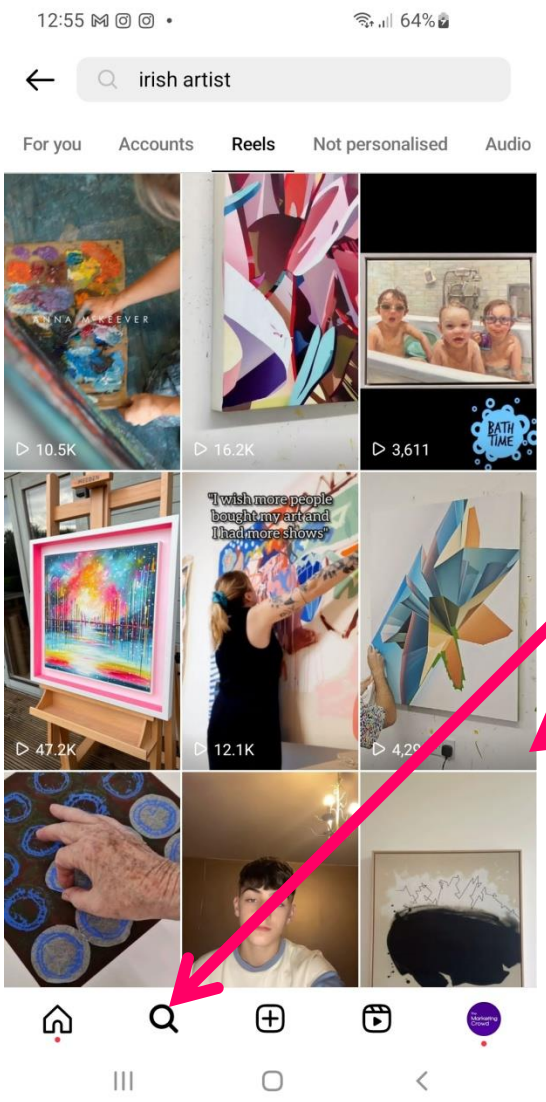
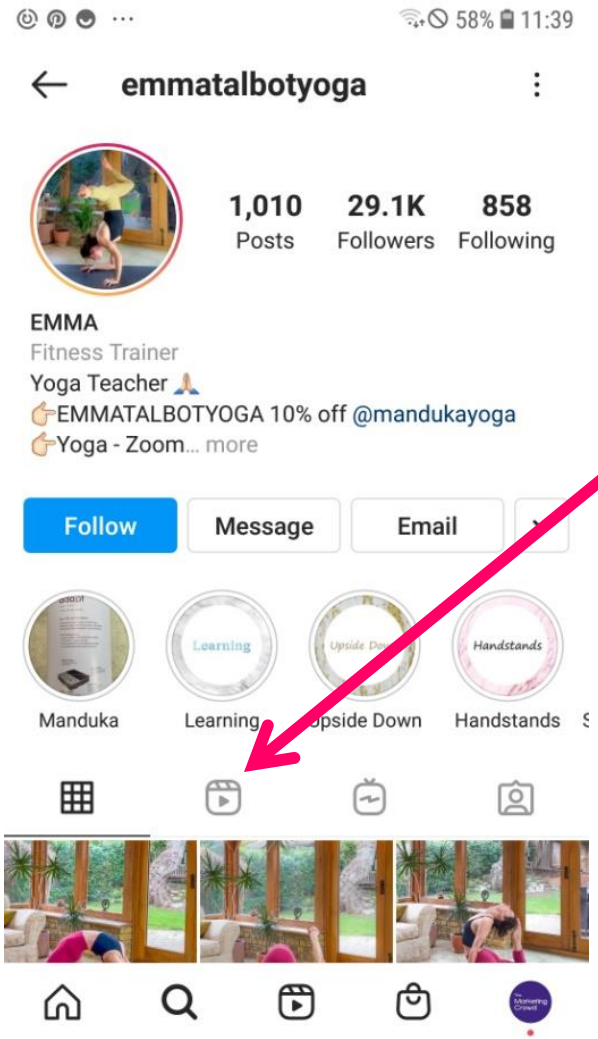
How to find Reels to do with a specific topic



- Tap on search in the navigation
- Type in a search term e.g. Irish artist
- Tap on Reels

You are now shown all the reels that contain those search terms in the caption area of the Reel – including hashtags

How to find Reels that a specific account has posted

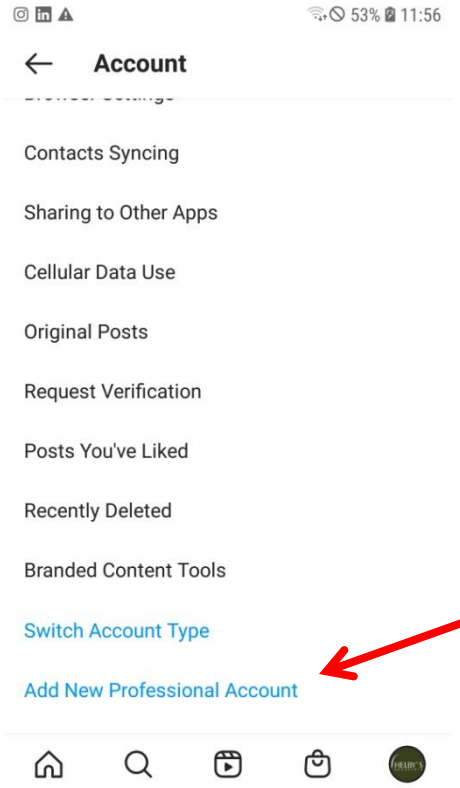


Go to an Instagram profile of an account within your industry

Next to the grid icon, tap on the Reel icon

You can now browse through the Reels in their Reel grid

How to ensure you get the best music library for your Reels



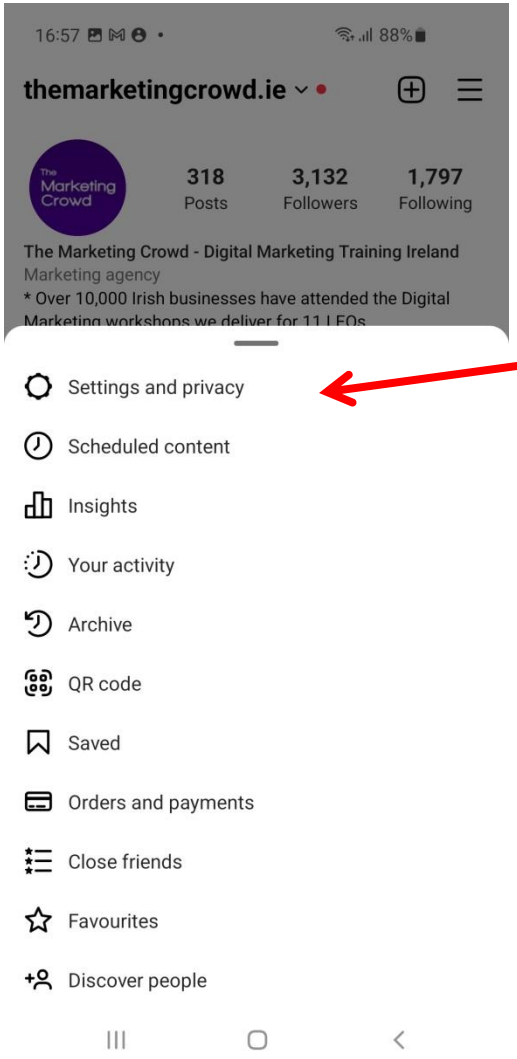
Music is central to most Reels.

However, if you have a business account You do not get the best music library. You get A library of copyright free music.

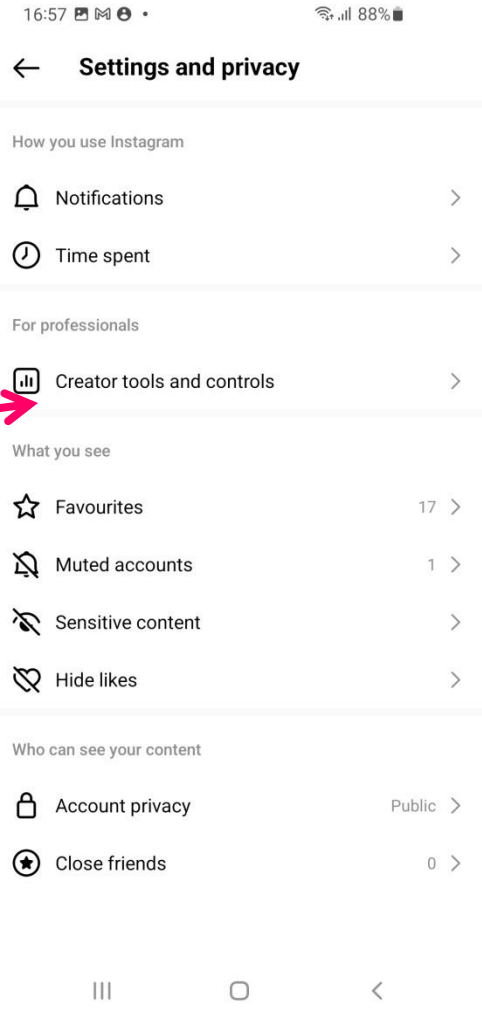
The only accounts that get the full library of music (containing all the latest songs) are personal and creator accounts.

Therefore, many businesses have switched to a Creator account. You can do that in Settings / Account Settings.

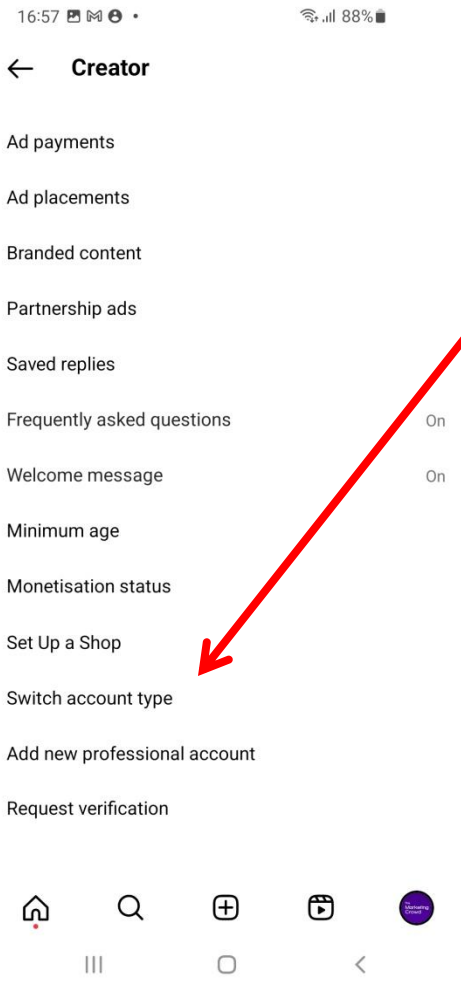
How to migrate



1. Click on your profile icon in the bottom right
2. Then click on menu top right
3. Then tap on settings and privacy
4. Then tap Creator Tools and controls (or business tools and controls)

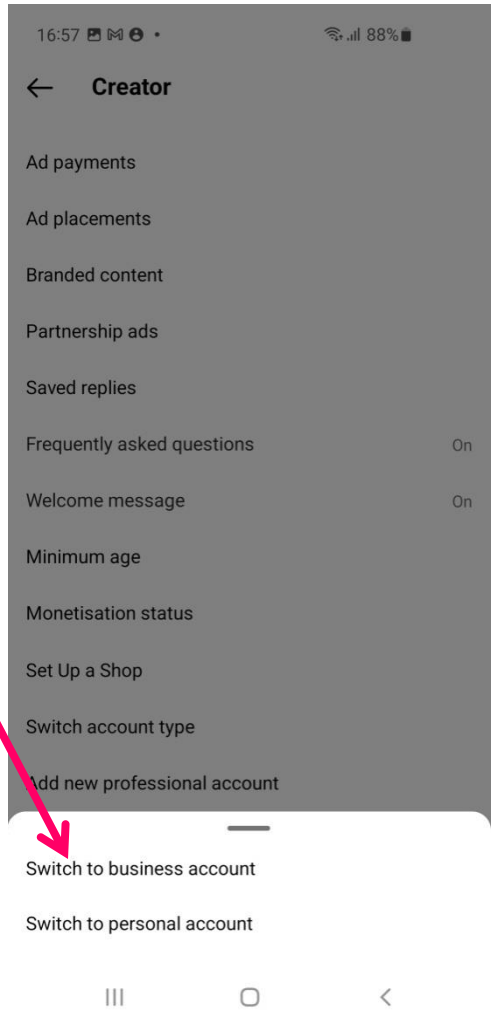


How to migrate

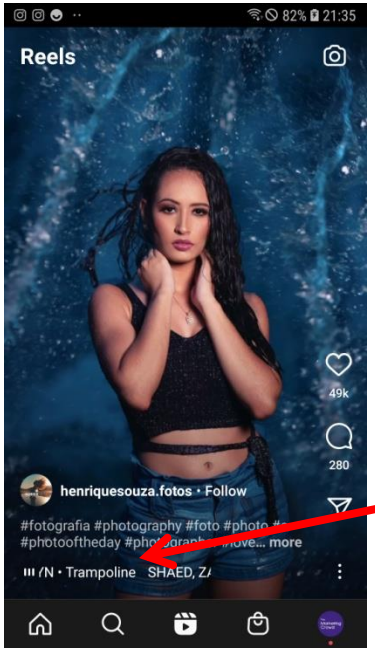


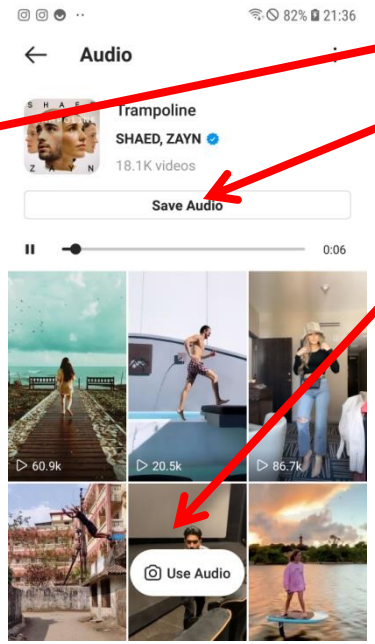
1. Tap switch account type
2. Then choose which account type you want

1. It will then ask which account you want. Select Business account.
2. Then skip through the benefits of switching
3. Then choose a category for your business profile
4. Add your contact details
5. Choose which Facebook page it will be linked to
6. That's it – you have now switched.



How to save and use music from other Reels that you like





When you are watching a Reel, if you like the music you can save it and then it will be available for you when you go to create a Reel.

1. Tap on the name of the music track
2. Tap Save Audio
3. Or to create a Reel right now using the audio simply tap Use Audio

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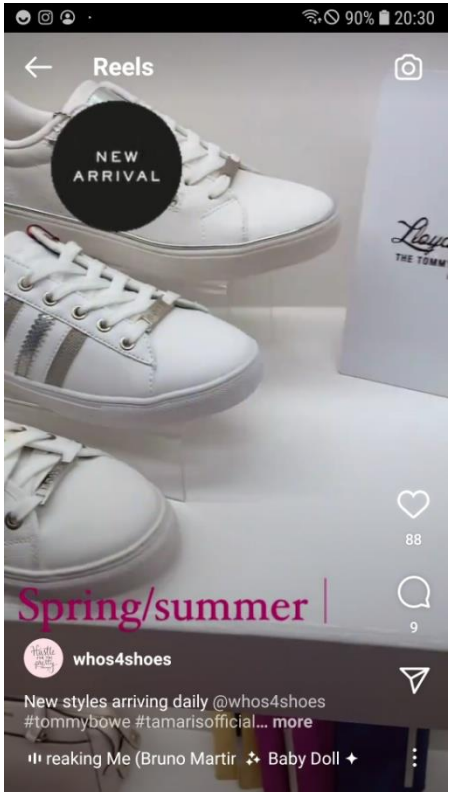
Ways businesses use Reels for marketing

You could use Reels to ...

1. Showcase your products – product demonstrations, how to use your product
2. Showcase your service
3. Share Educational content – Advice and “How To”
4. Inspire people – beautiful scenery if you are a tour guide, fitness if you own a gym
5. Show behind the scenes activity at work
6. Show your personality – Reels is a great way to show your sense of humour and your fun side

Examples of “Showing your product” Reels from Retail shops



Shoe shops, Boutiques, Beauty products etc.

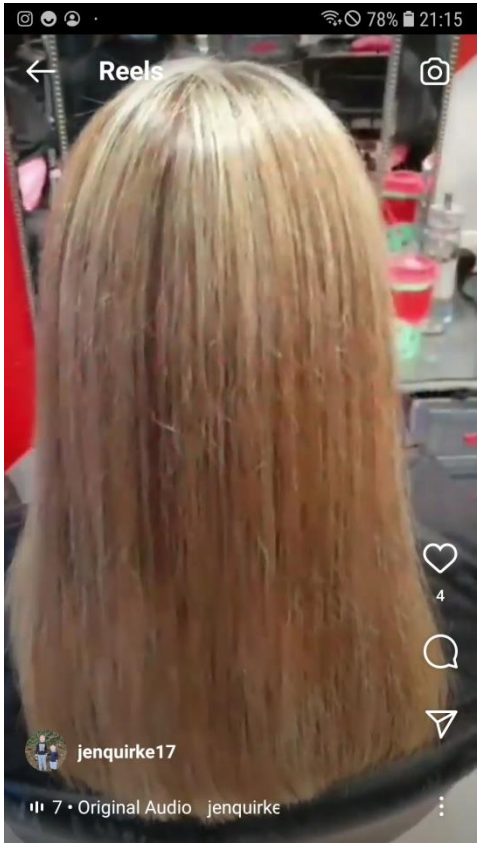
These Reels are typically made as

1) Video, music and text

Shoot your video and then add music and text

Check these accounts for examples...
@whos4shoes
@lovecherishboutique
@Jadorebeauty.ie
@vivienne_mccarthy

Examples of “Showing your service” Reels from service providers



Gardeners, Hair Salons, Nail bars, Restaurants etc.

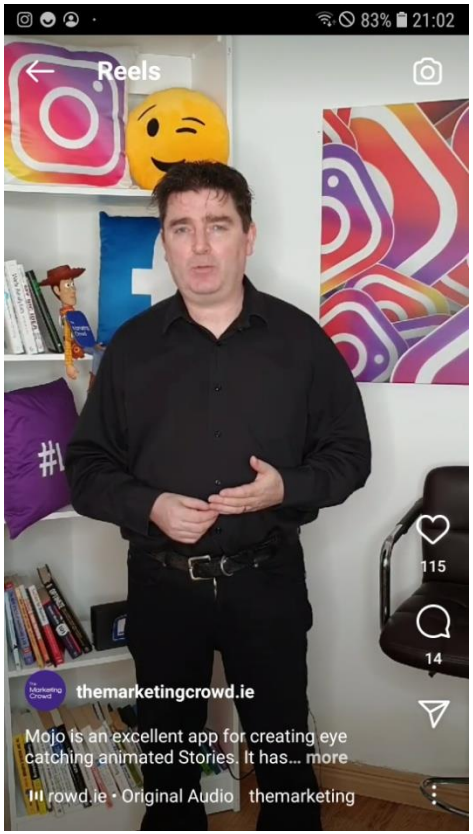
These Reels are typically made as

1) Video, music and text

Shoot your video and then add music and text

Check these accounts for examples...
@jenquirke17
@james_todman
@allyearround
@wholesomeirl

Examples of “Giving Advice” Reels from coaches



Life coach, mindfulness coach, parenting coach, marketing consultants etc.

These Reels are typically made as

1) Video, music and text

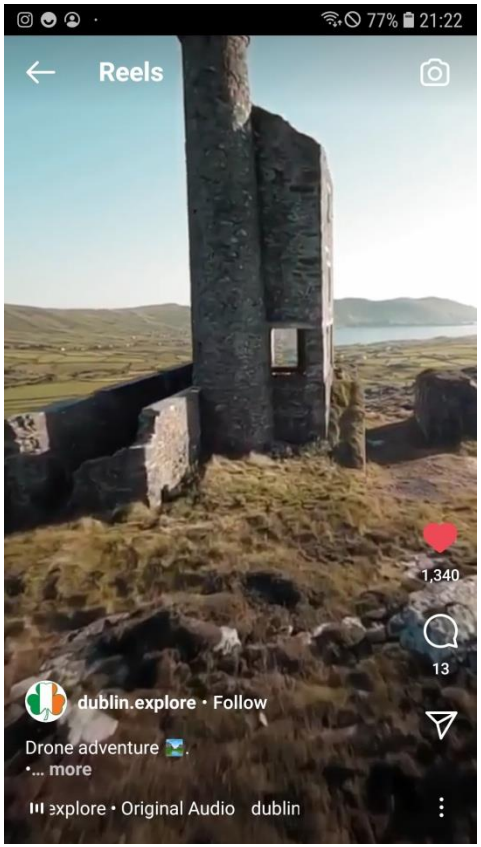
   Shoot your video and then add music and text

2) Someone speaks throughout the Reel

3) Someone speaks at the start and then voiceover on video clips

Check these accounts for examples...
@drjuliesmith
@cilliankeane_
@jenay.rose
@themarketingcrowd.ie
@elisedarma
@irishbeautyfairy

Examples of “Tourism” Reels from Guesthouses or tour guides



Hotels, Guesthouses, Tour Guides, Coach companies, Travel vloggers

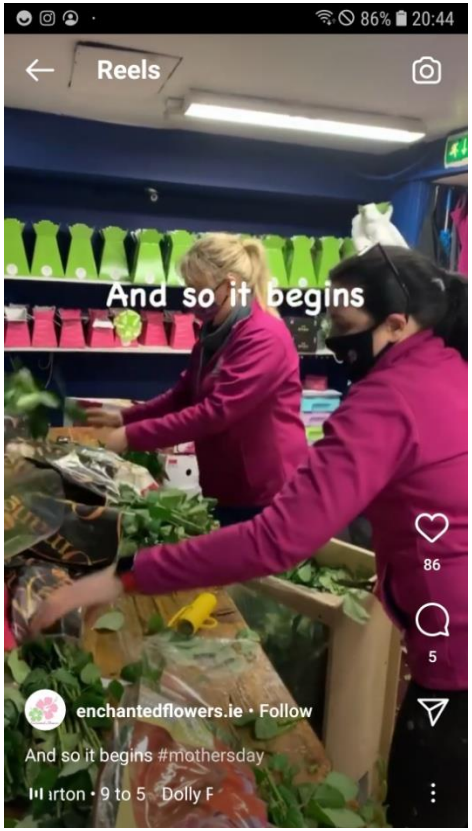
These Reels are typically made as

1) Video, music and text

Shoot your video and then add music and text

Check these accounts for examples...
@sandymakessense
@dublin.explore
@greenmounthousedingle
@butlersprivatetours

Examples of “Behind the scenes ” Reels



‘Behind the Scenes’ Reels

These Reels are typically made as

1) Video, music and text

Shoot your video and then add music and text

Check these accounts for examples...
@enchantedflowers.ie
@dsw

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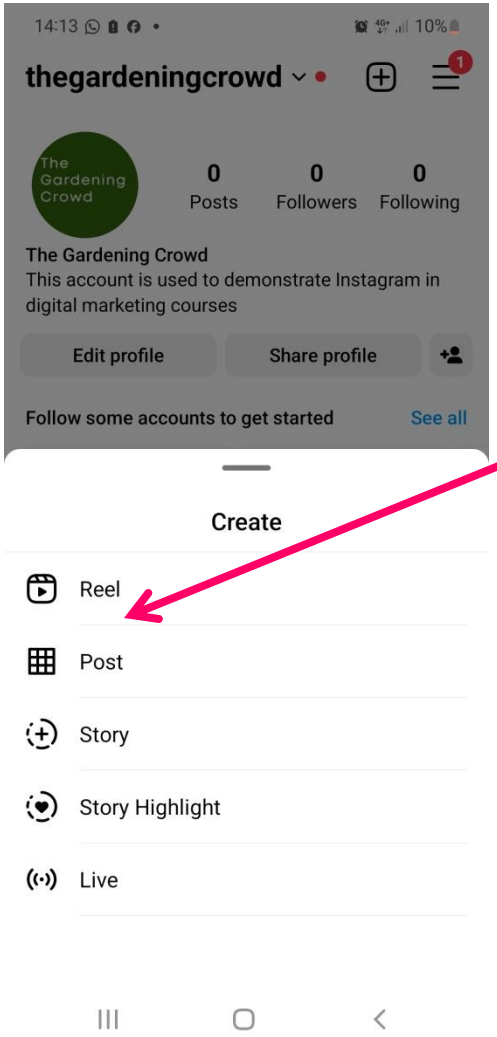
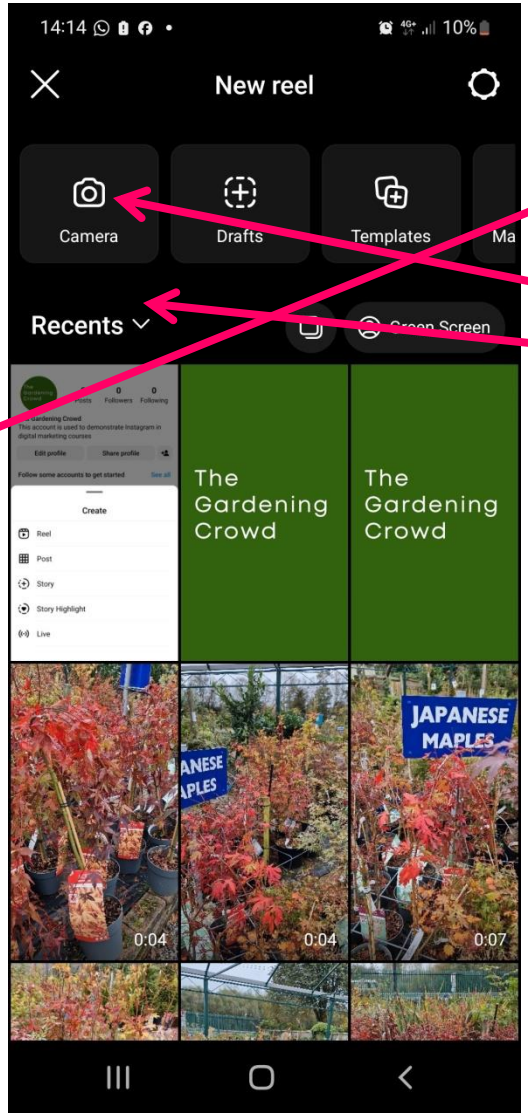
How to create a Reel using video footage, music and text

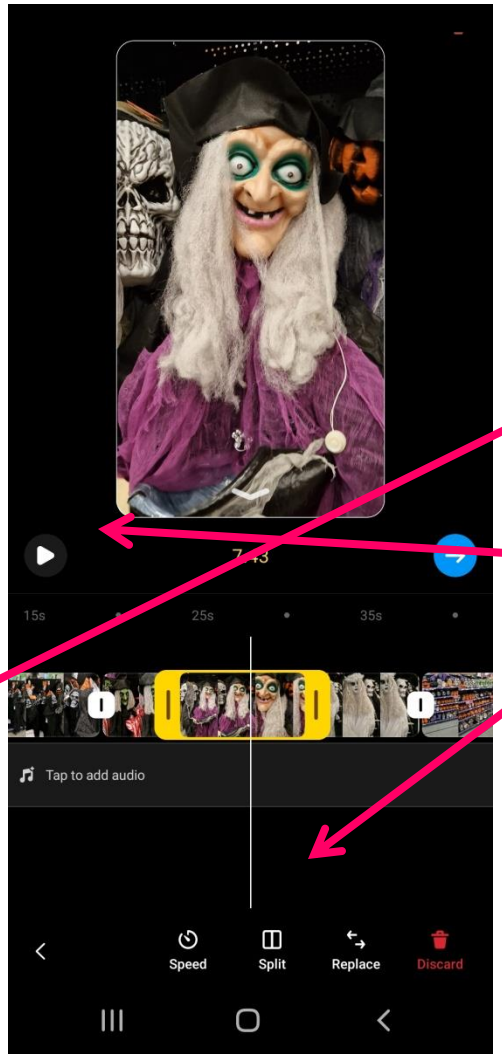




How to create a Reel

1. Go to your profile and tap +
2. Then tap on Reel
3. Tap on camera if you want to take a video right now
4. Tap the arrow next to Recents to find video from your phone

How to create a Reel using video footage, music and text



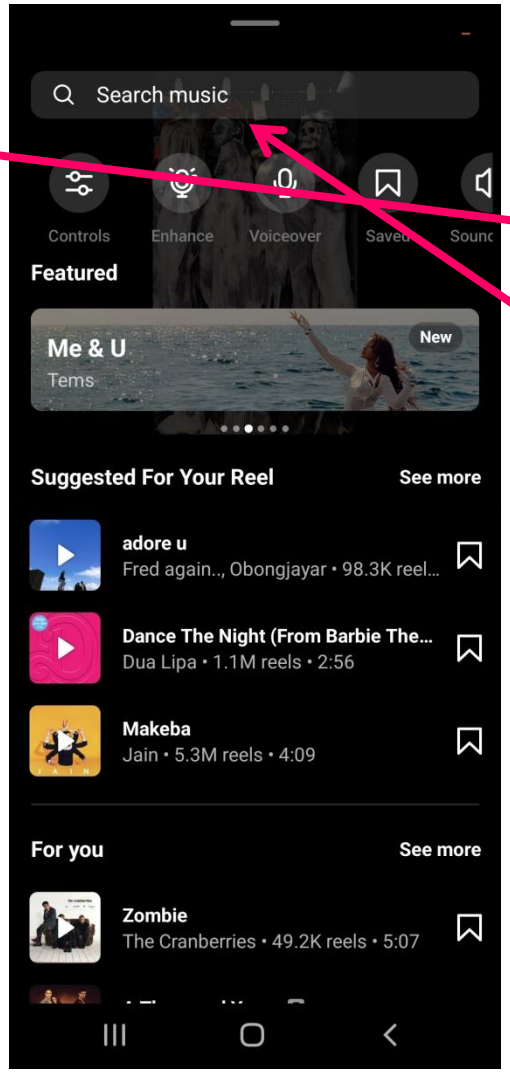
How to create a Reel

You are now in the area where you can edit the clips, add text, effects stickers add music etc.

Tap on the edit button to edit your video clips

Press play / pause and then split your clips where you want to cut them. Tap discard to delete

How to create a Reel using video footage, music and text



How to create a Reel

8. To add music tap on the music symbol

You can then search for music or go to your saved music

How to create a Reel using video footage, music and text

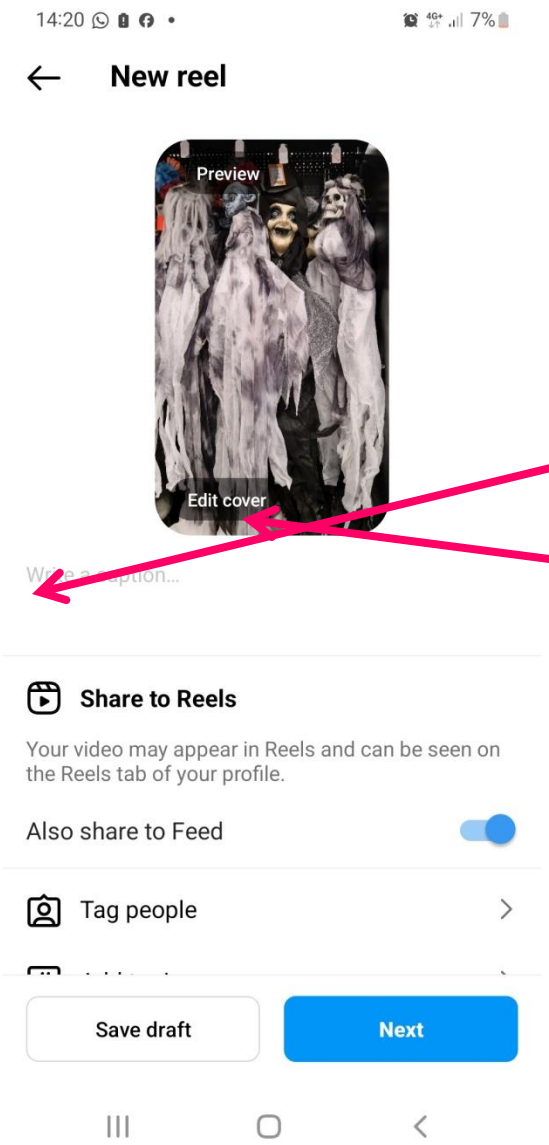
How to create a Reel

9 – Tap Aa to add text. When you add text you can then edit the amount of time it is on the video in the editor

10. Tap the sticker icon to add stickers. Eg. search for words like Sale or Wow or Spooky

11. Tap the 3 stars to search for and add effects

How to create a Reel using video footage, music and text



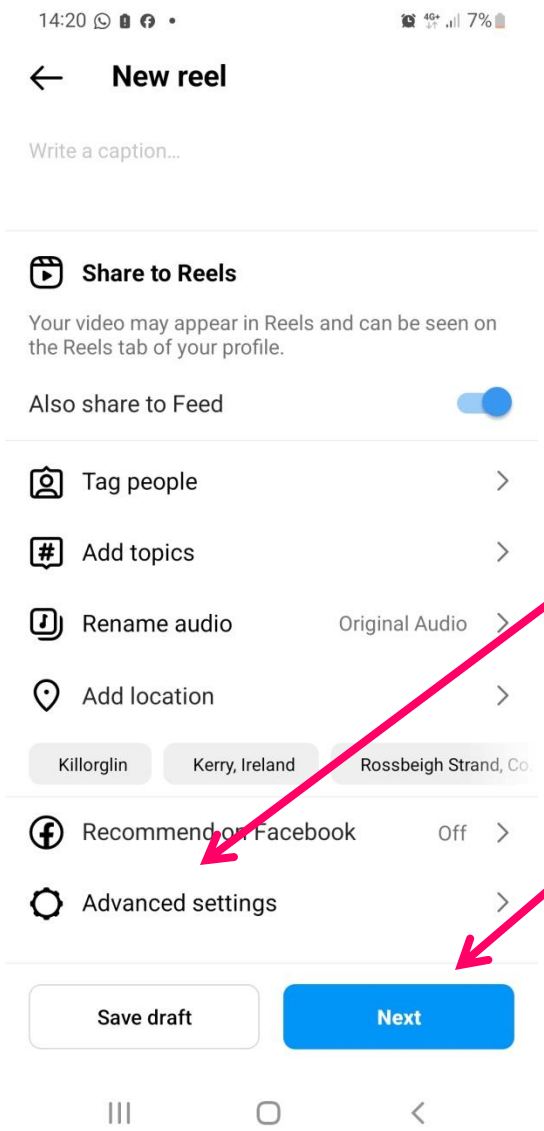
How to create a Reel

Write a caption (text) that goes out with your Reel

Also add hashtags – these will help your reel get discovered by non followers

Tap edit cover to choose a part of the Reel to be the image that represents your Reel in the profile grid

How to create a Reel using video footage, music and text



How to create a Reel

Tap Advanced and you should have the option to schedule your Reel

Tap share to send out your Reel

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Option 1: RØDE Wireless ME

Back to results

Roll over image to zoom in

RØDE Wireless ME Ultra-compact Wireless Microphone System with Built-in Microphones, GainAssist Technology and 100m Range for Filmmaking, Interviews and Content Creation

Visit the RØDE Store

4.3 ★★★★☆ 6,157 ratings

Amazon's Choice for "rode wireless me"

300+ bought in past month

EUR 154 91

prime

Save up to 8% with business pricing. Sign up for a free Amazon Business account

May be available at a lower price from other sellers, potentially without free Prime shipping.

Buy new:

EUR 154 91

prime

FREE delivery **Thursday**. Order within 8 hrs 28 mins. Details

Deliver to Evan - Killorglin V93

In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from Amazon

Sold by Amazon

Returns Returnable with

Watch a video overview here
https://www.youtube.com/watch?v=NoaPPQQtgtQ

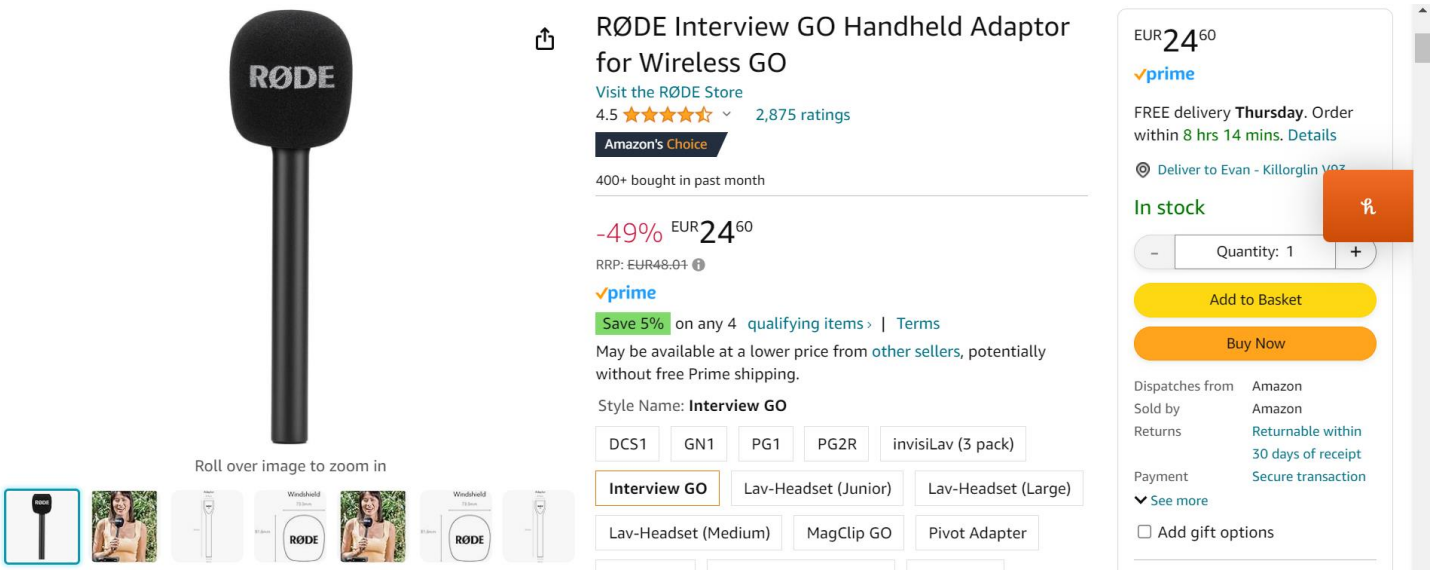
Links to Irish Websites Plus Amazon

https://www.whelancameras.ie/rode-wireless-me

https://camerakit.ie/product/rode-wireless-me/

https://www.amazon.co.uk/R%C3%98DE-Ultra-compact-Microphone-Microphones-GainAssist/dp/B0BQLB596V/

Useful accessory that turns your Rode wireless mic into hand held mic



Links to Irish Websites

https://camerakit.ie/product/rode-interview-go/

https://www.camera.ie/products/rode-interview-go

Option 2: Hollyland Lark 2

Watch a video overview here
https://www.youtube.com/watch?v=PQUi8RgkBoM

For iphone or Android only €170
For Camera / Laptop + Iphone + Android combo €200

What is great about this mic

1. **The size and weight - small and light**
2. **Two mics**
3. **Excellent sound**
4. **Long range**
5. **Windbreaker**
6. **The versatility of combo pack – it works with everything**
7. **Charge the box and it charges everything**

Links

Android version: https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7P4RRQ

Iphone version : https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7NYJM7?th=1

Combo version: : https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7QXWPN?th=1

Option 3: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the charger port of your phone

2 microphones
Works up to 65 feet away from the phone
(However, does not come with windbreakers)

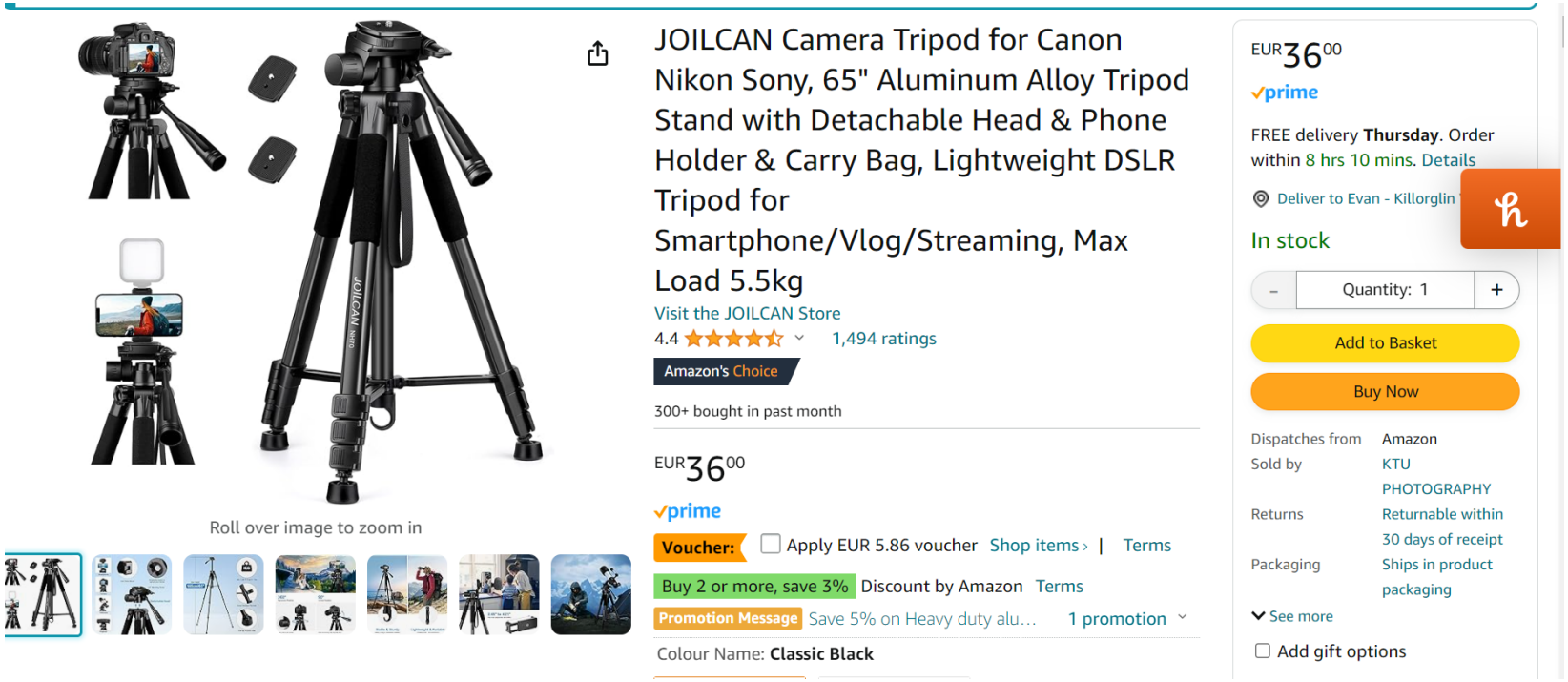
Cost: Approx €70 - €80

Watch a video demo
https://www.youtube.com/watch?v=o6F0IZzmnX4

This is the version for iphones: https://www.amazon.co.uk/J12-Lightning-Smartphone-Microphone-Compatible-black/dp/B0BK9FDT3M

This is the version for Android: https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY or https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957

Tripod (I use this one all the time and it's excellent plus very reasonable)



Link to amazon

https://www.amazon.co.uk/gp/product/B0BBQ5F2L8/

Tripod Adjuster mount

Roll over image to zoom in

ipow Mobile Phone Tripod Adapter, Rotatable Bracket Smartphone Clamp Holder Compatible with Samsung Huawei Used on Tripod, Monopod, Selfie Stick

Brand: ipow

4.6 ★★★★½ 1,422 ratings

Amazon's Choice

50+ bought in past month

EUR 9 10

prime

Brand	ipow
Colour	Black
Compatible devices	iPhone 12 Pro,12, iPhone 11, iPhone XS Max, XR,X, iPhone 8 Plus, Samsung Galaxy S21 Ultra,S20, Samsung Galaxy Note 20, iPhone…
	See more
Mounting type	Tripod
Special feature	Adjustable

EUR 9 10

prime

FREE delivery **Thursday**. Order within 8 hrs 6 mins. Details

Deliver to Evan - Killorglin

In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from	Amazon
Sold by	Jingshun Trade
Returns	Returnable within 30 days of receipt
Payment	Secure transaction

See more

Add gift options

Add to List

amazon

https://www.amazon.co.uk/gp/product/B01N193MHD/

Fantaseal® Ergonomic Smartphone Handheld Grip Stabilizer Holder

Versatile camera grip, with a Smartphone Clamp, perfect for phone to shoot smooth video and photos. (Allowable Cellphone Size 3.5" to 5.7")

Cost: Approx €12

https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh_aui_detailpage_o01_s00?ie=UTF8&psc=1

DJI Osmo Mobile Gimbal

Brilliant Gimbal for taking videos as you are moving.

It has a motorised weight and balance system so your video looks as smooth aa a drone video

Cost: €120

Links to Irish Websites

https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/camcorder-accessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html

Lights

Neewer Camera Photo Video Lightning Kit: 18 inches/48 centimetres Outer 55 5500K Dimmable LED Ring Light

- Very good lighting kit for a beginner on a budge
- Ideal for “how to” videos, customer testimonials company videos where you require good lightin

€115

amazon

https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1

Lights

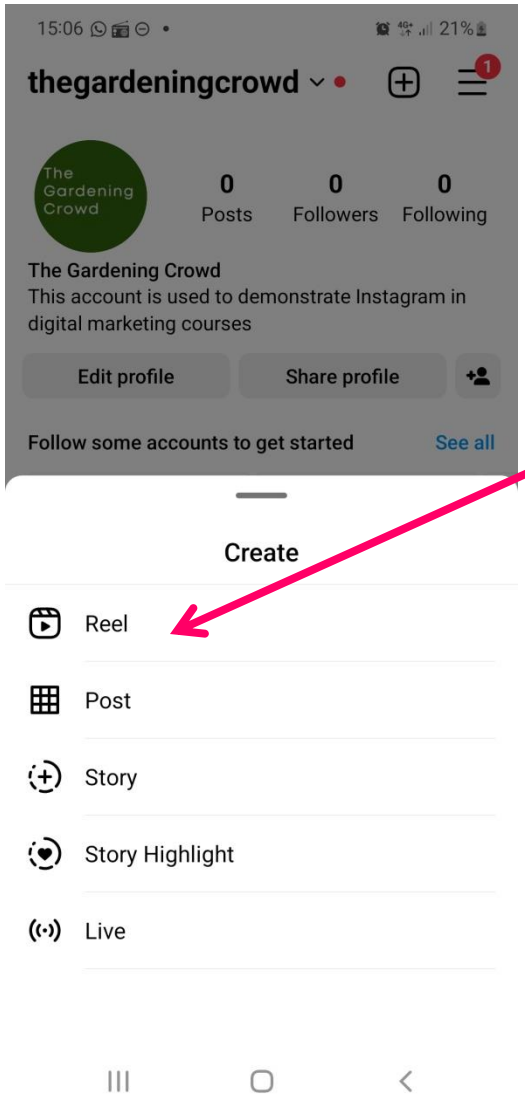
- A good budget alternative
- 12 inch diameter
- Good light if you are close to the light.
- Not as good for lighting up half a room

Cost: Approx €35

amazon

https://www.amazon.co.uk/Extendable-Upgraded-Dimmable-Brightness-Wireless/dp/B08FT9XTH1

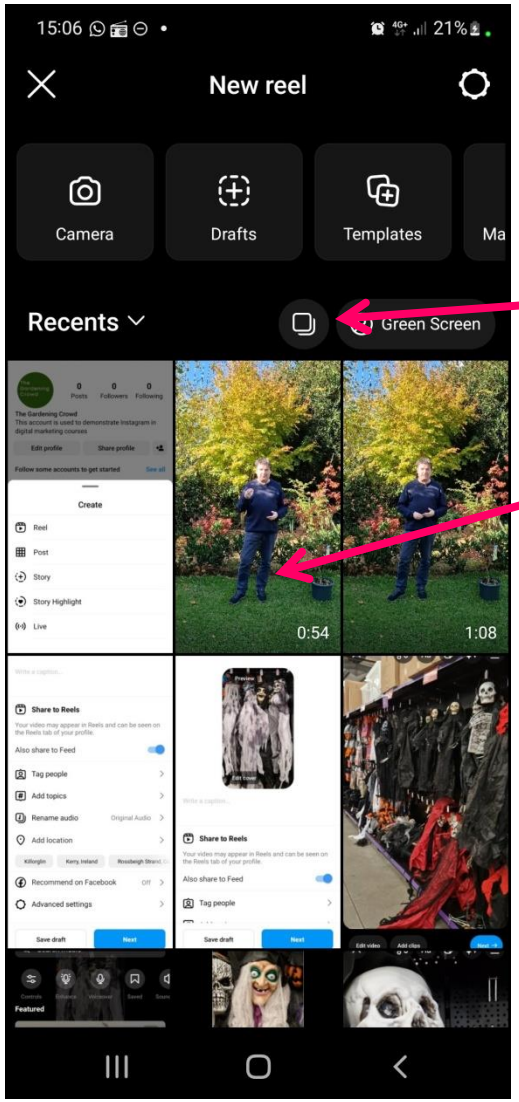
How to create a Reel where someone is speaking to camera



How to create a Reel

1. Go to your profile and tap +
2. Then tap on Reel
3. Tap on camera if you want to take a video right now
4. Tap the arrow next to Recents to find video from your phone

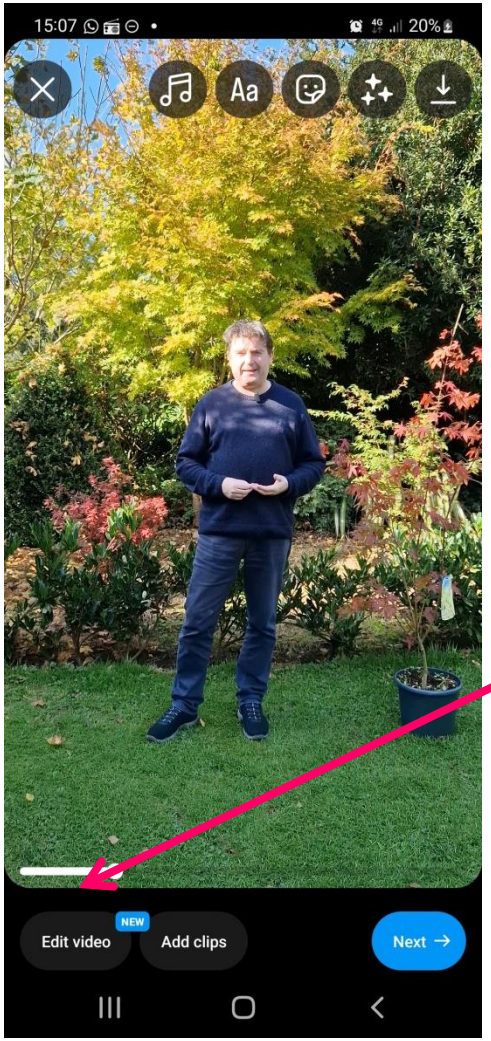
How to create a Reel where someone is speaking to camera

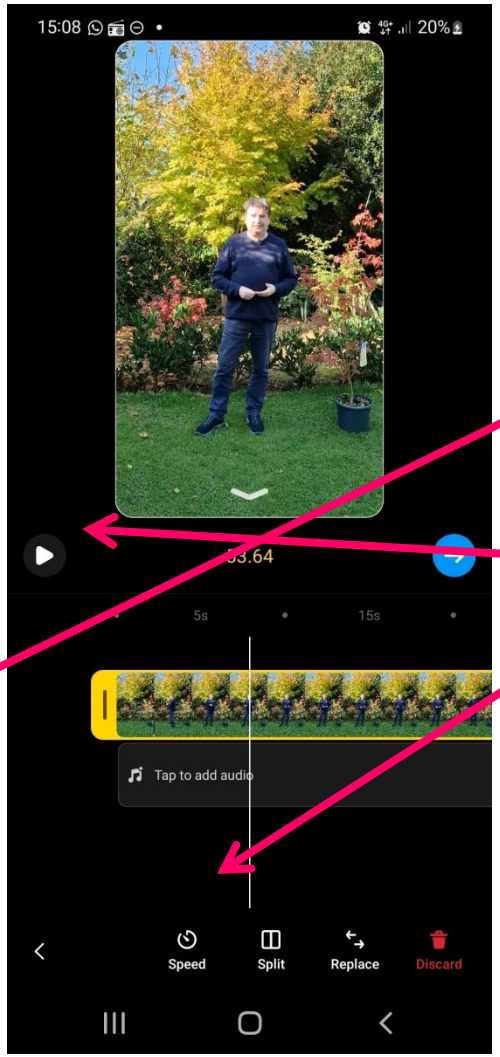


How to create a Reel

4. Tap the square on square icon to select multiple
5. Then select your clips
6. On the next screen they will provide you with suggested video edits done by A1 – either browse through these and select one or tap skip

How to create a Reel where someone is speaking to camera





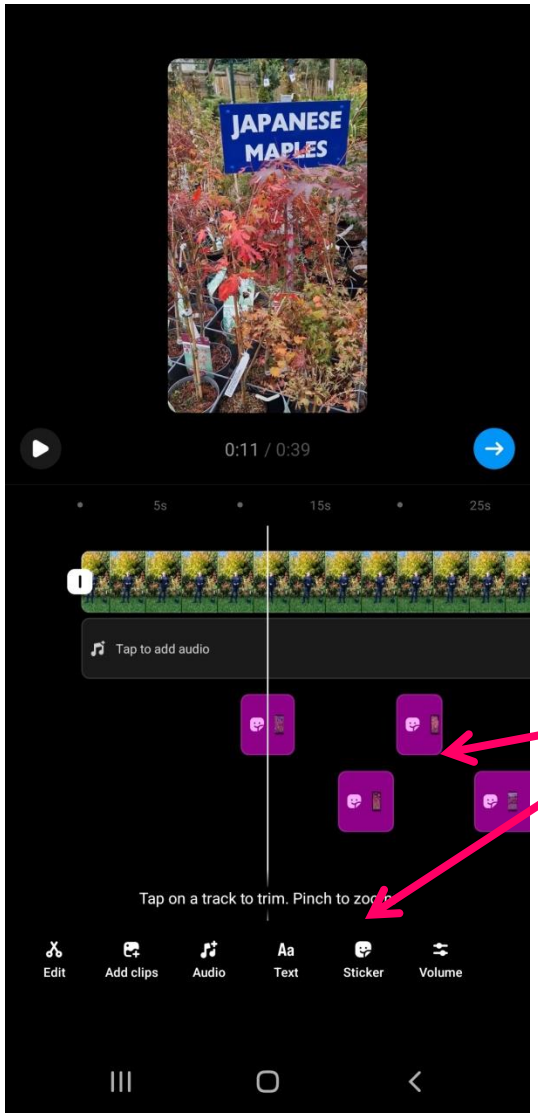
How to create a Reel

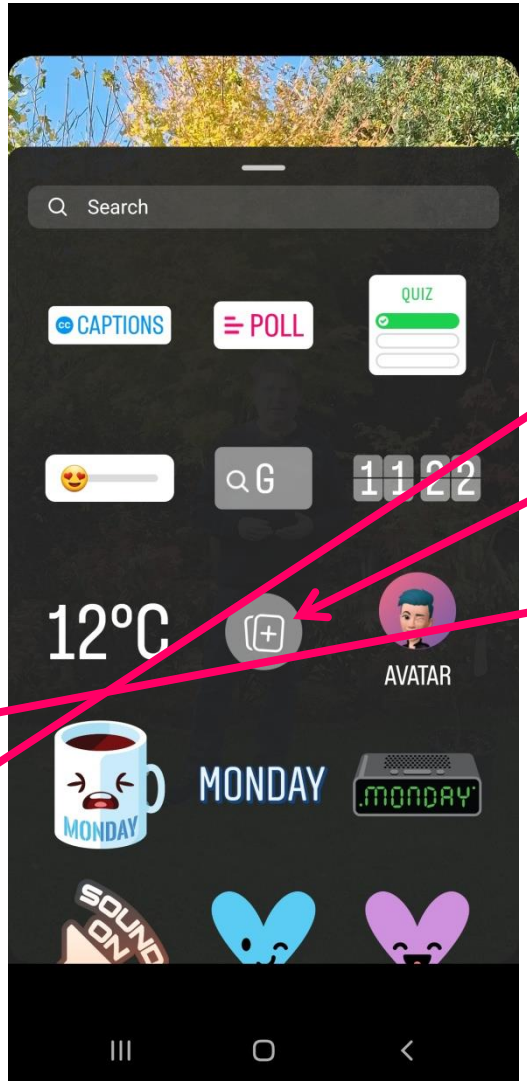
You are now in the area where you can edit the clips, add text, effects stickers add music etc.

Tap on the edit button to edit your video clips

Press play / pause and then split your clips where you want to cut them. Tap discard to delete

How to create a Reel where someone is speaking to camera





You can overlay images on top of your video

If you tap on sticker there is an option to add you own image

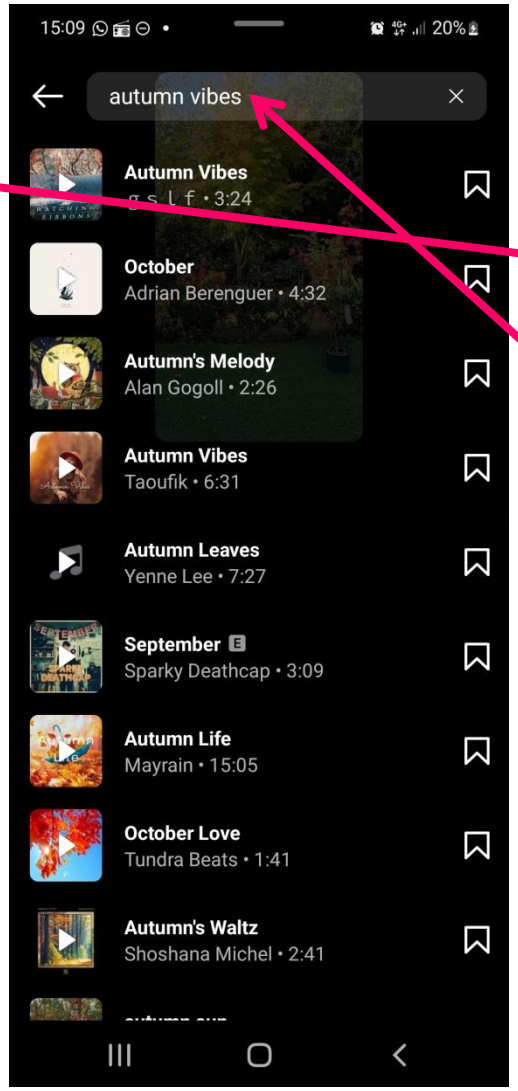
Select the image form your phone

You can then adjust how long you want the image on your video by dragging the sliders.

You can add multiple images

You can also overlay your logo – if you do this add the logo as the final image and it will then also appear over all the others you added

How to create a Reel where someone is speaking to camera

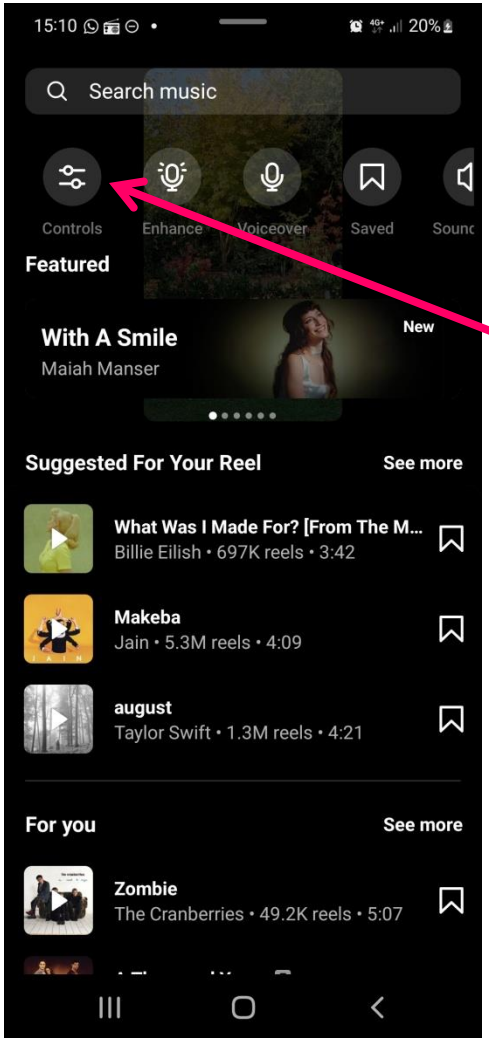


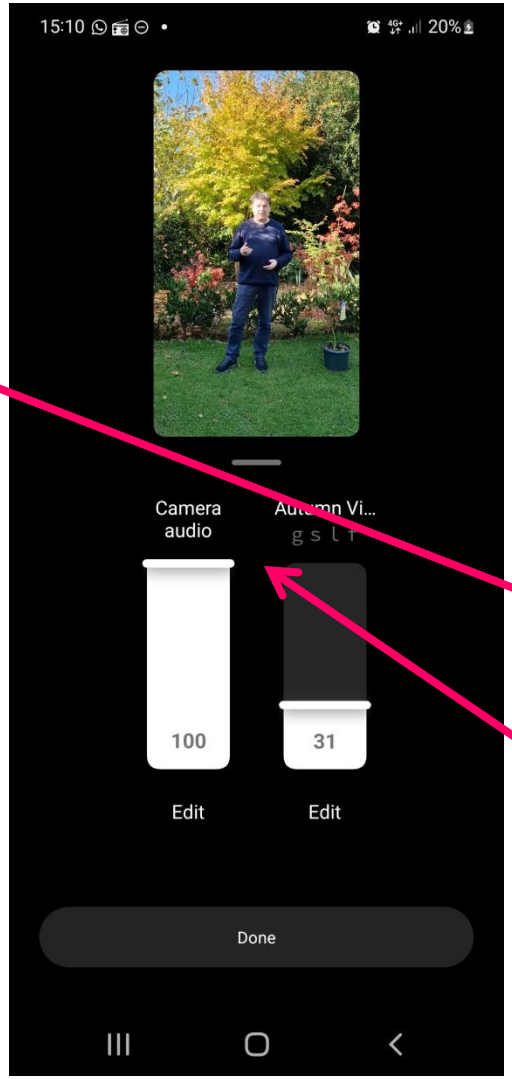
How to create a Reel

To add music tap on the music symbol

You can then search for music or go to your saved music

How to create a Reel where someone is speaking to camera





How to create a Reel

When you add music it will drown out the person speaking so you need to reduce the volume.

Also, Instagram often mutes the volume in a video if music is added.

When you tap on the music symbol you then need to tap on Controls

You can then adjust the volume of the video and also the music. Lower the volume of the music

How to create a Reel where someone is speaking to camera

How to create a Reel

9 – Tap Aa to add text. When you add text you can then edit the amount of time it is on the video in the editor

10. Tap the sticker icon to add stickers. Eg. search for words like Sale or Wow

You can also choose the caption sticker and it will produce captions that you can edit

11. Tap the 3 stars to search for and add effects

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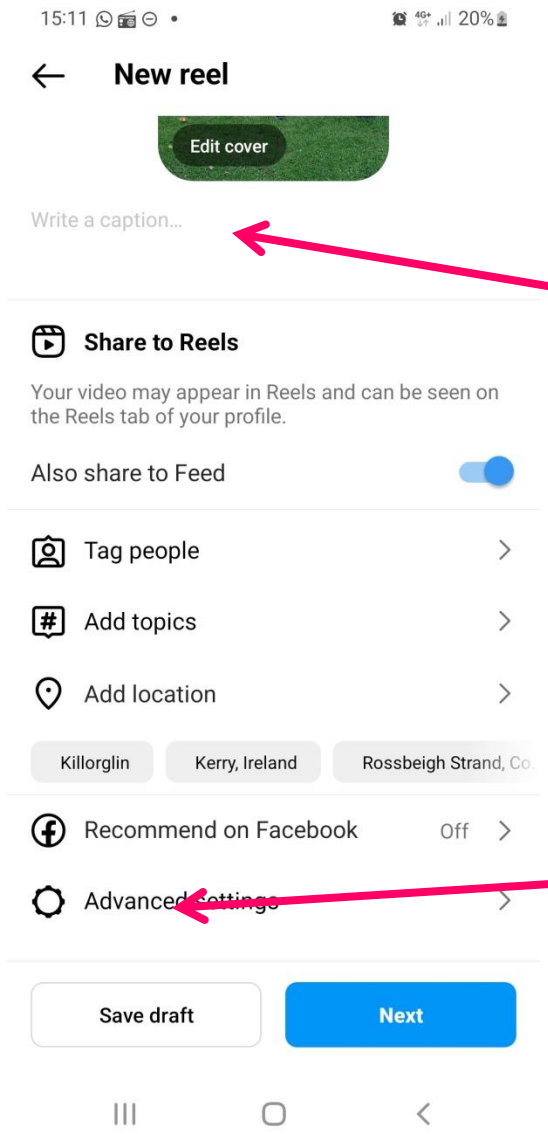

How to create a Reel

Write a caption (text) that goes out with your Reel

Also add hashtags – these will help your reel get discovered by non followers

Tap edit cover to choose a part of the Reel to be the image that represents your Reel in the profile grid

Tap Advanced and you should have the option to schedule your Reel

Tap share to send out your Reel

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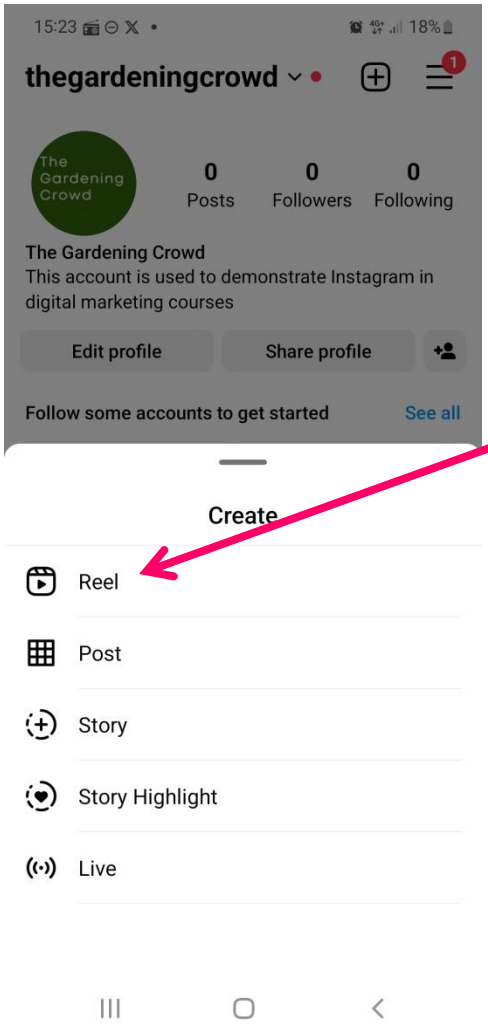
Why create a Reel with your voiceover?

Why add your voiceover rather than just speaking to camera?

1. You'd prefer not to appear on screen
2. You want to use video clips of your product / service and then explain how it works
3. You'd like to appear on screen for the first 4-5 seconds and then use lots of visual clips with a voiceover for the remainder of the video

How to create a Reel by adding a voiceover



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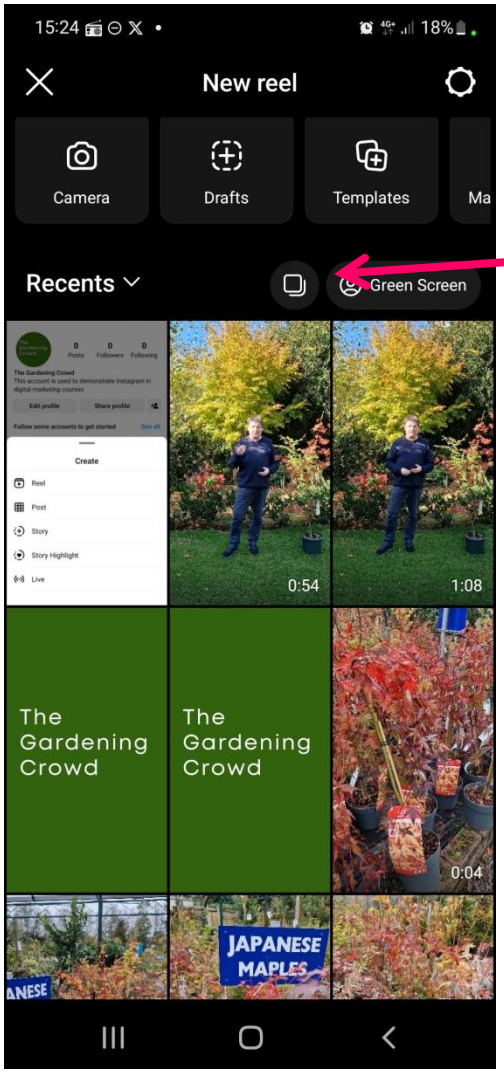

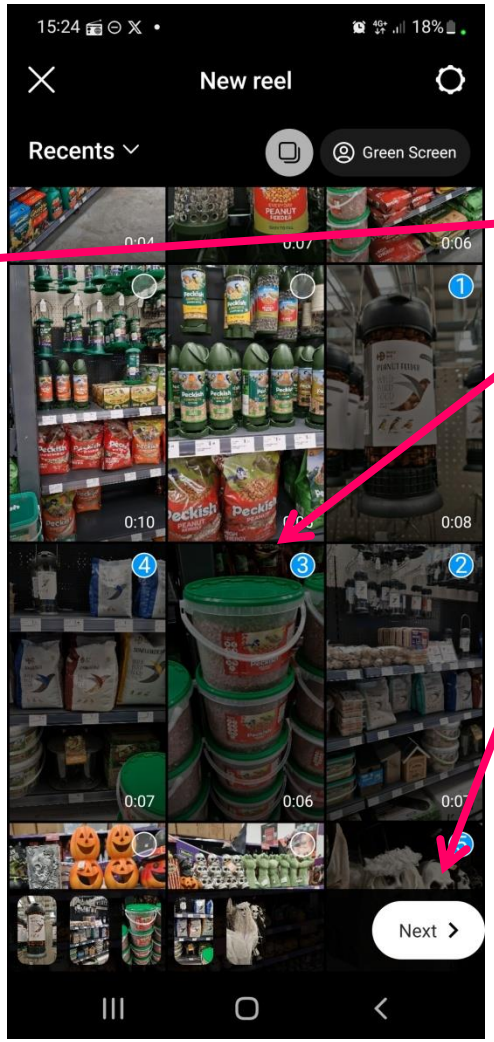

How to create a Reel

4. Tap the square on square icon to select multiple
5. Then select your clips
6. Tap next

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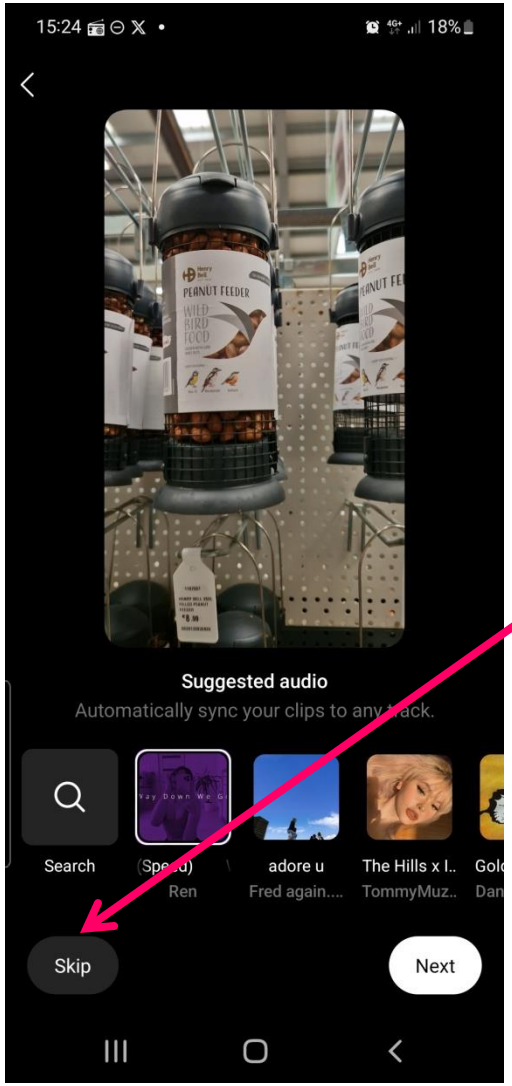

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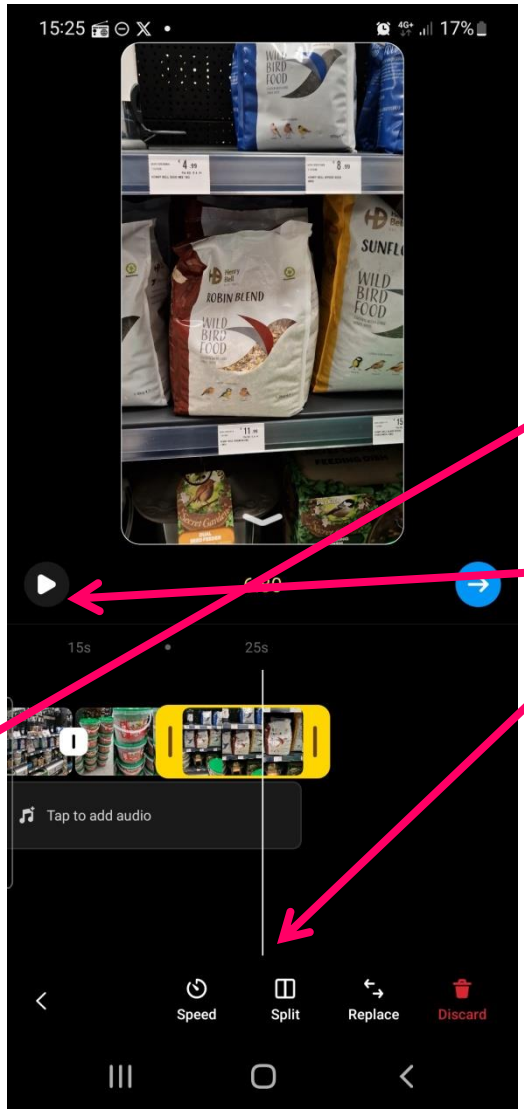

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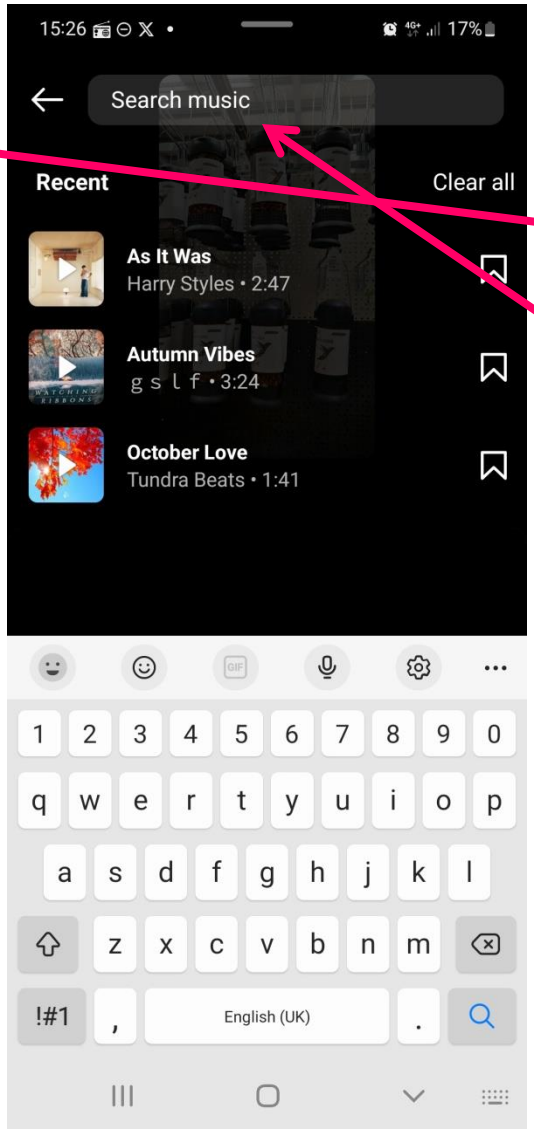
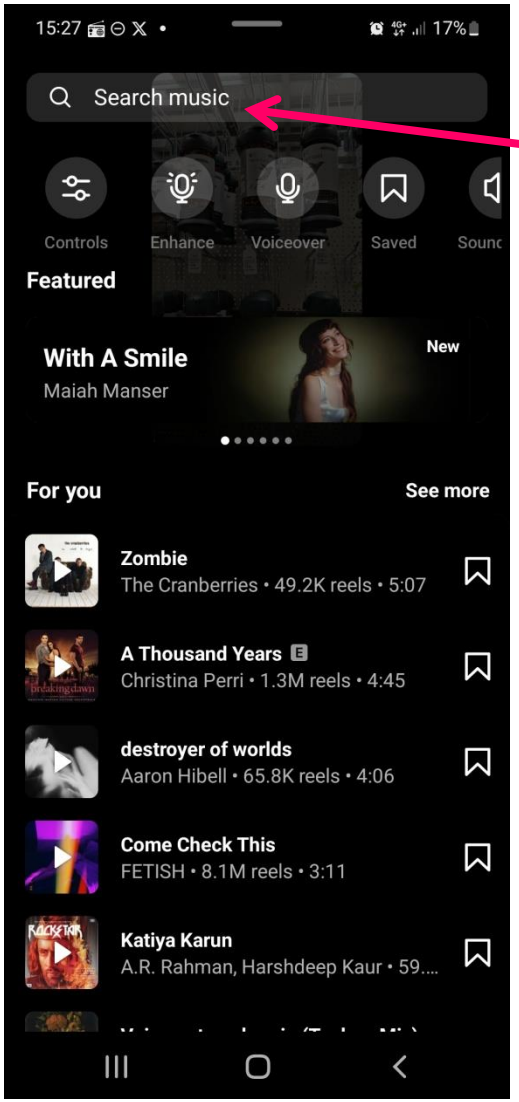


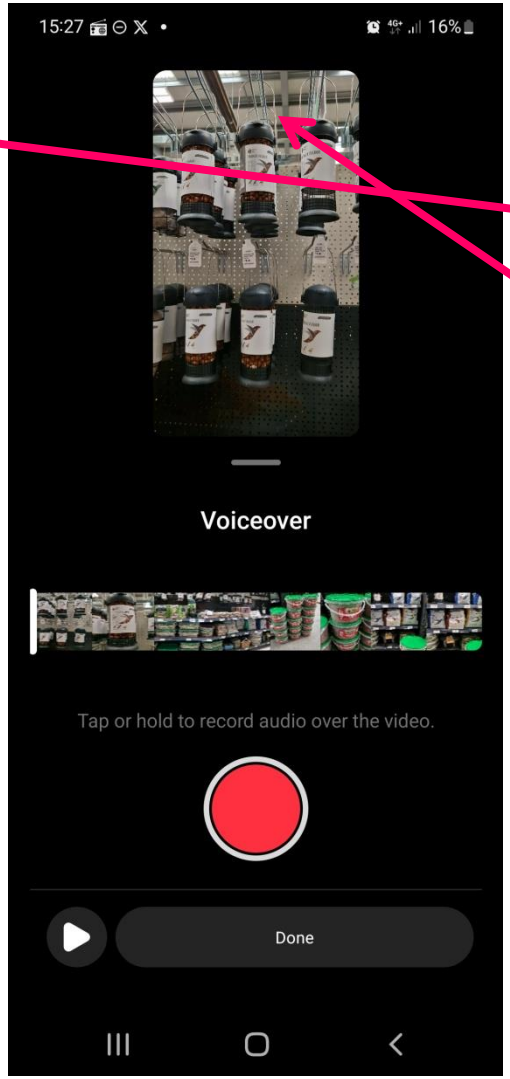
How to create a Reel

8. To add music tap on the music symbol

You can then search for music or go to your saved music

How to create a Reel by adding a voiceover





How to create a Reel

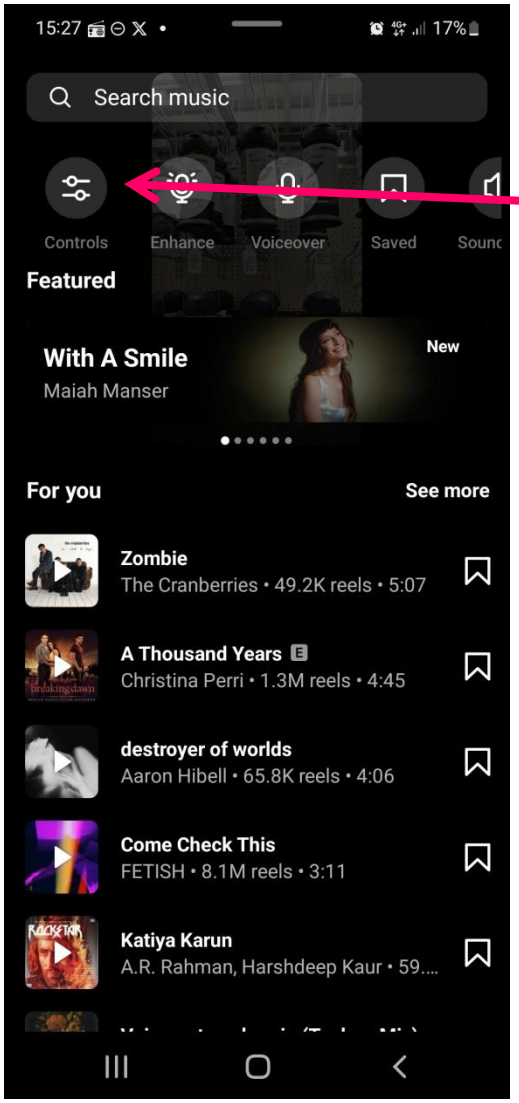
To add a voice over tap on Voiceover

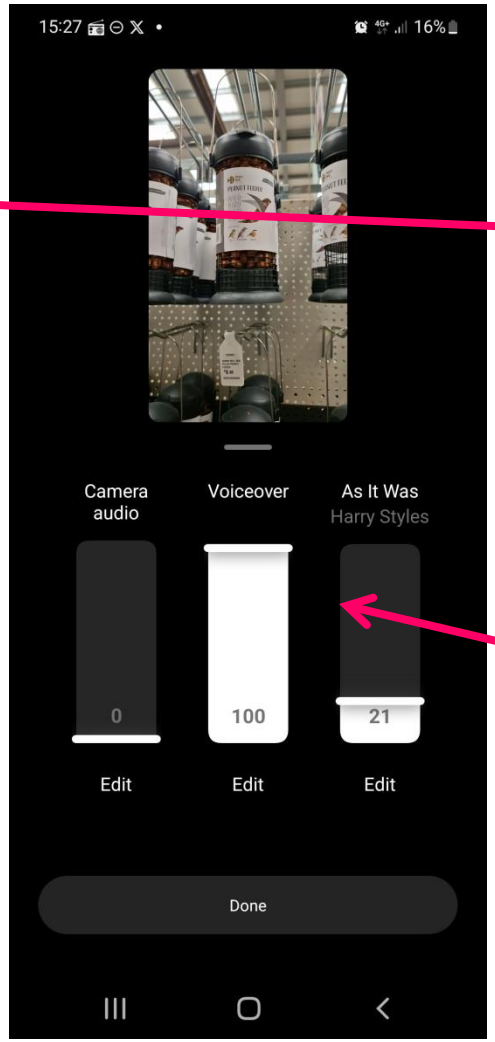
Then tap the red record button and speak into your phone

Then tap on done.

Your voiceover is added. However, you might need to reduce the
volume of the music if you added music.

How to create a Reel by adding a voiceover





How to create a Reel

When you add music it will drown out the voiceover so you need to reduce the volume.

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How to create a Reel by adding a voiceover

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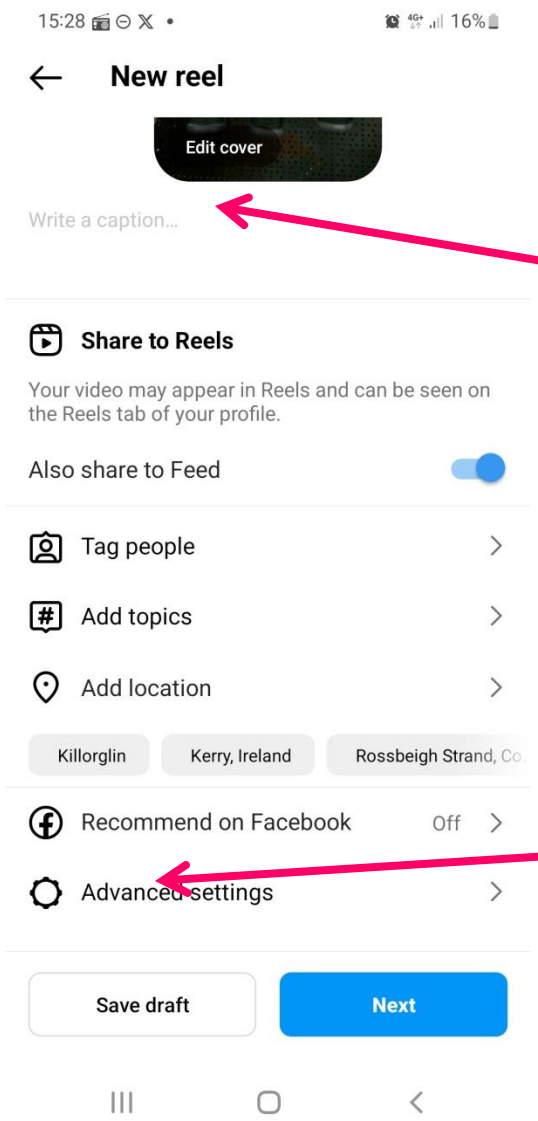

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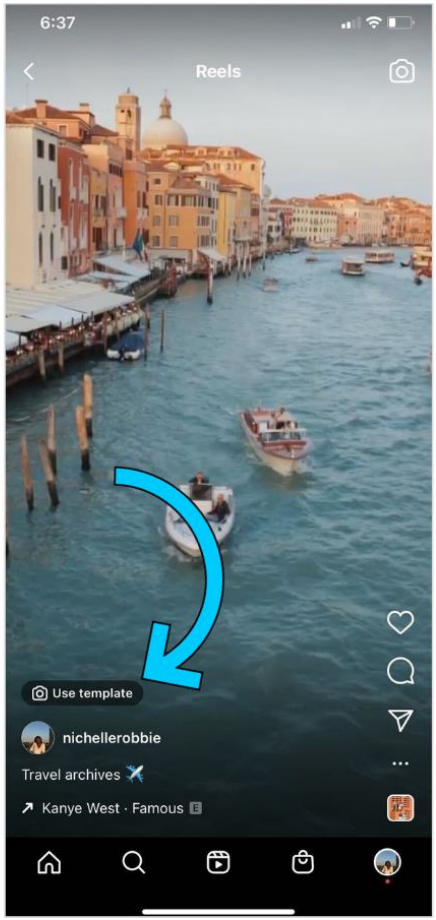
How to create a Reel using Reel templates

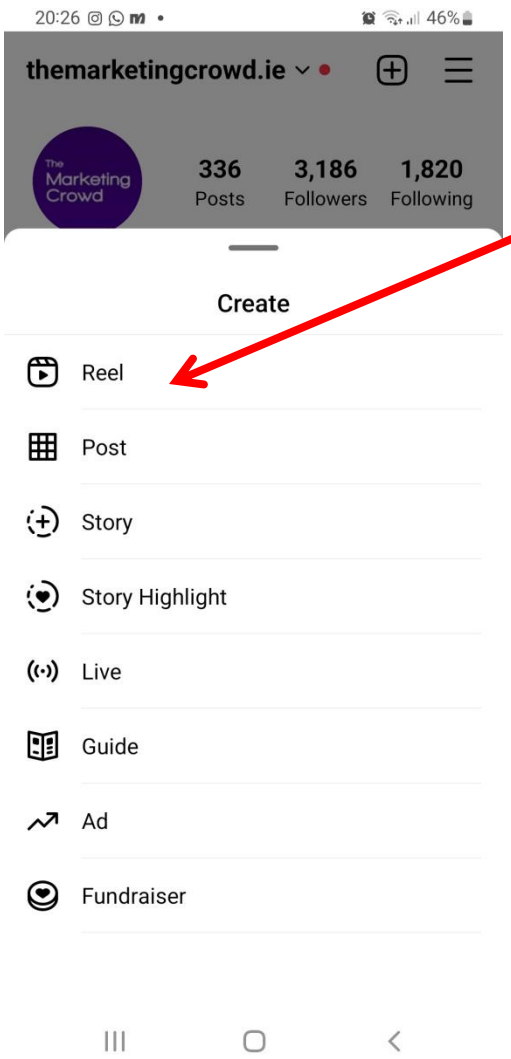


In order to make it easier for people to make Reels, you can use other people's Reels as a template

Like the look of a Reel?

If it has "Use template" written on it you can just replace their clips with yours

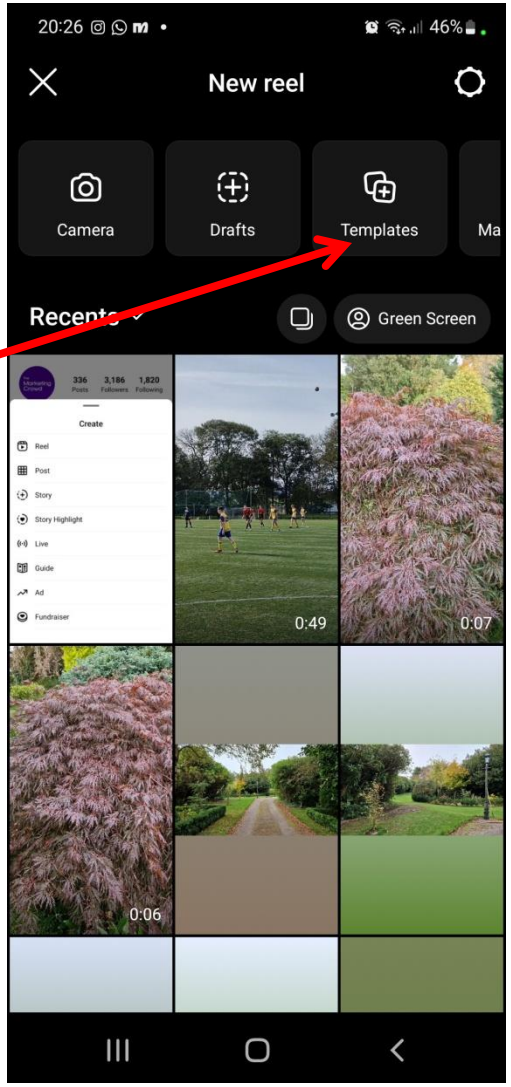
How to create a Reel using Reel templates



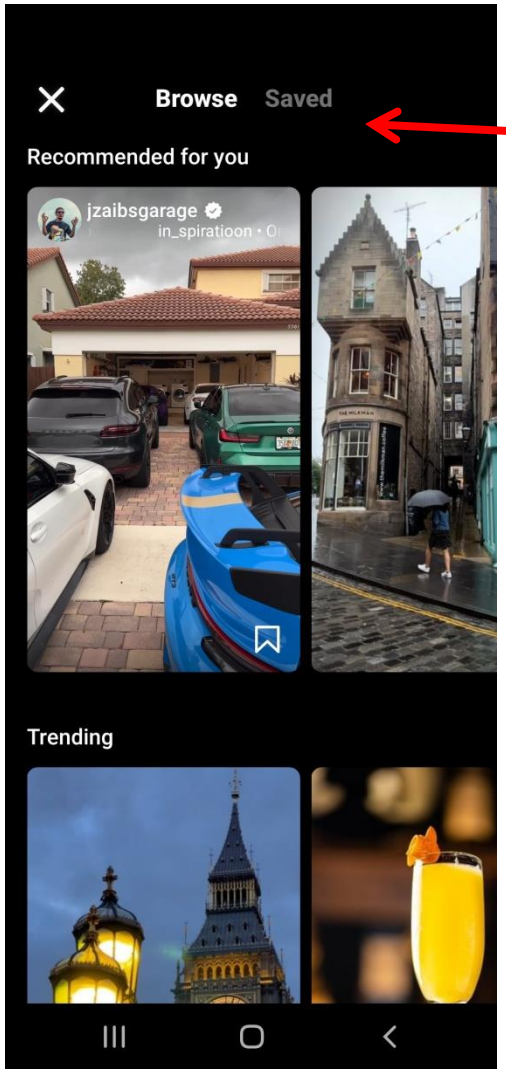
Tap the + button and select Reels

Tap on templates

Browse through the templates and choose one you like



How to create a Reel using Reel templates

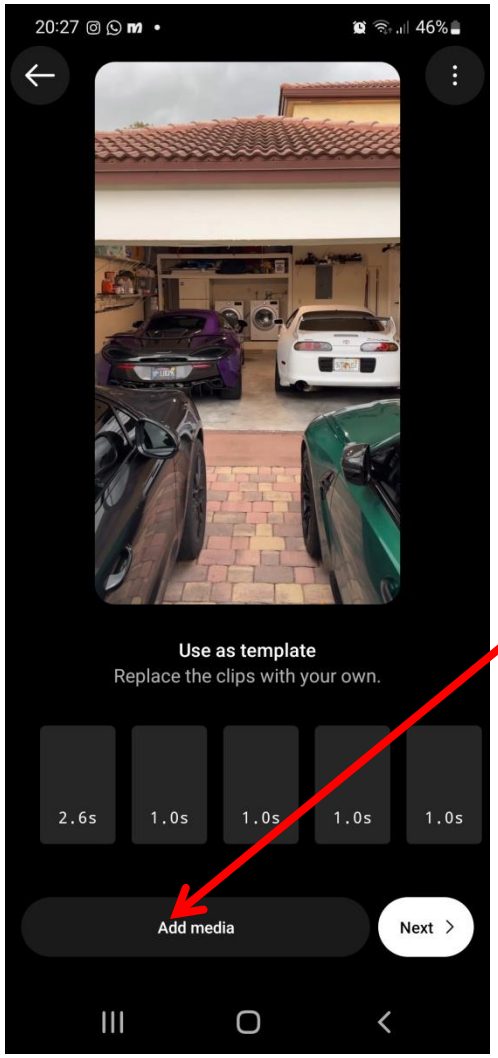


There are now two tabs – Browse and Saved

Browse – these show you Reels Templates that are recommended for you based on your previous activities

Saved – these are reels templates that you have previous saved or music you have saved that have been used in Templates

How to create a Reel using Reel templates



Tap on Add media

Choose the video clips or images form your phone and then tap next

Your Reel is now created

You can then add text, effects, caption, cover as normal

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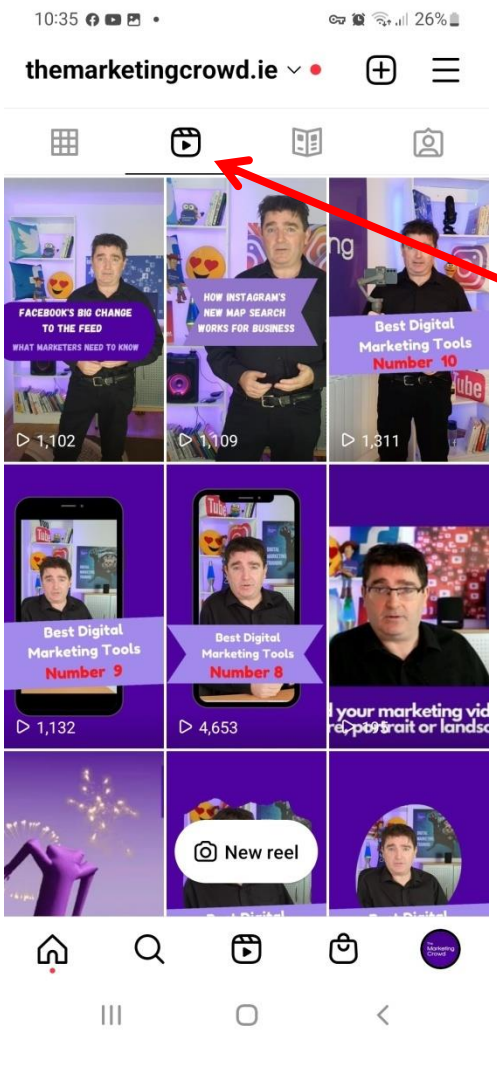
How to check Analytics / Insights for your Reel

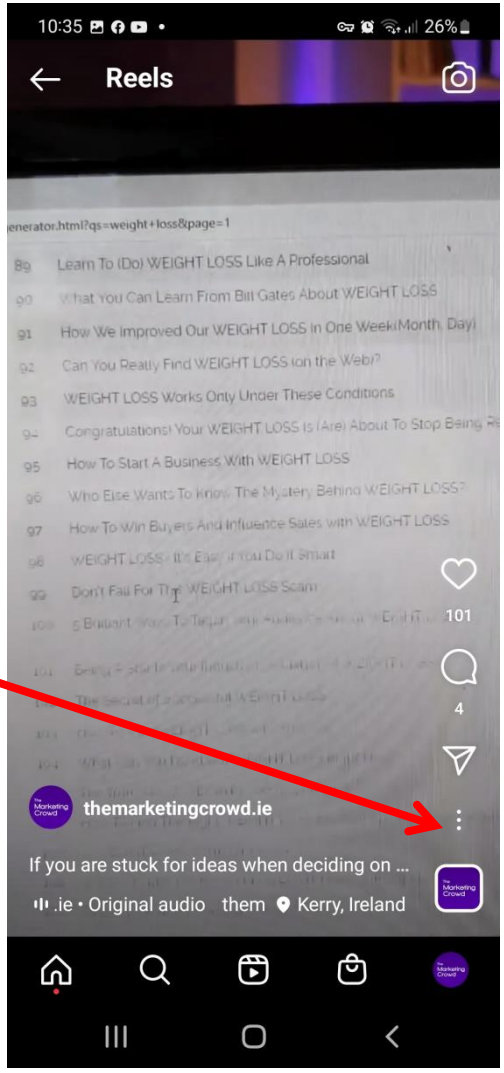


To view the analytics for a specific Reel ...

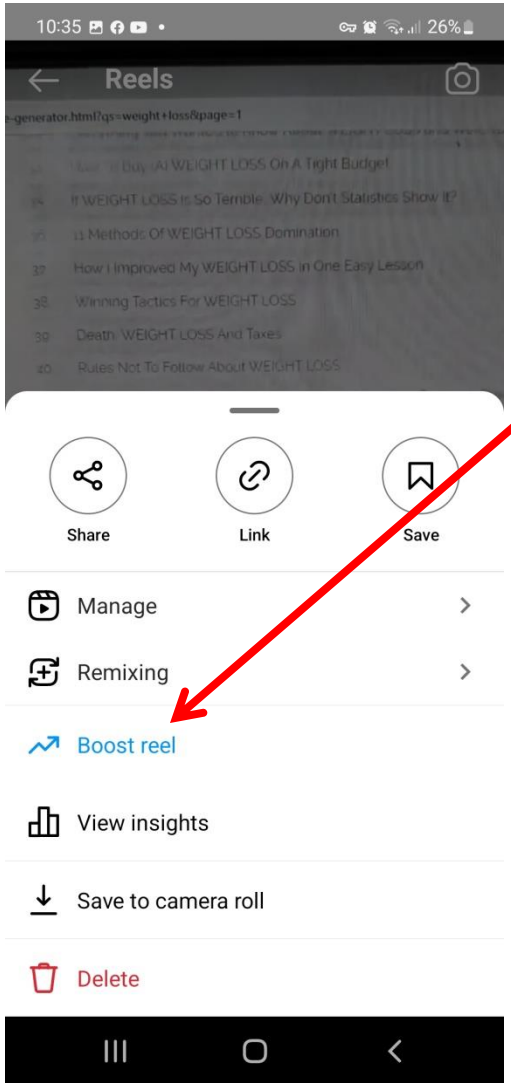
Tap on your Reels tab to view your Reels

Tap on a Reel

Tap in the 3 dots



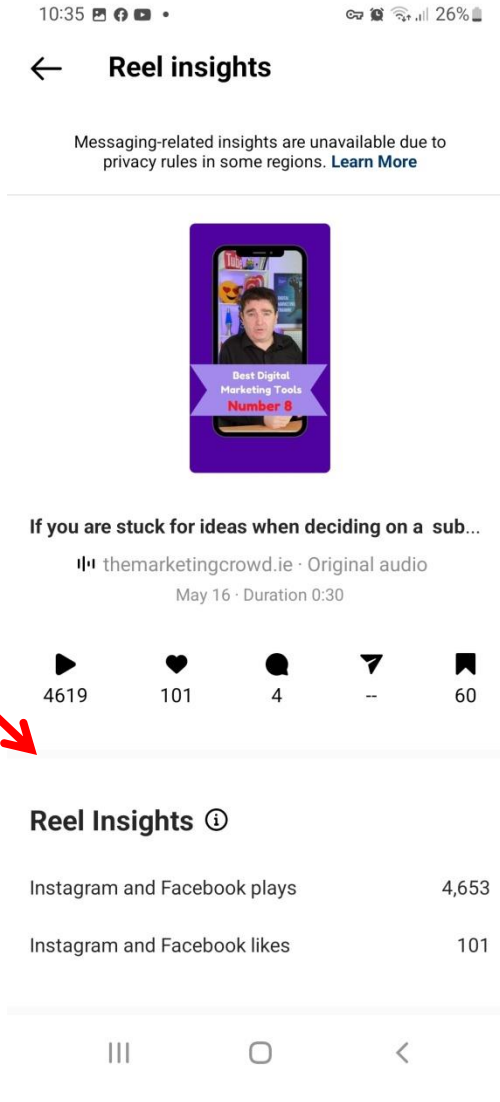
How to check Analytics / Insights for your Reel



To view the analytics for a specific Reel ...

Tap on view Insights

Look through the Insights



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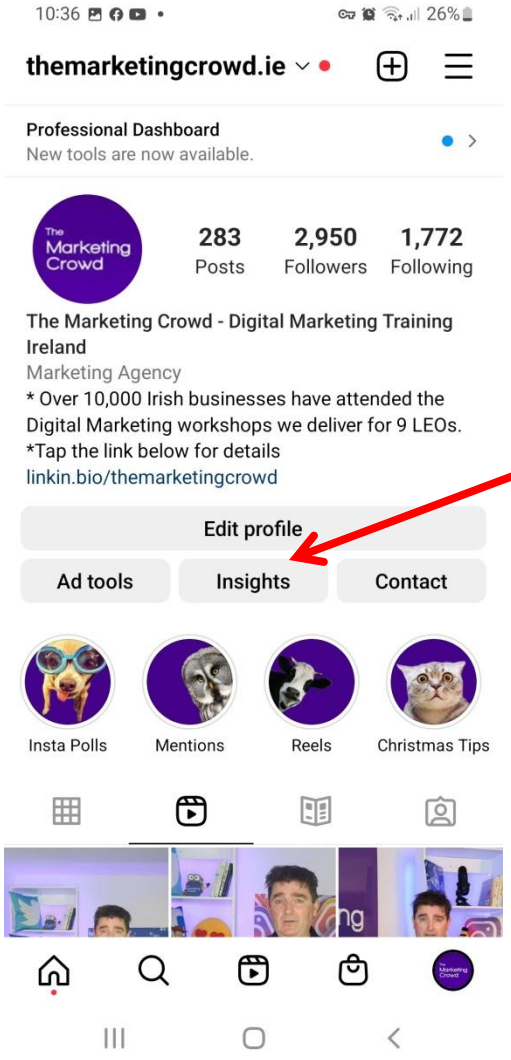
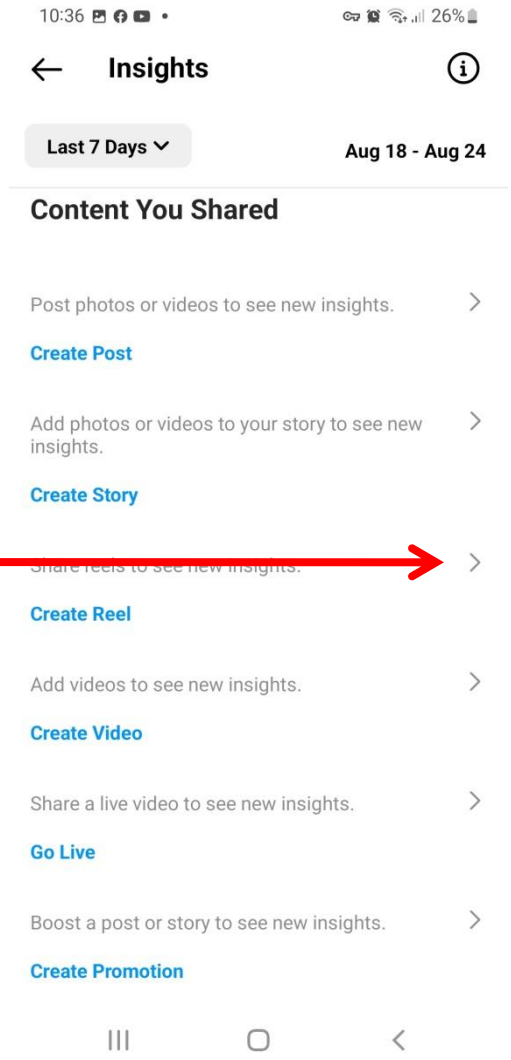


To view the analytics for ALL of your Reels over a time period

Go to your profile and tap Insights

Next to Create Reel tap the arrow



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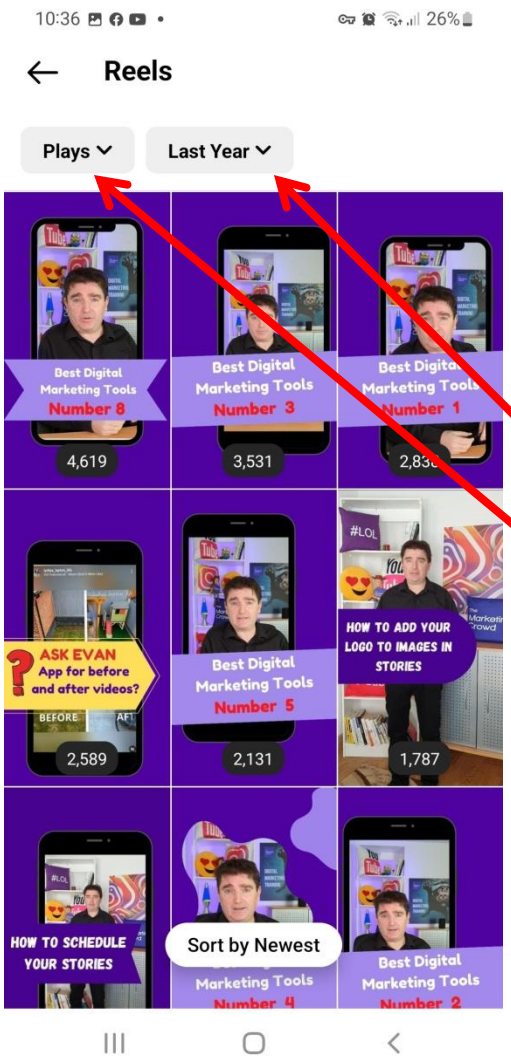


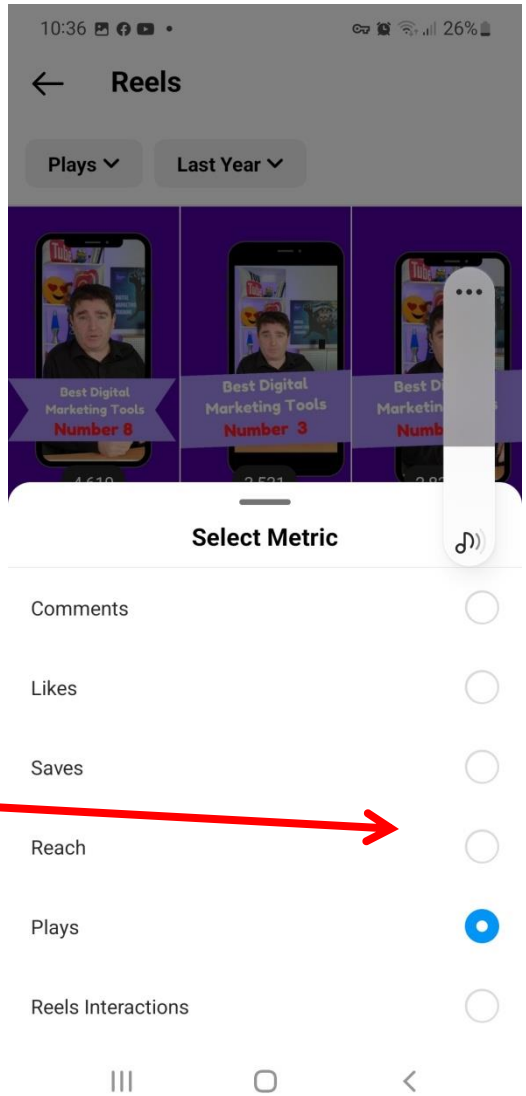
To view the analytics for ALL of your Reels over a time period

You can now see all of your Reel over the past year sorted by plays

You can change the date range

You can change the metric. Tap on Plays

Then select Reach or Likes



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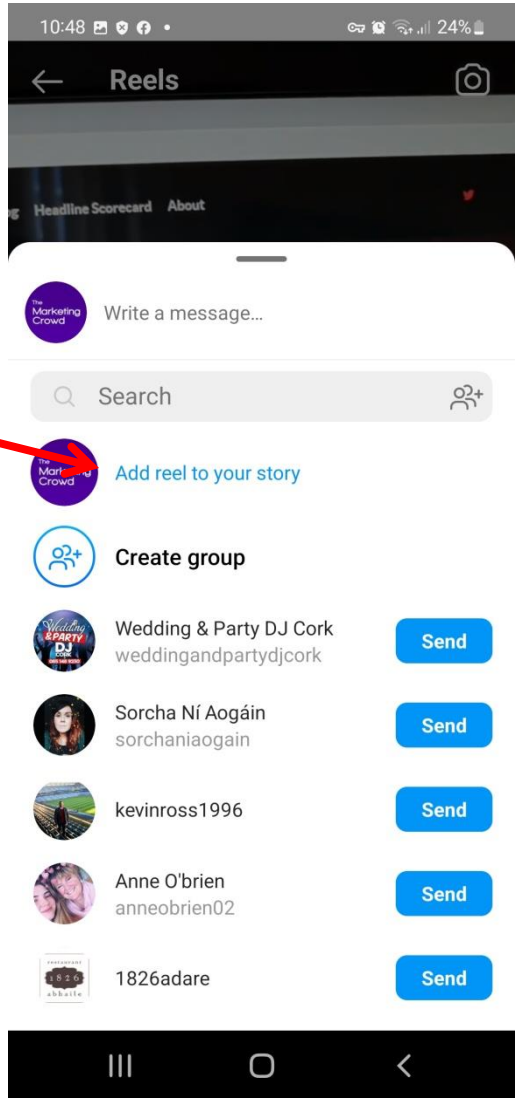
How to share your Reel to your story

Find your Reel

Tap the paper plane icon

Tap on Add Reel to your story



How to share your Reel to your story

Your Reel will in the middle of the screen

If you want to make it full screen, pinch with 2 fingers and stretch it

You can add text

You can add stickers

SICAP
Social Inclusion & Community Activation Programme
NEWKD
Ireland's European Structural and Investment Funds Programmes 2014-2020
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