



HOW TO USE REELS ON INSTAGRAM

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?



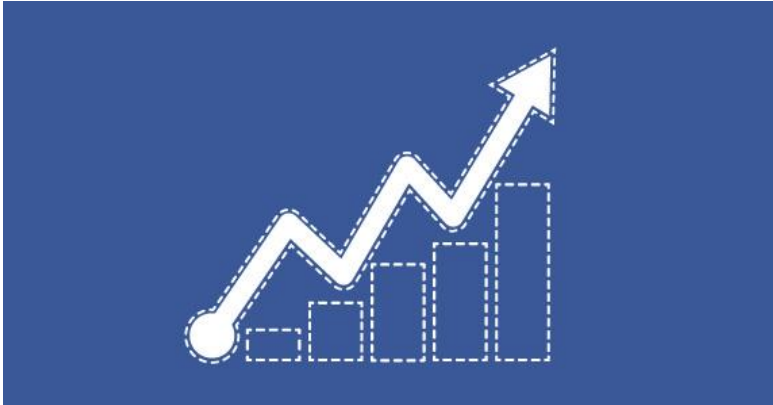
About Reels...

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 ...

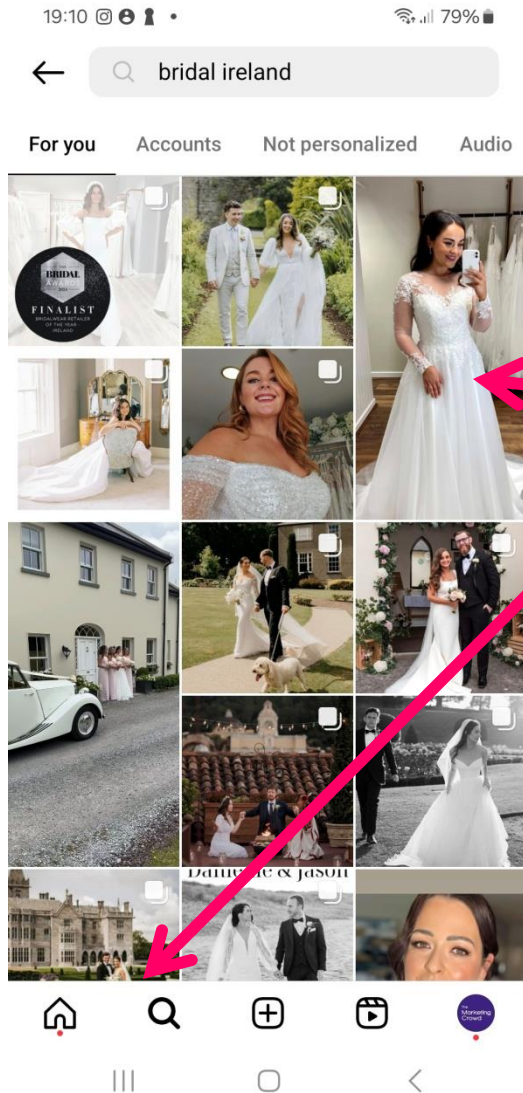
- It will reach more of your followers in their newsfeeds so you get more reach
- People enjoy the music and fun element of Reels so they tend to get more engagement
- If the Algorithm thinks your Reel is interesting it might choose to show your Reel to non followers in the dedicated Reels feed so you 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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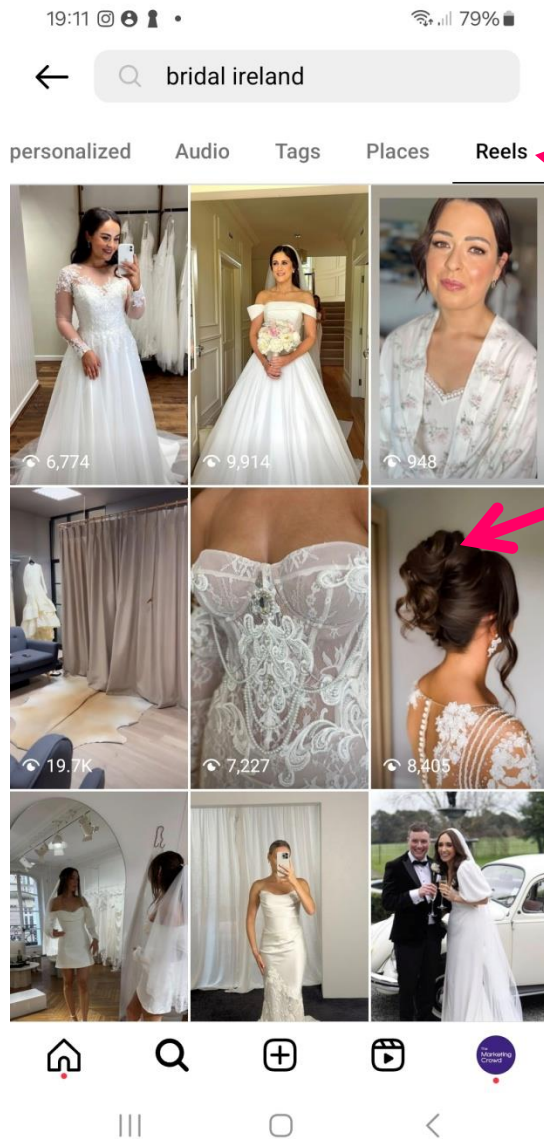
How to find Reels to do with a specific topic



- Tap on search in the navigation
- Type in a search term e.g. Bridal Ireland

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

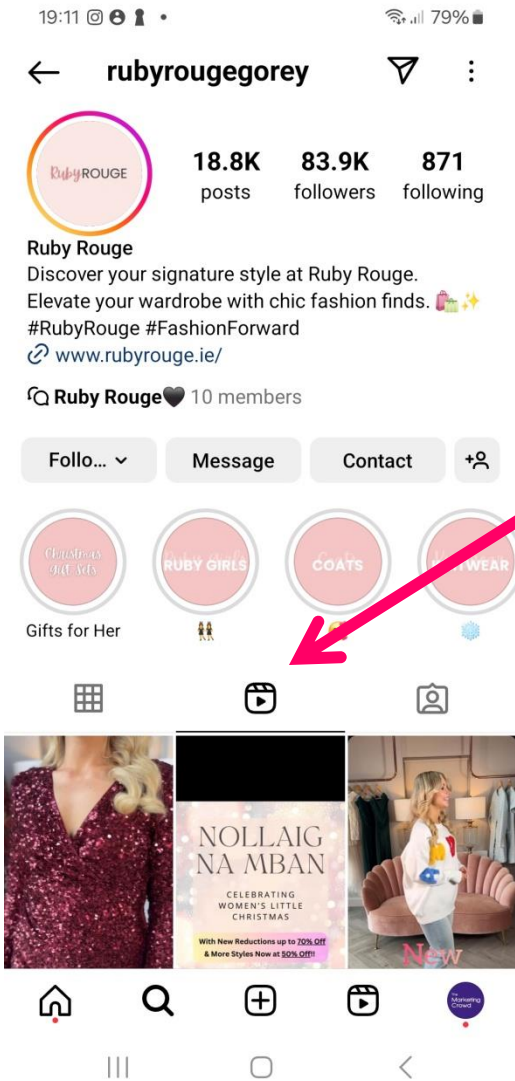
How to find Reels to do with a specific topic



- Tap on Reels

You are now shown all reels that contain those search words 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



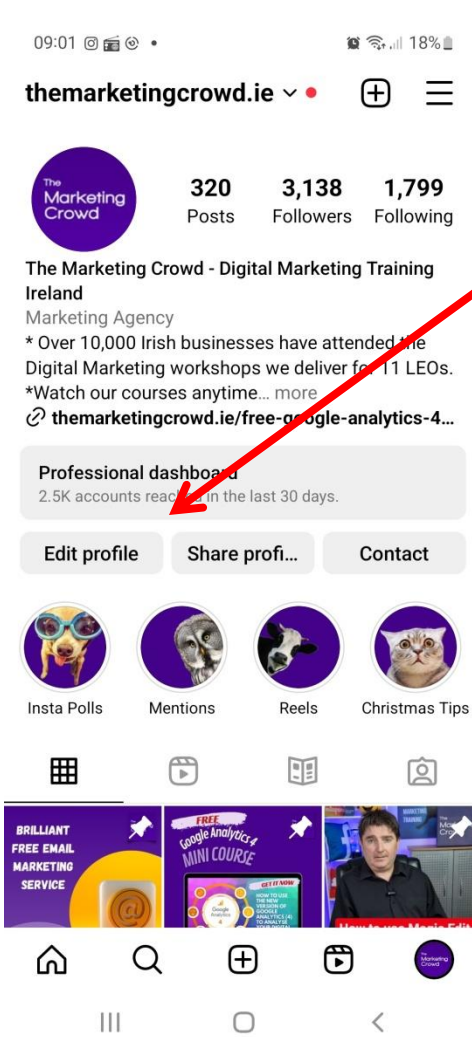
Music is central to most Reels.

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

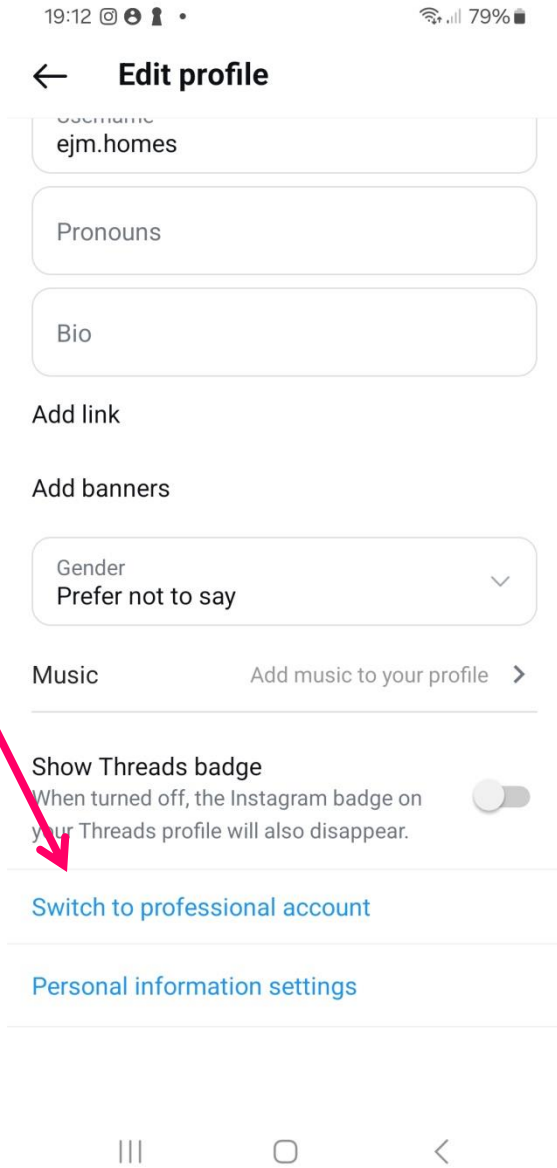
The only accounts that get the full library of
music (containing all the latest songs) are
personal and creator accounts.

Therefore, many businesses have switched
to a Creator account.

How to migrate – From a personal account



1. Go to your profile
2. Tap edit profile
3. Then tap on switch to professional account



How to migrate – From a personal account

19:12 ⓘ ⓘ ⓘ ⓘ

79%

✕

Switch to professional

Get more tools and switch for free

Access insights
See what content is getting the most attention and the best times to post.

Run ads
Get your content in front of more people and bring them to your profile or website to drive brand awareness and sales.

Get paid
Earn money when you become eligible for features like Bonuses and Subscriptions.

Next

1. Tap next

2. Type in and choose a category that describes your business

3. Tap the blue button

←

What best describes you?

Categories help people find accounts like yours. You can change this at any time.

Display on profile

res

✕

Suggested

Restaurant

Beauty, cosmetic & personal care

Grocery Store

Photographer

Switch to professional account

Switching to a professional account makes your profile public. [Learn more](#)

How to migrate – From a personal account

19:13 @ ⓘ ⓘ •

79%

What type of professional are you?

Business ☒

Best for retailers, local businesses, brands, organizations and service providers.

Creator ☐

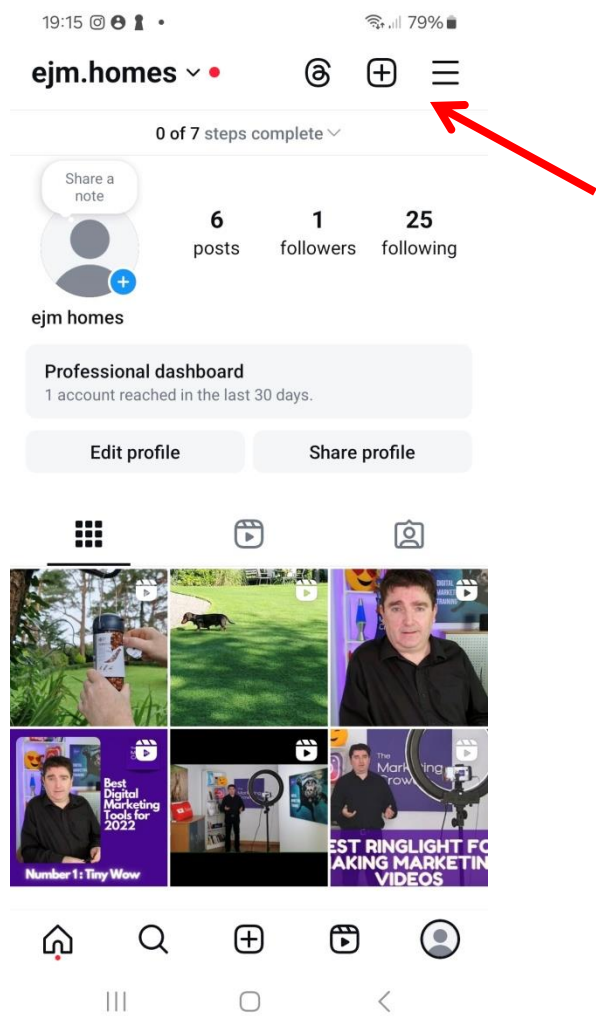
Best for public figures, content producers, artists, and influencers.

Next

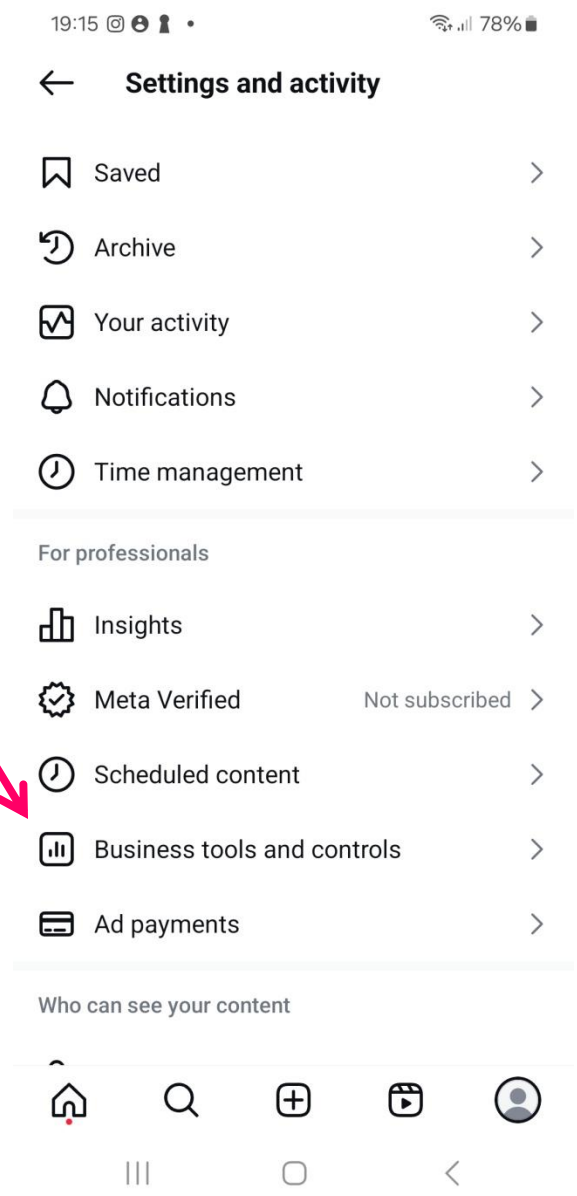
||| ○ <

You can now choose to switch to a business or creator account

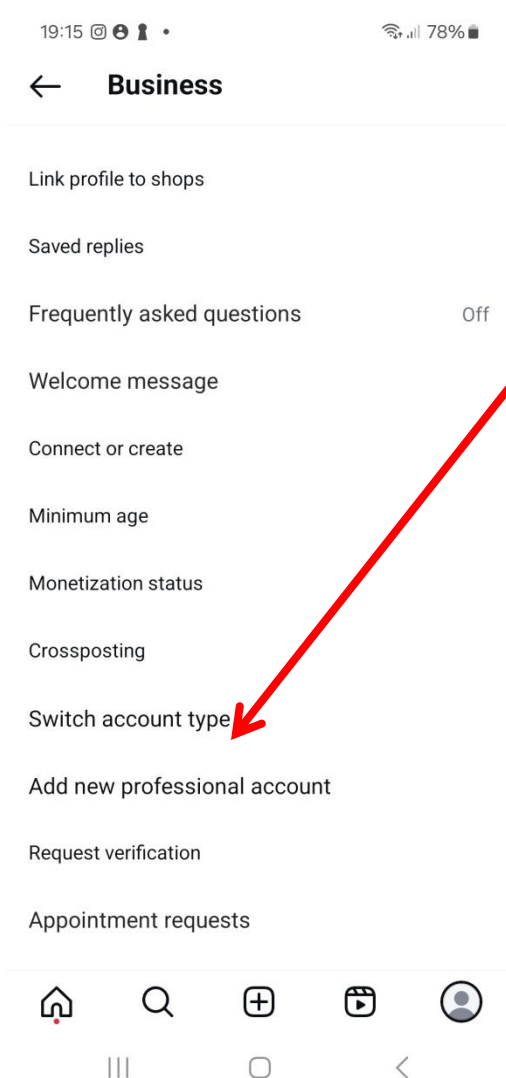
How to migrate from a business to a Creator account



1. Click on your profile icon in the bottom right
2. Then click on menu top right
3. Then scroll down and find Business tools and controls. Tap this

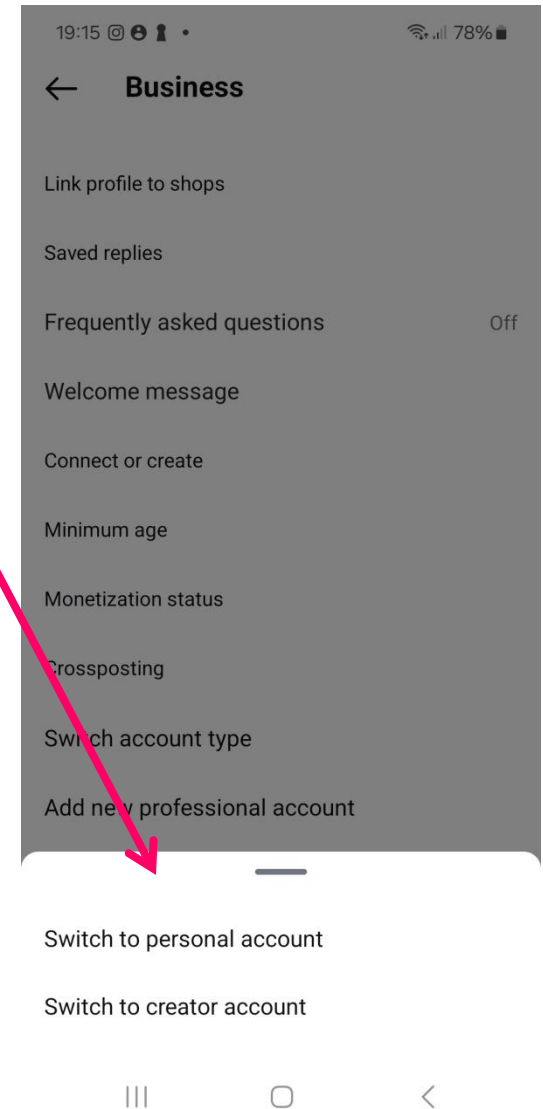


How to migrate

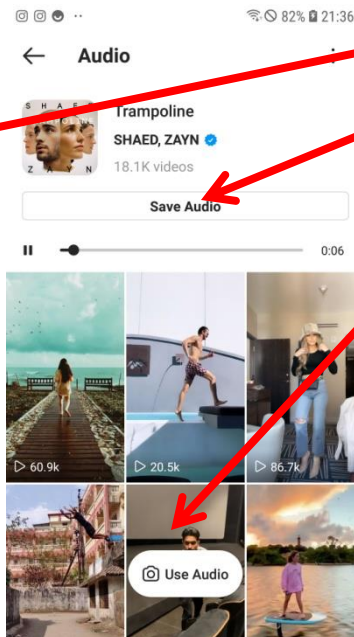


1. Tap switch account type
2. Then choose which account type you want

It will then ask which account you want. Select Creator account.



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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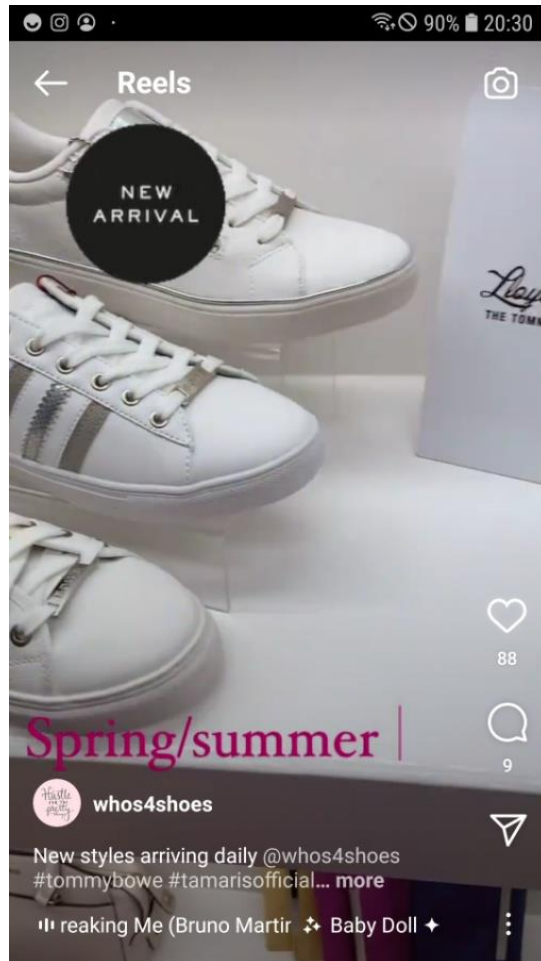
Ways businesses use Reels for marketing



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

2) Someone speaks to the camera throughout the Reel

3) Someone adds a voiceover on video clips

Check these accounts for examples...

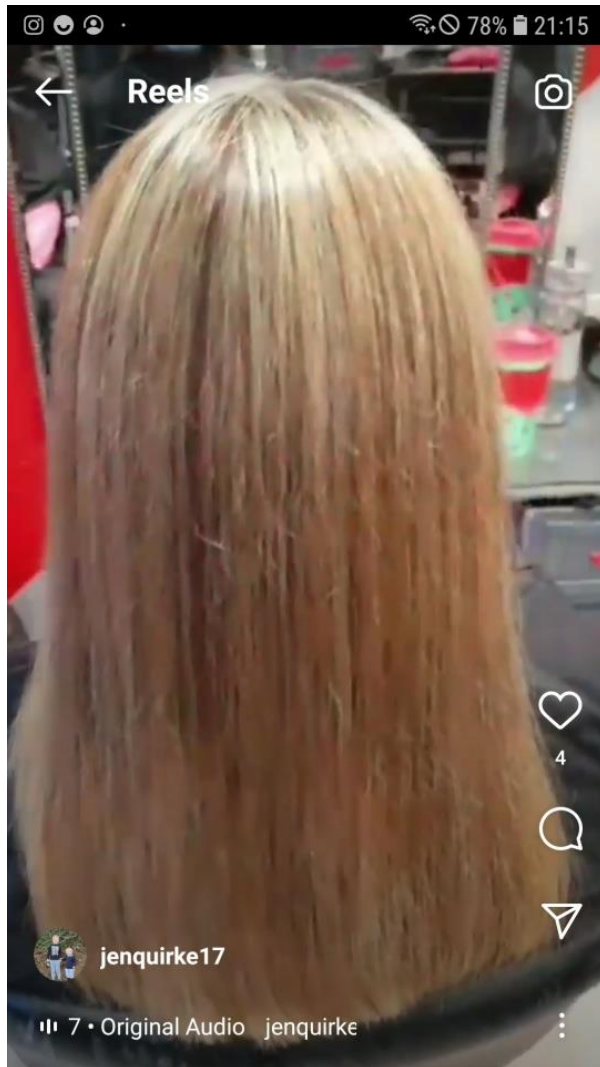
@whos4shoes

@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
- 2) Someone speaks to the camera throughout the Reel
- 3) Someone adds a voiceover on video clips

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. Someone speaks to the camera throughout the Reel
2. Someone adds a voiceover on video clips

Check these accounts for examples...

@drjuliesmith

@cilliankeane_

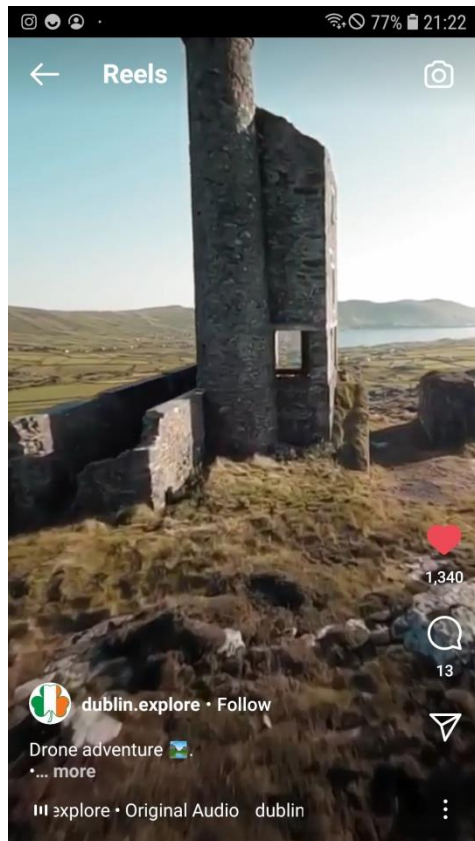
@jenay.rose

@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

2. Someone adds a voiceover on video clips

Check these accounts for examples...

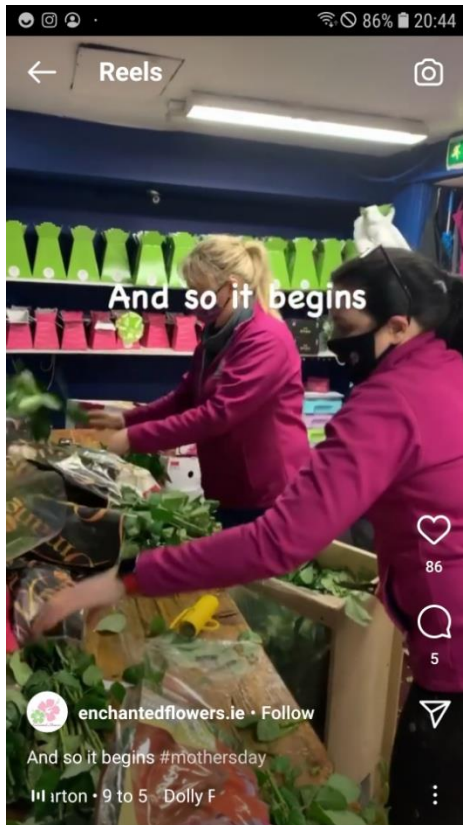
@sandymakessense

@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...

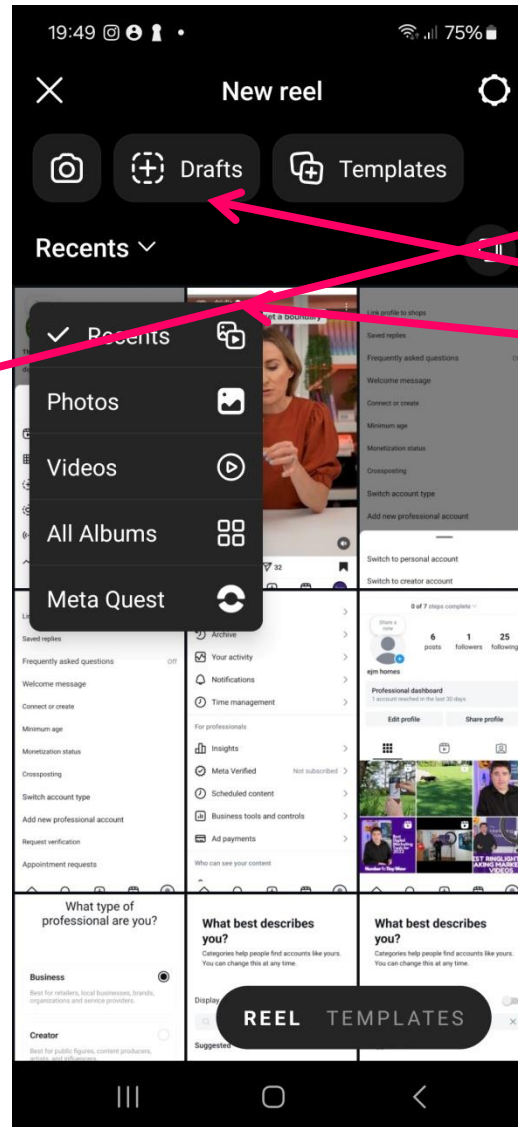
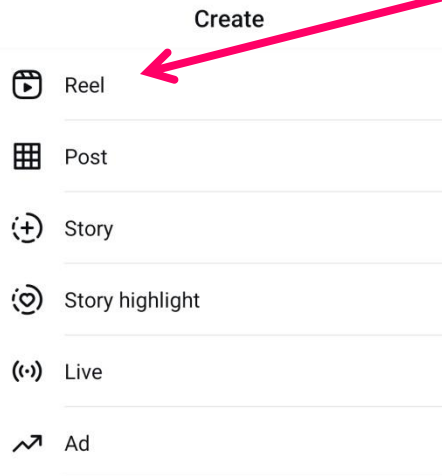
@enchantedflowers.ie

@dsw

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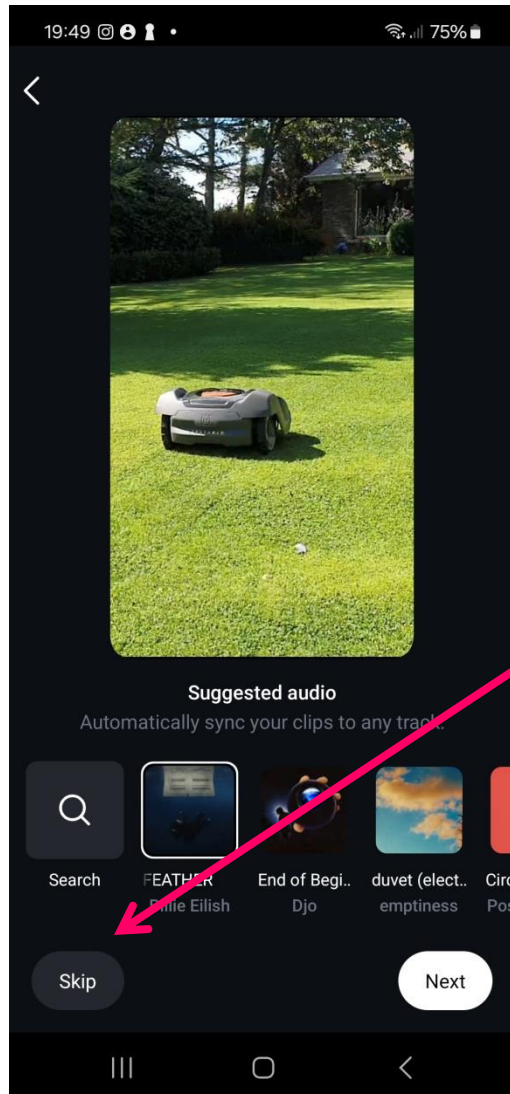
How to create a Reel using video footage, music and text



How to create a Reel

1. Go to your profile and tap +
2. Then tap on Reel
3. Select your video clips from the list below
4. Or Tap the arrow next to Recents to find video from a folder on your phone

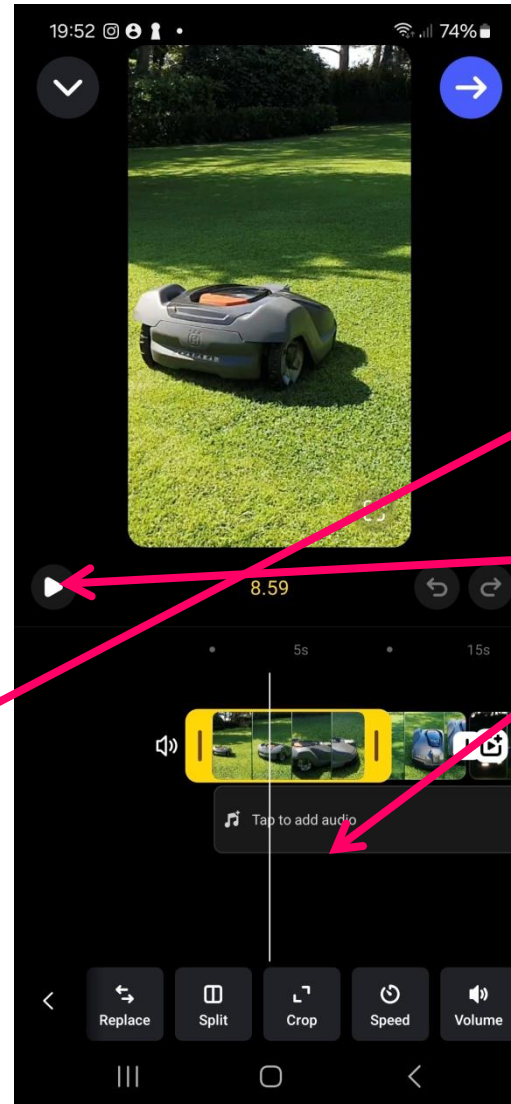
How to create a Reel using video footage, music and text



The AI is now offering you edited version of your video with music

You should tap on skip

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



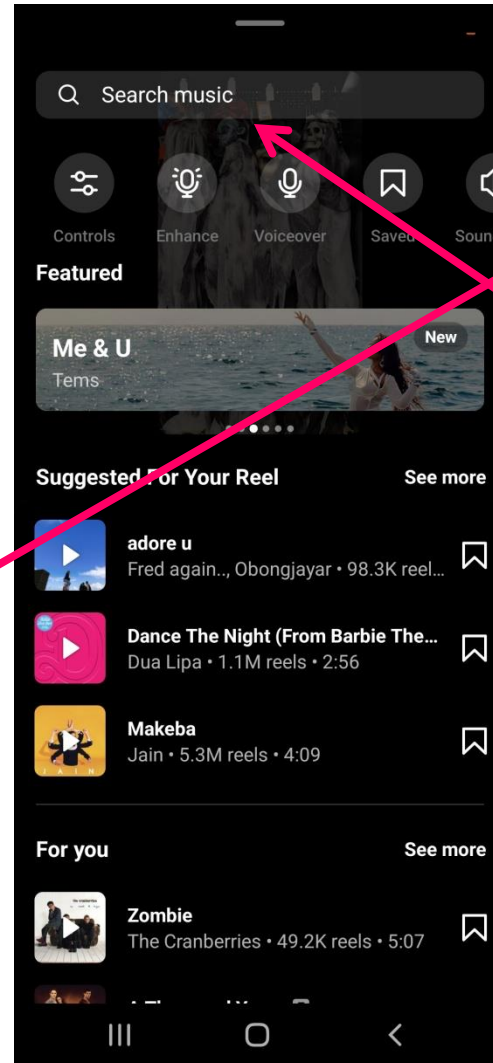
How to create a Reel

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

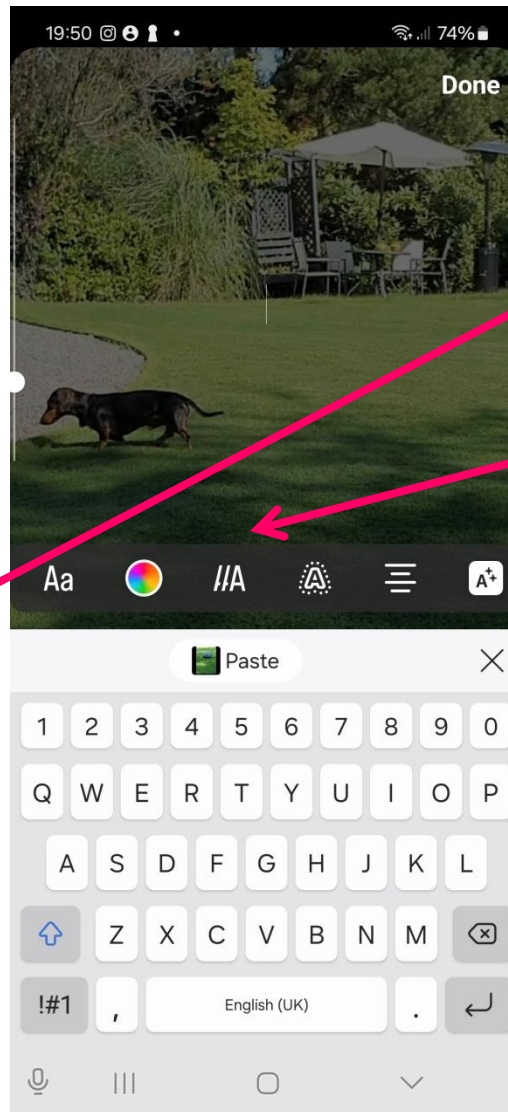
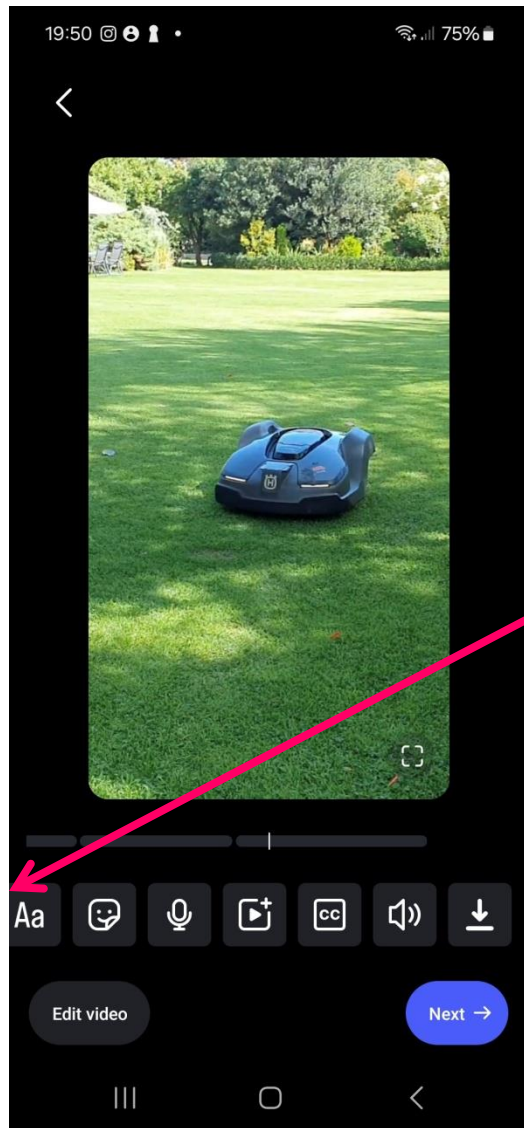


How to create a Reel

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



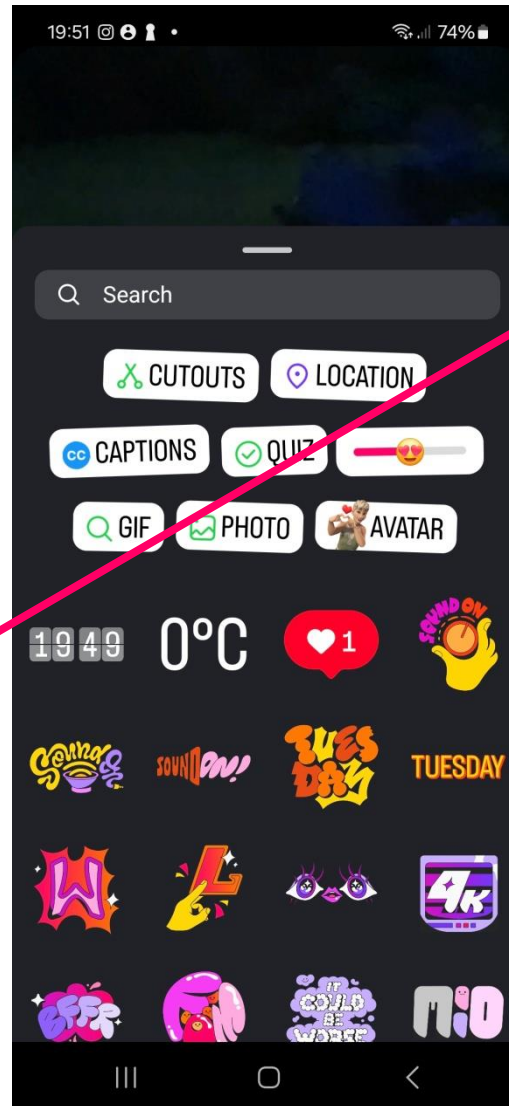
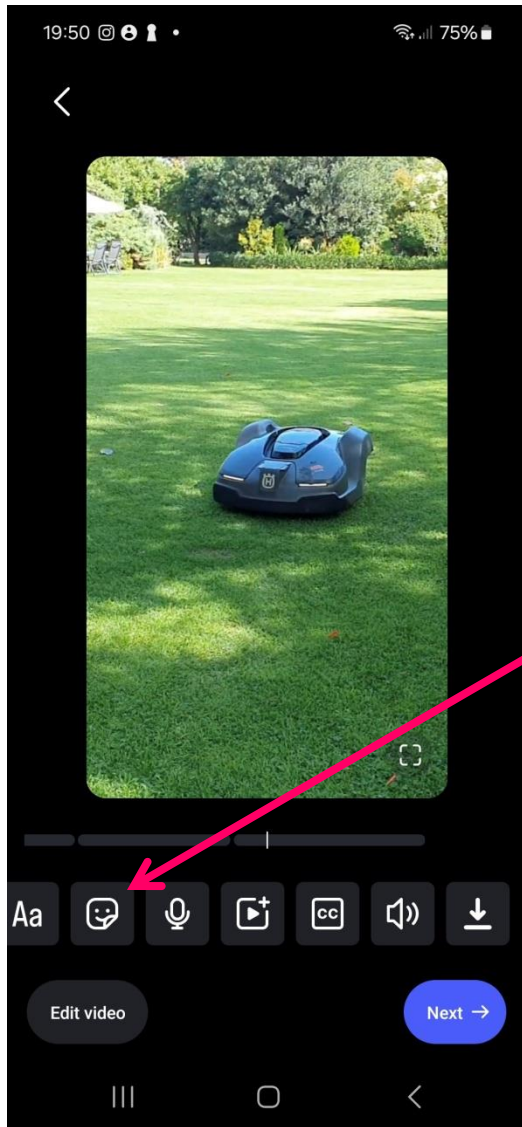
How to create a Reel

9 – Tap Aa and type your text

You can
Change the font
Change the colour
Add an animation
Add an effect
Align
Add a background effect

When you add text you can then
edit the amount of time it is on the
video in the editor

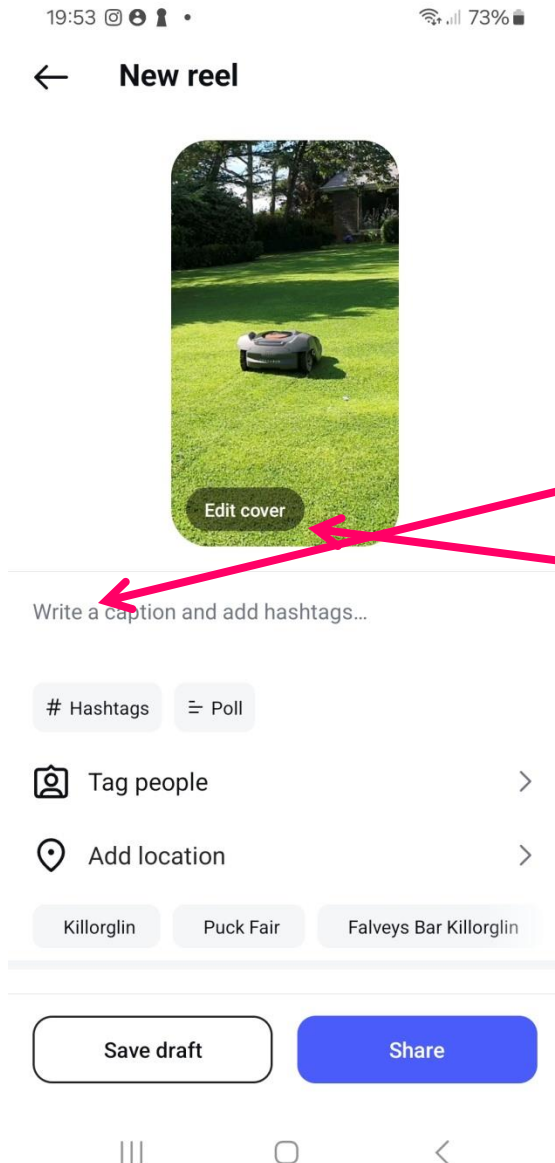
How to create a Reel using video footage, music and text



How to create a Reel

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

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



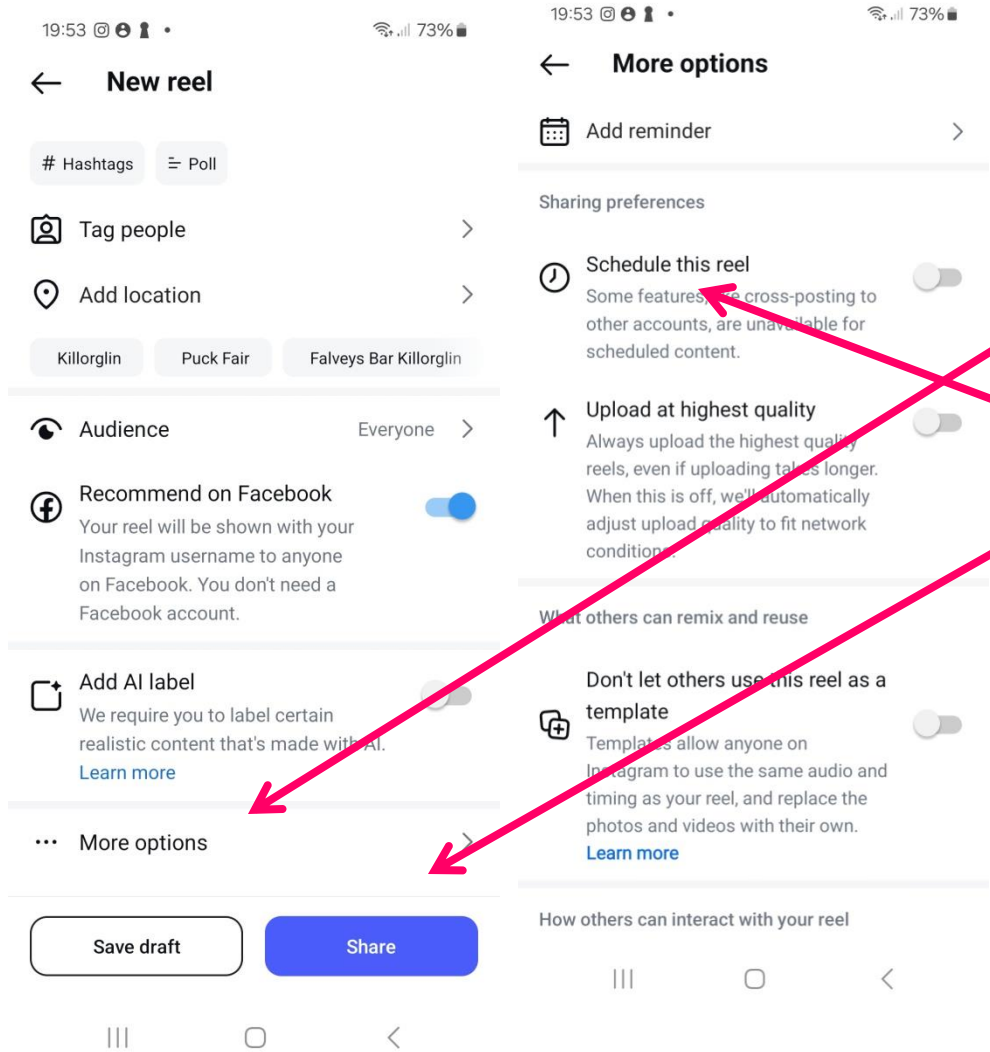
How to create a Reel

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 more options 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

EUR154⁹¹

✓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:

EUR154⁹¹

✓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 30 days of receipt

Watch a video overview here

<https://www.youtube.com/watch?v=NoaPPQQtgtQ>

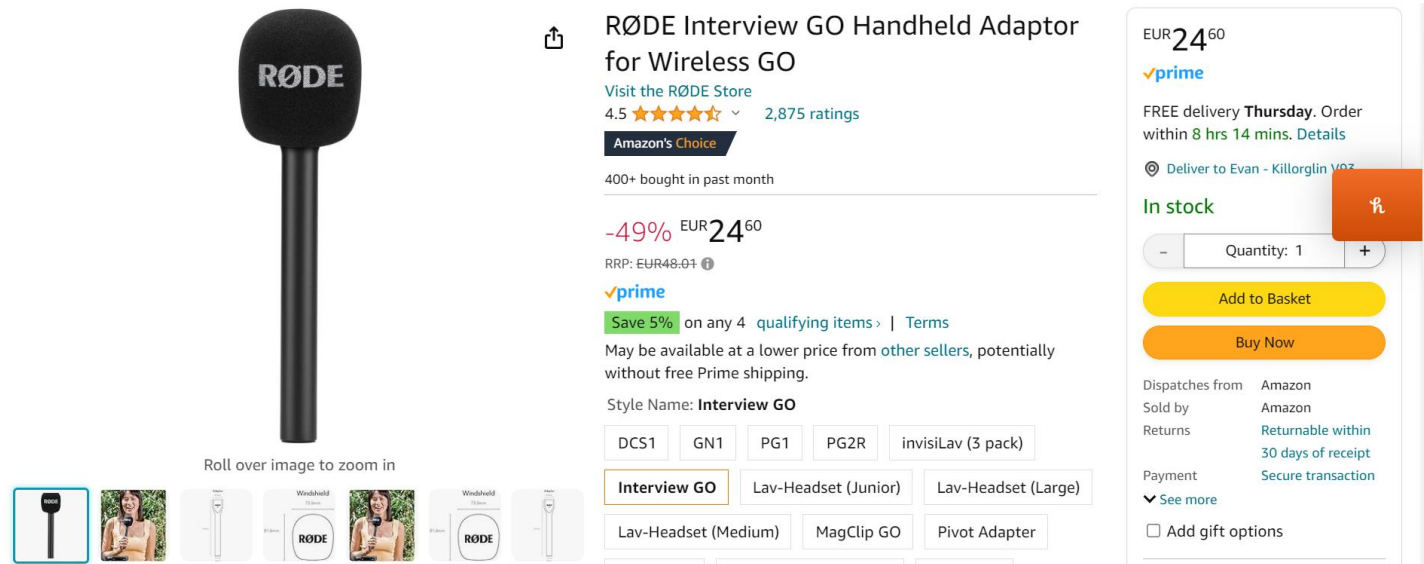
**Links to
Irish
Websites
Plus
Amazon**

<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



The screenshot displays the Amazon product page for the RØDE Interview GO Handheld Adaptor for Wireless GO. The main image shows a black handheld microphone with the RØDE logo. Below it, a row of smaller images shows the product in use and with various accessories. The product title is "RØDE Interview GO Handheld Adaptor for Wireless GO". It has a 4.5-star rating from 2,875 reviews and is marked as "Amazon's Choice". The price is EUR 24.60, a 49% discount from the RRP of EUR 48.04. The page includes a "prime" badge, a "Save 5%" offer, and a "Quantity: 1" selector. The "Add to Basket" and "Buy Now" buttons are prominent. The right sidebar shows delivery details, stock status, and payment options.

RØDE Interview GO Handheld Adaptor for Wireless GO

Visit the RØDE Store
4.5 ★★★★★ 2,875 ratings
Amazon's Choice

400+ bought in past month

-49% EUR 24.60
RRP: EUR 48.04

prime
Save 5% on any 4 qualifying items | Terms

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

Style Name: Interview GO

DCS1 GN1 PG1 PG2R invisLav (3 pack)

Interview GO Lav-Headset (Junior) Lav-Headset (Large)

Lav-Headset (Medium) MagClip GO Pivot Adapter

EUR 24.60
prime
FREE delivery **Thursday**. Order within 8 hrs 14 mins. Details
Deliver to Evan - Killorglin V07
In stock
Quantity: 1
Add to Basket
Buy Now
Dispatches from Amazon
Sold by Amazon
Returns Returnable within 30 days of receipt
Payment See more
Add gift options

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=PQUi8RgkB oM>

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**

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

Links

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>**

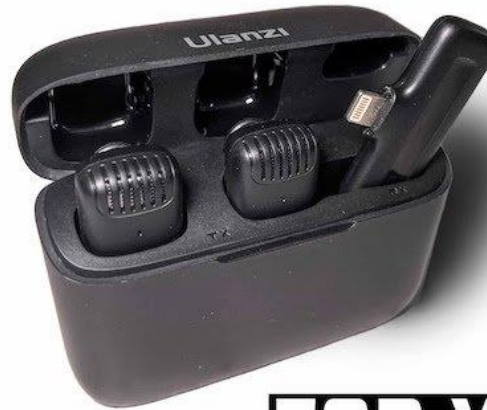
Option 3: Ulanzi J12 Wireless Microphone (2 microphones)

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)



**DUAL
WIRELESS
MIC
FOR YOUR PHONE**

Cost: Approx €70 - €80


Watch a video demo

<https://www.youtube.com/watch?v=o6F0lZzmnX4>


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)



Roll over image to zoom in



JOILCAN Camera Tripod for Canon Nikon Sony, 65" Aluminum Alloy Tripod Stand with Detachable Head & Phone Holder & Carry Bag, Lightweight DSLR Tripod for Smartphone/Vlog/Streaming, Max Load 5.5kg

Visit the [JOILCAN Store](#)
4.4 ★★★★★ 1,494 ratings

Amazon's Choice

300+ bought in past month

EUR36⁰⁰

prime

Voucher: ☐ Apply EUR 5.86 voucher [Shop items >](#) | [Terms](#)

Buy 2 or more, save 3% Discount by Amazon [Terms](#)

Promotion Message Save 5% on Heavy duty alu... [1 promotion](#) ▾

Colour Name: **Classic Black**

EUR36⁰⁰

prime

FREE delivery **Thursday**. Order within 8 hrs 10 mins. [Details](#)

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In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from **Amazon**
Sold by **KTU PHOTOGRAPHY**

Returns Returnable within 30 days of receipt

Packaging Ships in product packaging

✓ See more

☐ Add gift options

**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 1,422 ratings

Amazon's Choice

50+ bought in past month

EUR 9¹⁰

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 9¹⁰

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



<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



amazon

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



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



The image shows an Amazon product listing for a 12-inch ring light. The product is titled "12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness". The product is shown in various applications: a woman taking a selfie, a couple sitting together, a woman recording a video, and a woman using the light for makeup. The product is rated 4.4 stars with 5,898 ratings and is the #1 Best Seller in Cell Phone Selfie Lights. The price is EUR33.08, which is a 26% discount from the RRP of EUR44.91. The product is also available with Prime delivery. The listing includes a "Voucher" section with a checkbox to "Apply 10% voucher" and a link to "Shop items". A note at the bottom states "Save up to 10% with business pricing. Sign up for a free".

WIDE APPLICATIONS

12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness

Visit the GerTong Store

4.4 ★★★★★ 5,898 ratings

#1 Best Seller in Cell Phone Selfie Lights

2K+ bought in past month

-26% **EUR33.08**

RRP: EUR44.91

prime

Exclusive Prime price

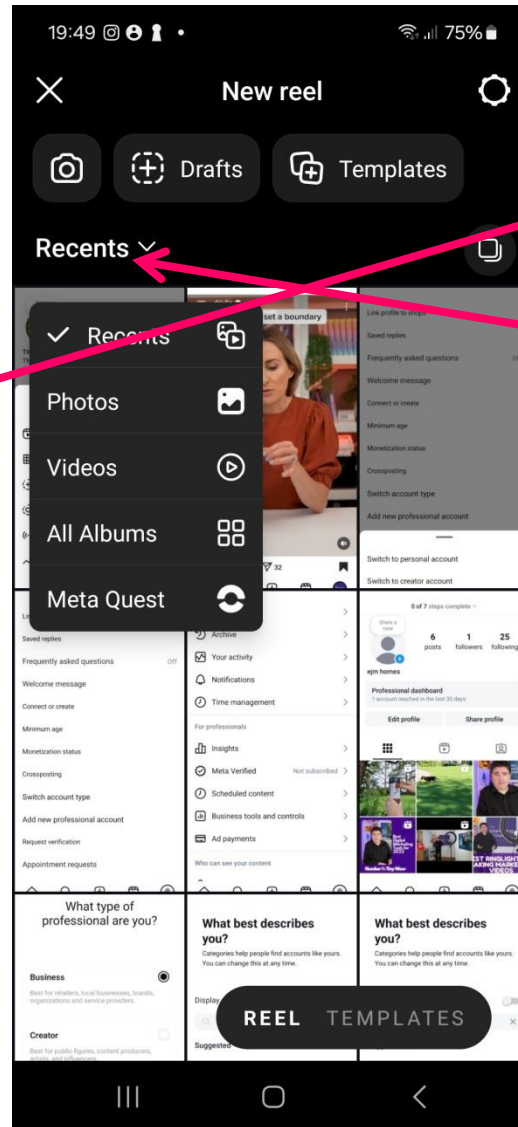
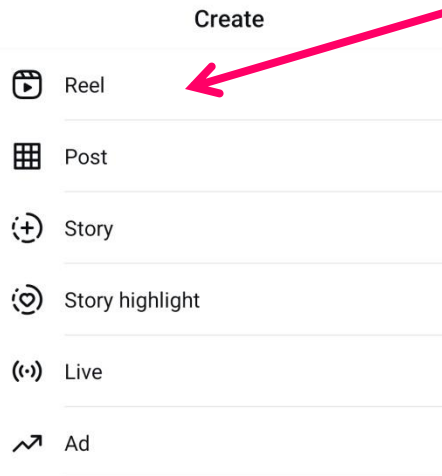
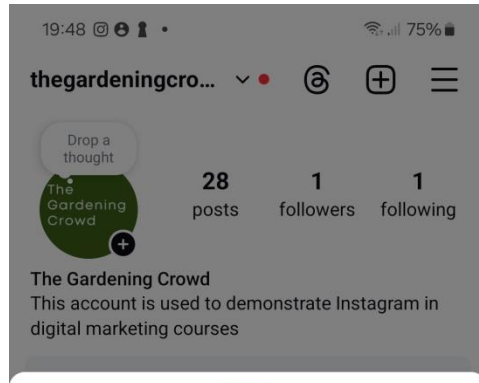
Voucher: ☐ Apply 10% voucher Shop items | Terms

Save up to 10% with business pricing. Sign up for a free



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

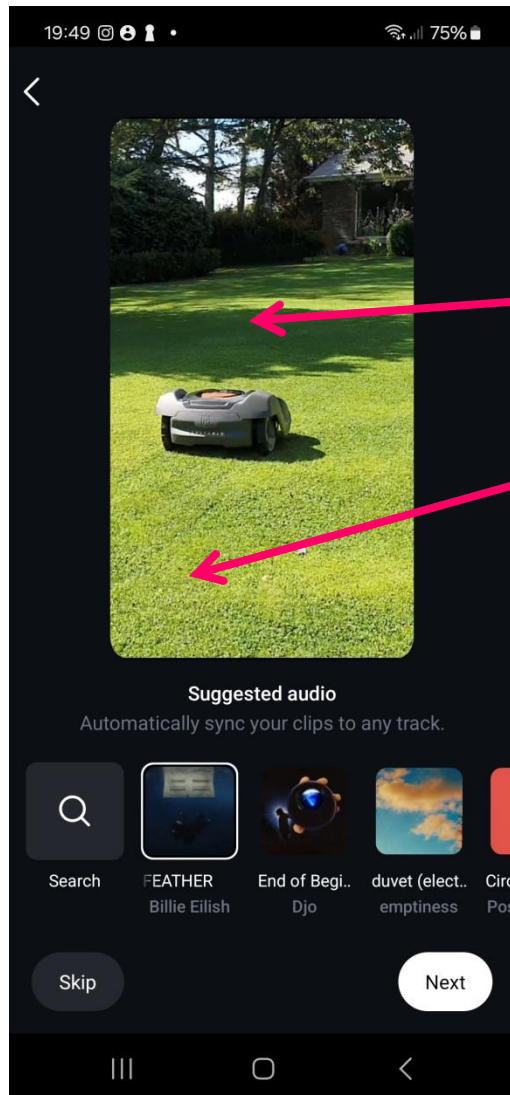
How to create a Reel where someone is speaking to camera



How to create a Reel

1. Go to your profile and tap +
2. Then tap on Reel
3. Select your video clips from the list below
4. Or Tap the arrow next to Recents to find video from a folder on your phone

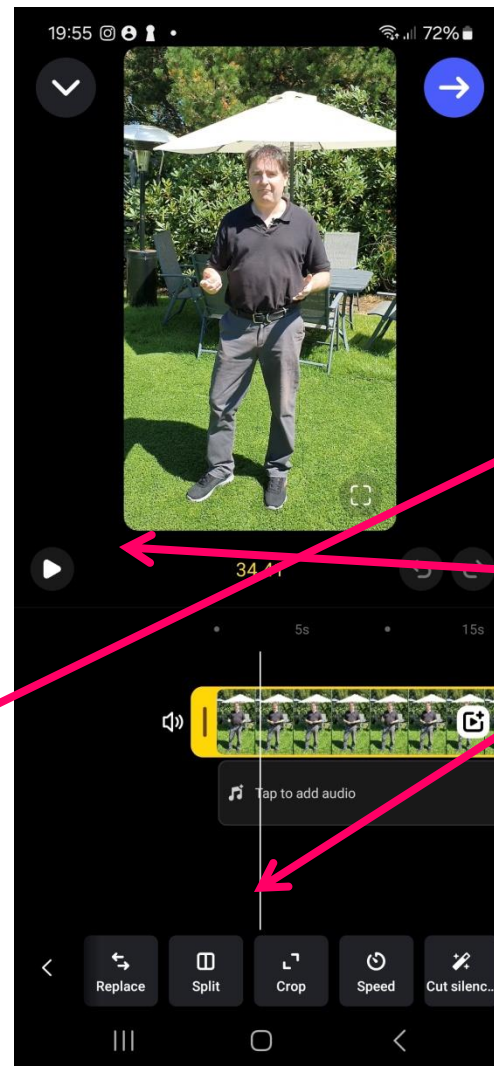
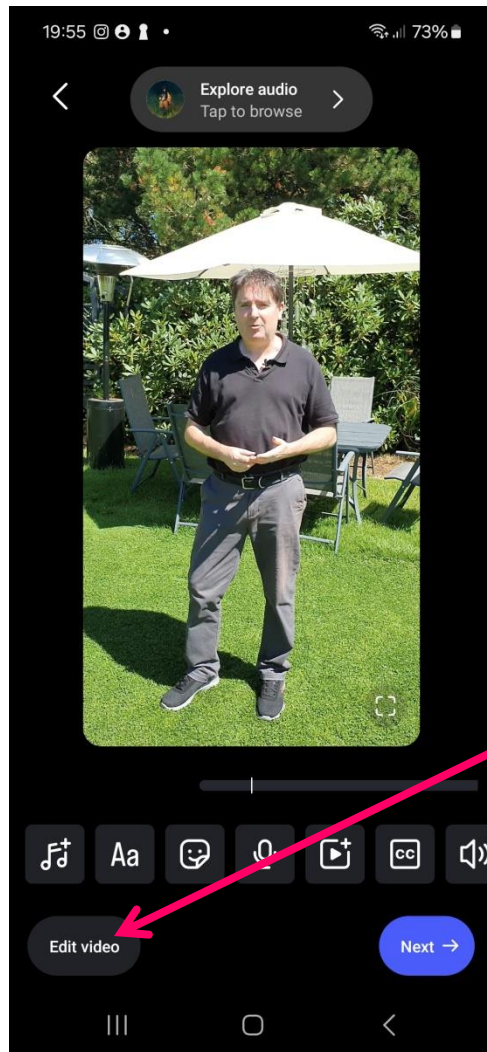
How to create a Reel where someone is speaking to camera



The AI is now offering you edited version of your video with music

You should tap on skip

How to create a Reel where someone is speaking to camera



How to create a Reel

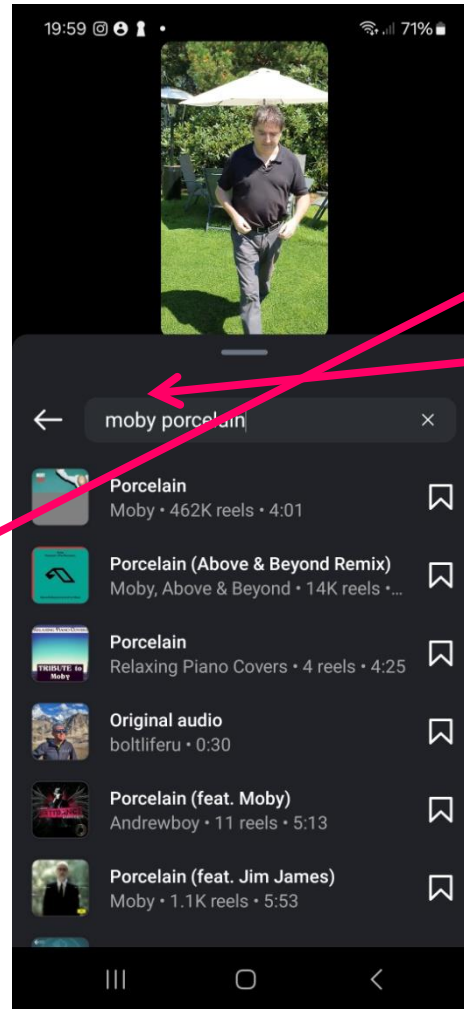
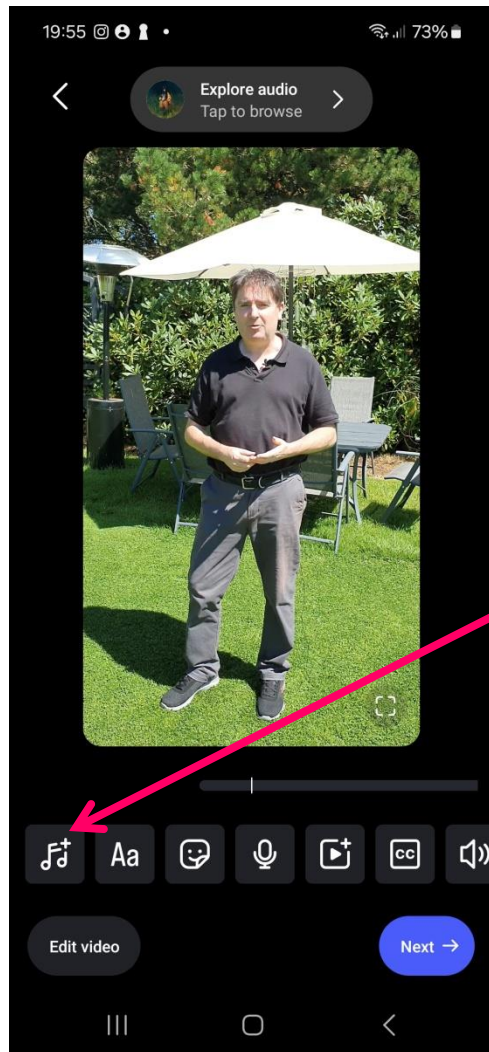
You are now in the area where you can edit the clips, add text, effects stickers add music etc.

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

You should delete the parts you Don't want before you speak And after you speak

How to create a Reel where someone is speaking to camera

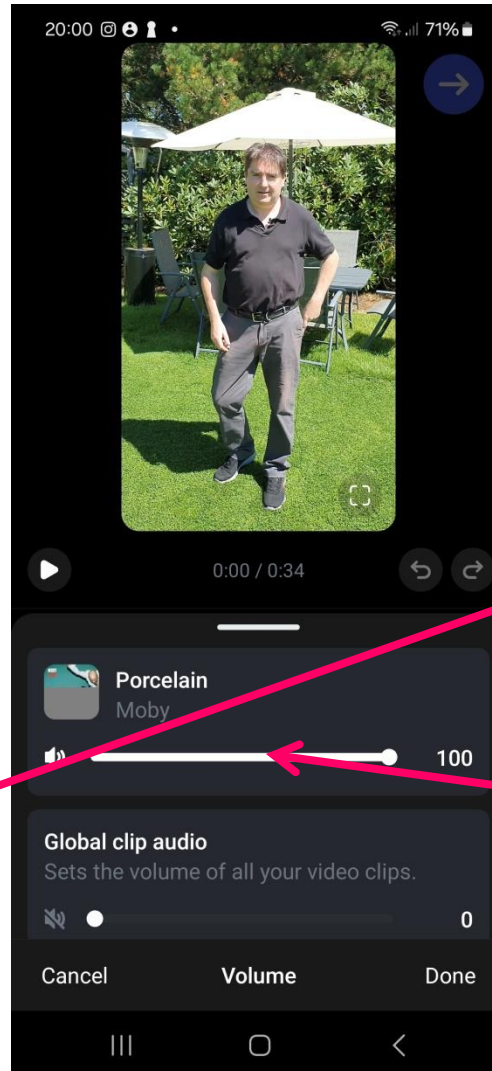
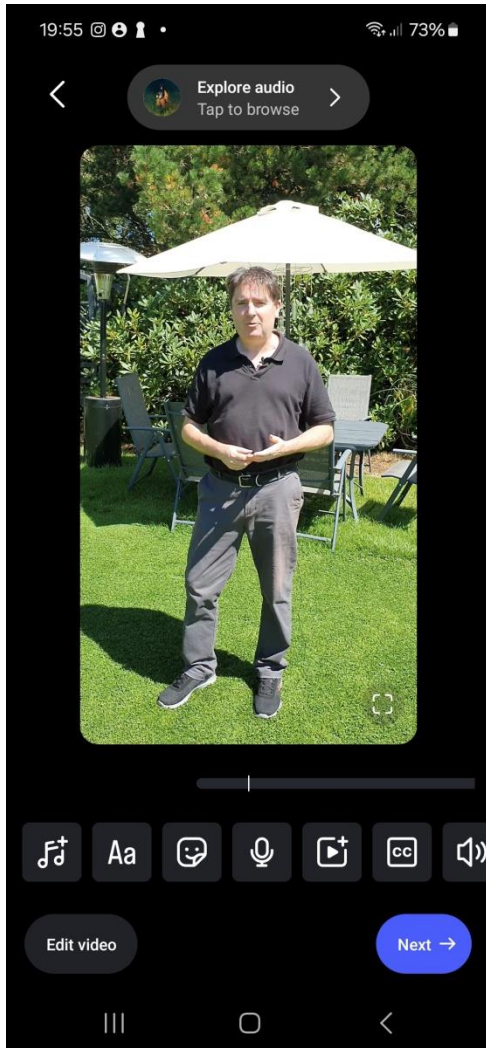


How to create a Reel

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

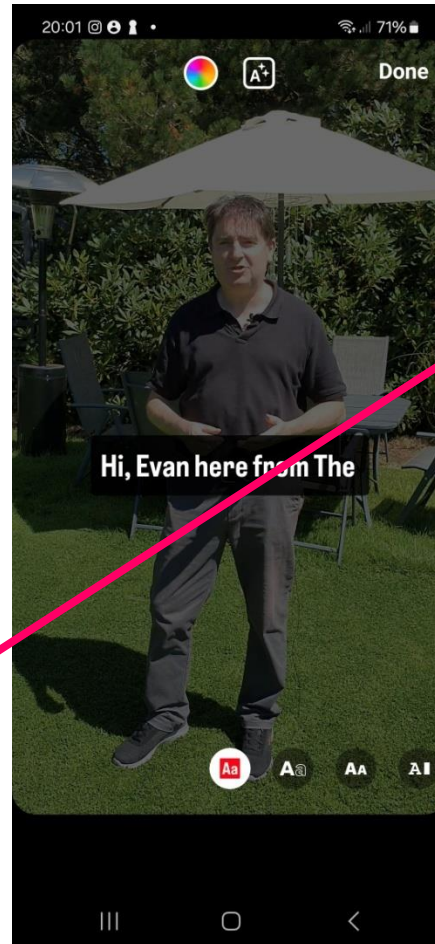
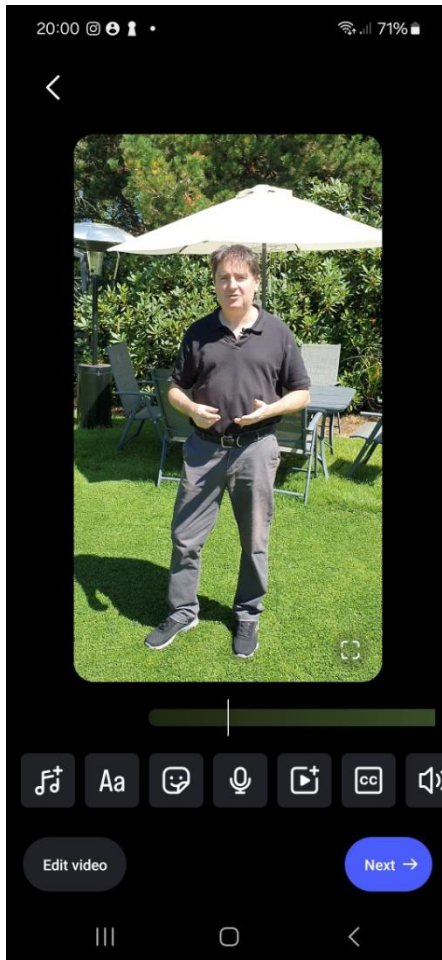
When you add music it will drown out the person speaking so you need to reduce the volume.

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

When you tap on volume 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



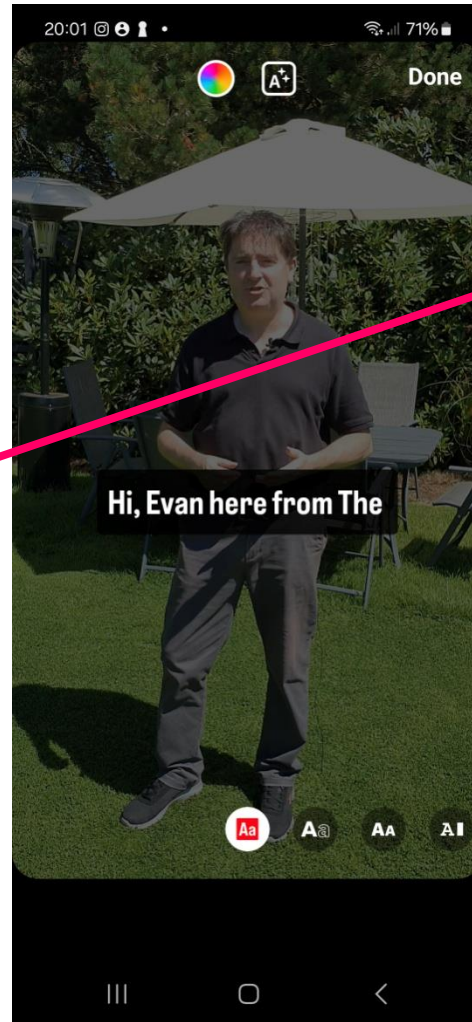
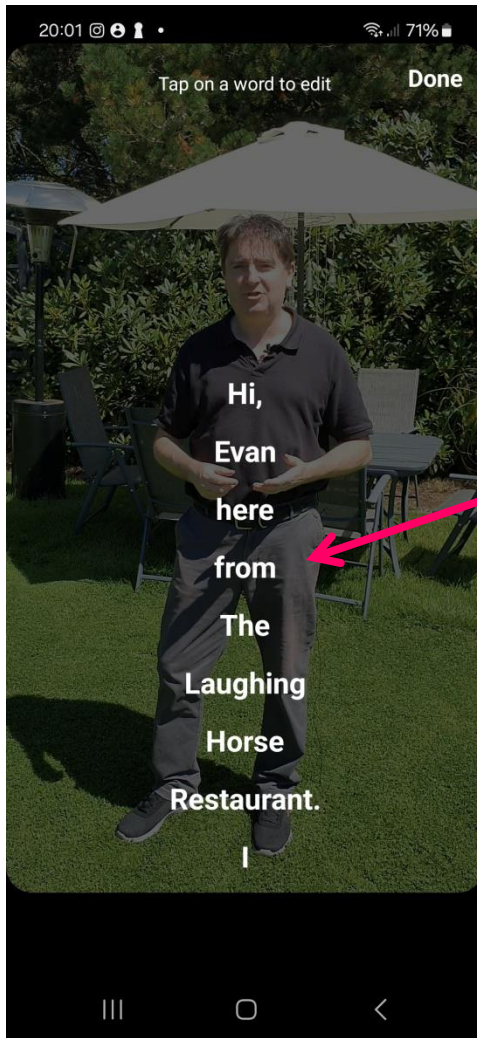
How to create a Reel

Tap CC to add captions. You might need to swipe left to see it

It will then scan your video and generate the captions

To proof read and edit the caption tap on the text

How to create a Reel where someone is speaking to camera



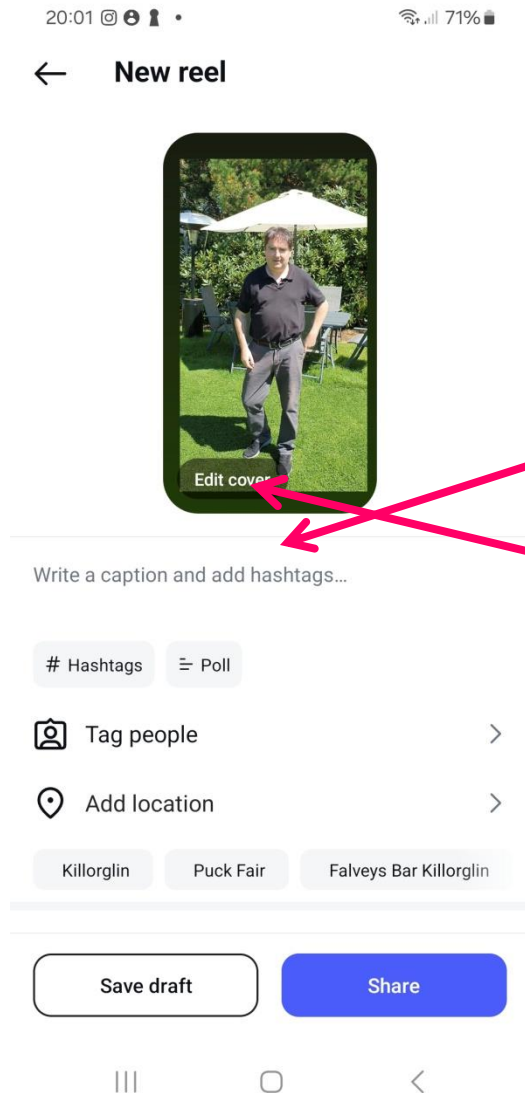
How to create a Reel

Then make any edit you want

Then choose from 5 styles / layout for the captions

Tap done when you are happy

How to create a Reel where someone is speaking to camera



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

What We Will Cover

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9. How to share your Reel to your story

Why create a Reel with your voiceover?



Why add your voiceover rather than just speaking to camera?

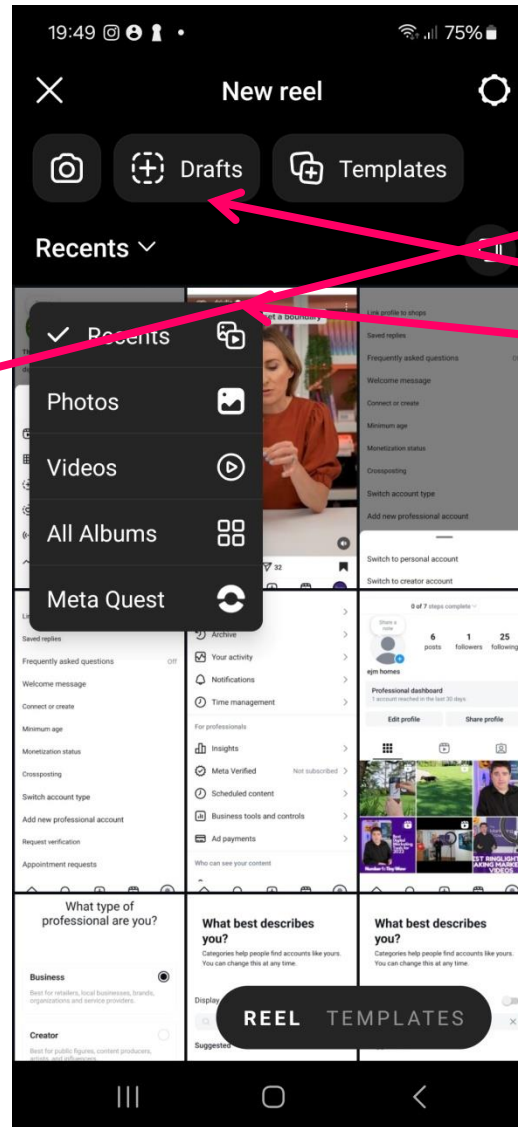
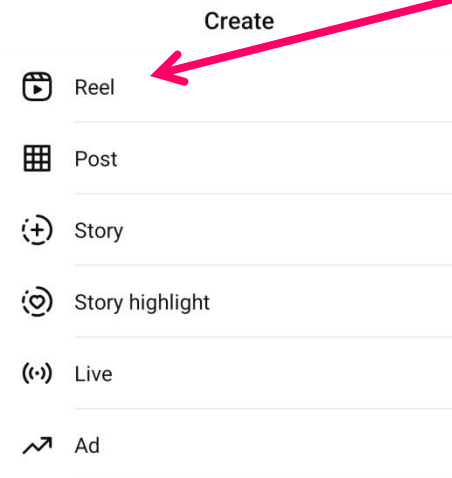
1. You'd prefer not to appear on screen
2. You want to use video clips of your product / service and then explain how it works
3. You'd like to appear on screen for the first 4-5 seconds and then use lots of visual clips with a voiceover for the remainder of the video

How to create a Reel with your voiceover

Note – this process is almost exactly the same as the 1st demo

However, once you have edited your clips, added your text and music you can then tap the microphone icon to record the voice over

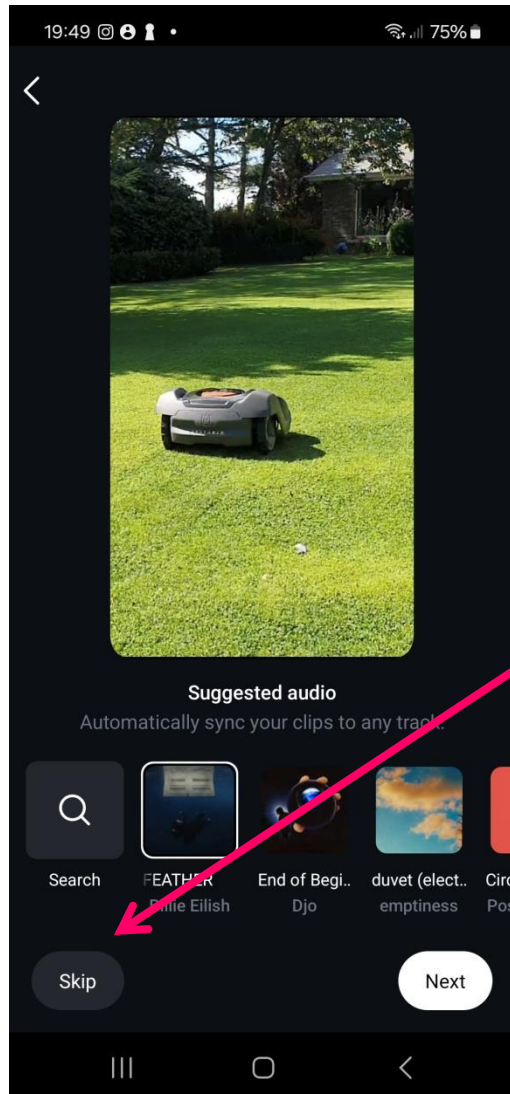
How to create a Reel with a voice over



How to create a Reel

1. Go to your profile and tap +
2. Then tap on Reel
3. Select your video clips from the list below
4. Or Tap the arrow next to Recents to find video from a folder on your phone

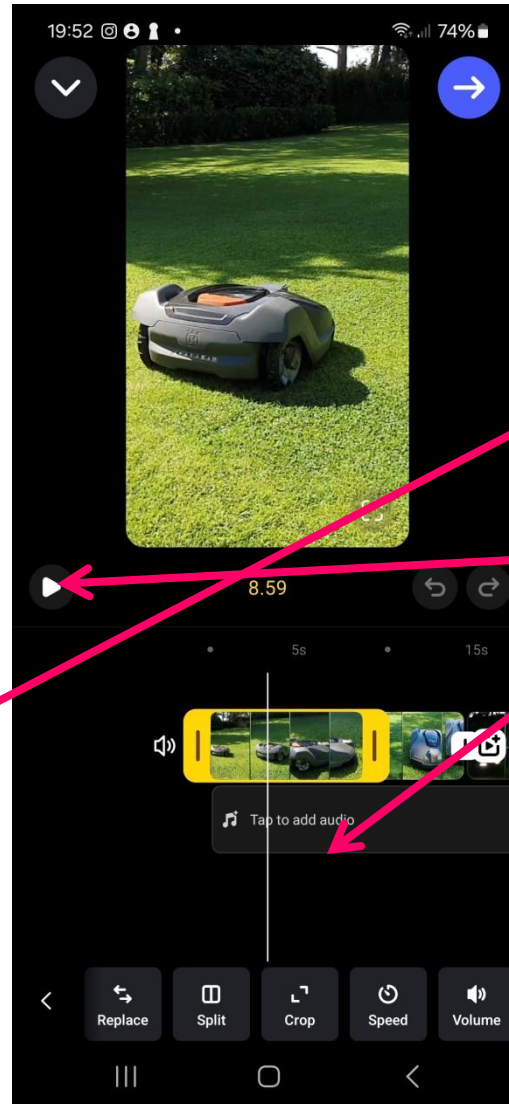
How to create a Reel by adding a voiceover



The AI is now offering you edited version of your video with music

You should tap on skip

How to create a Reel by adding a voiceover



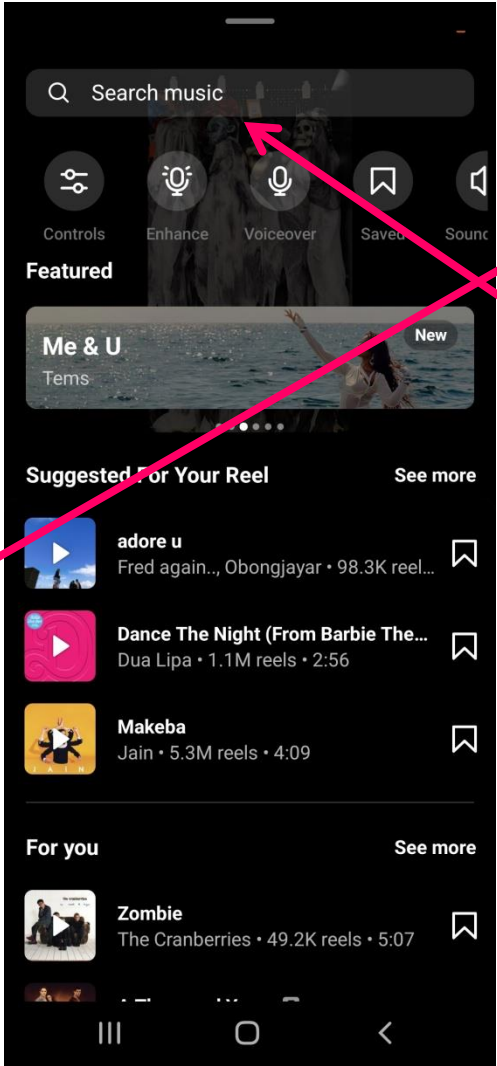
How to create a Reel

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 by adding a voiceover

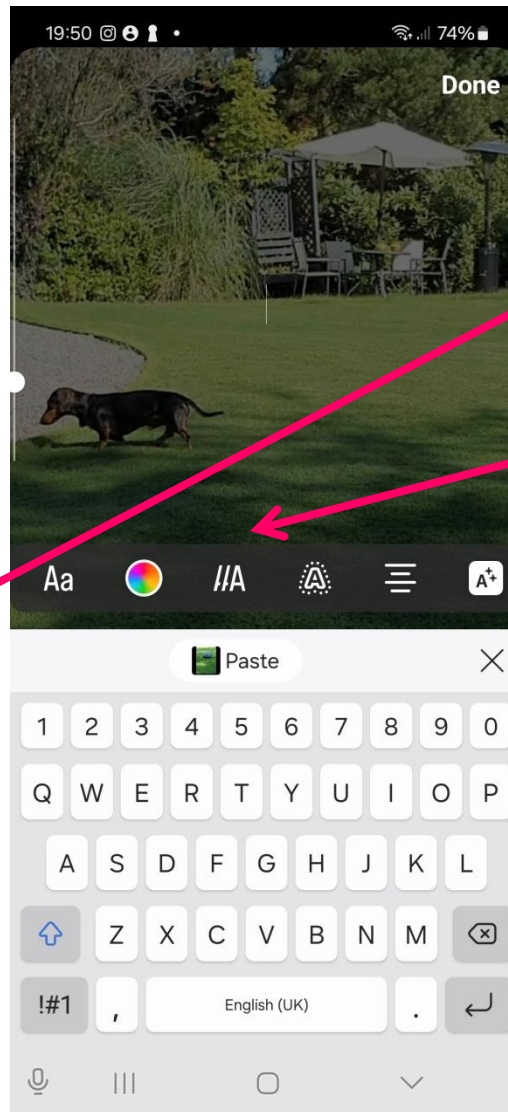
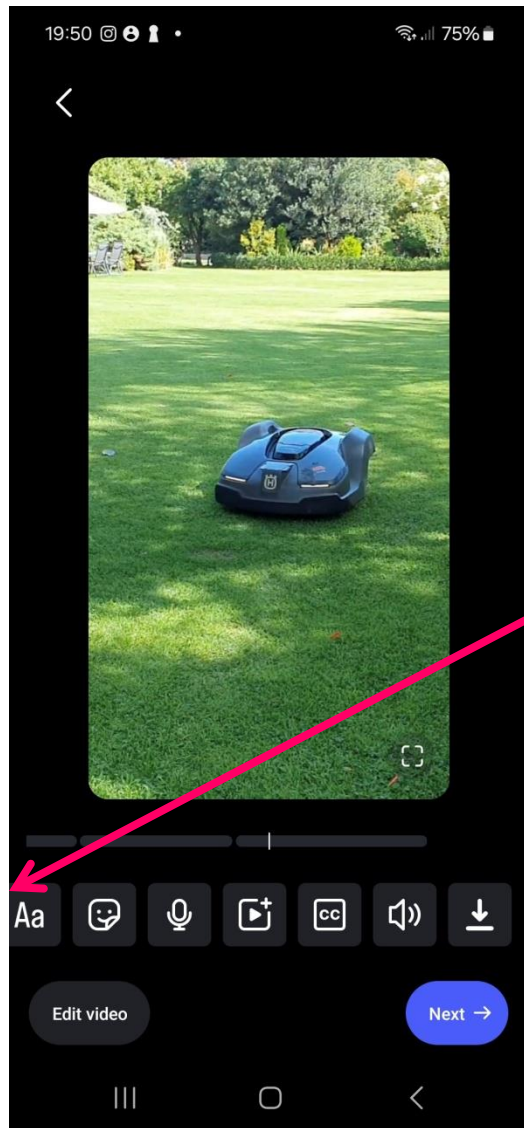


How to create a Reel

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



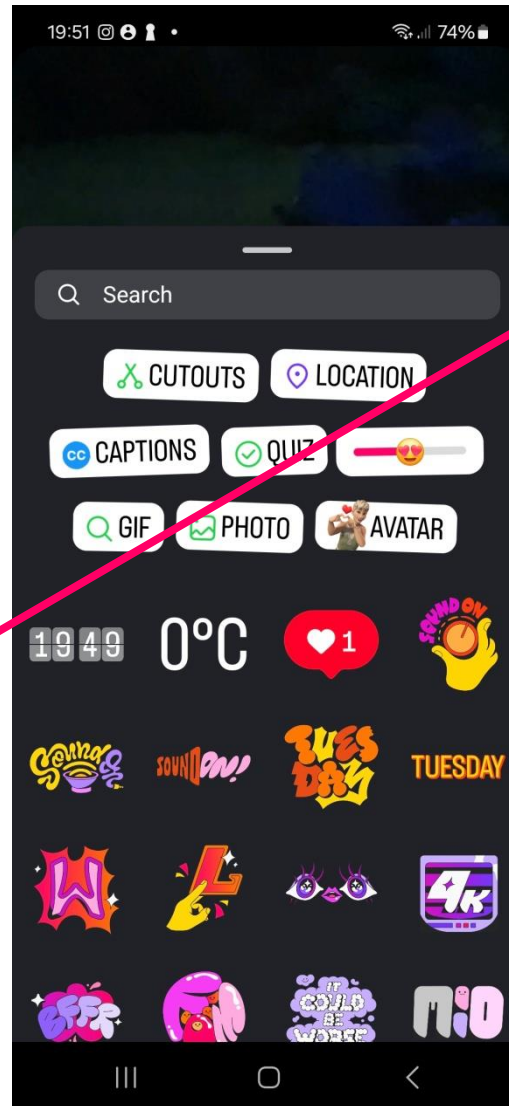
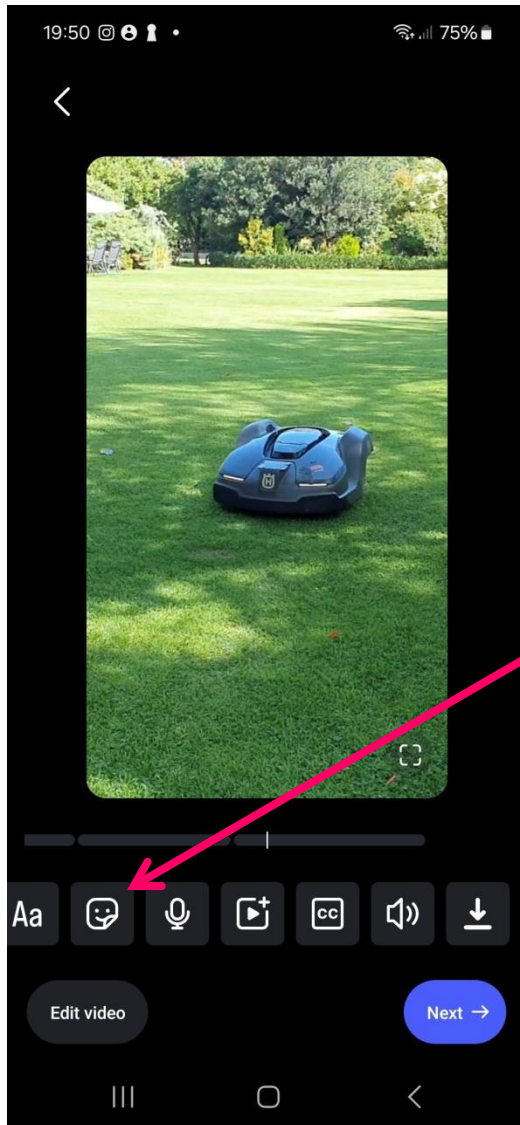
How to create a Reel

9 – Tap Aa and type your text

You can
Change the font
Change the colour
Add an animation
Add an effect
Align
Add a background effect

When you add text you can then
edit the amount of time it is on the
video in the editor

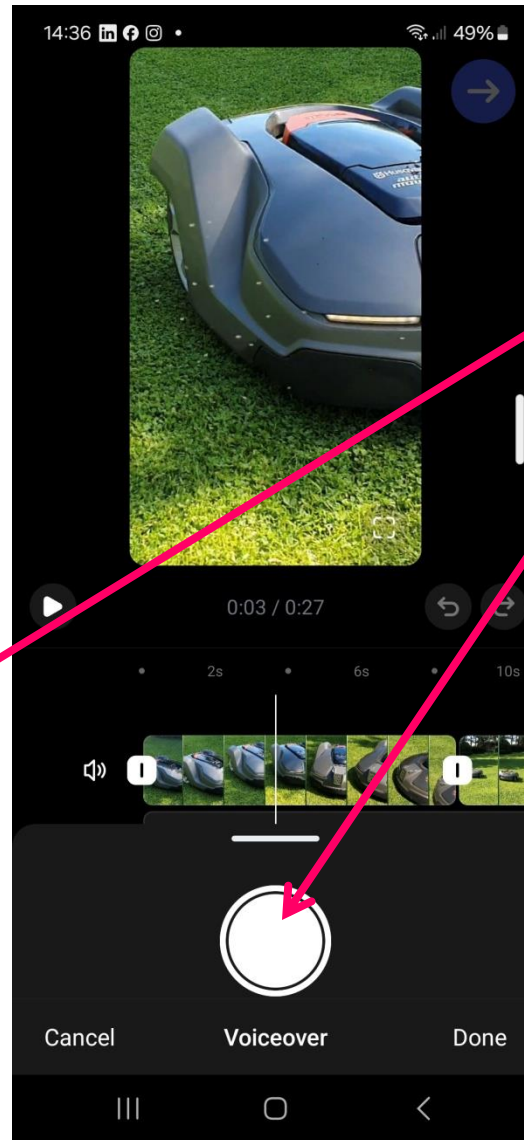
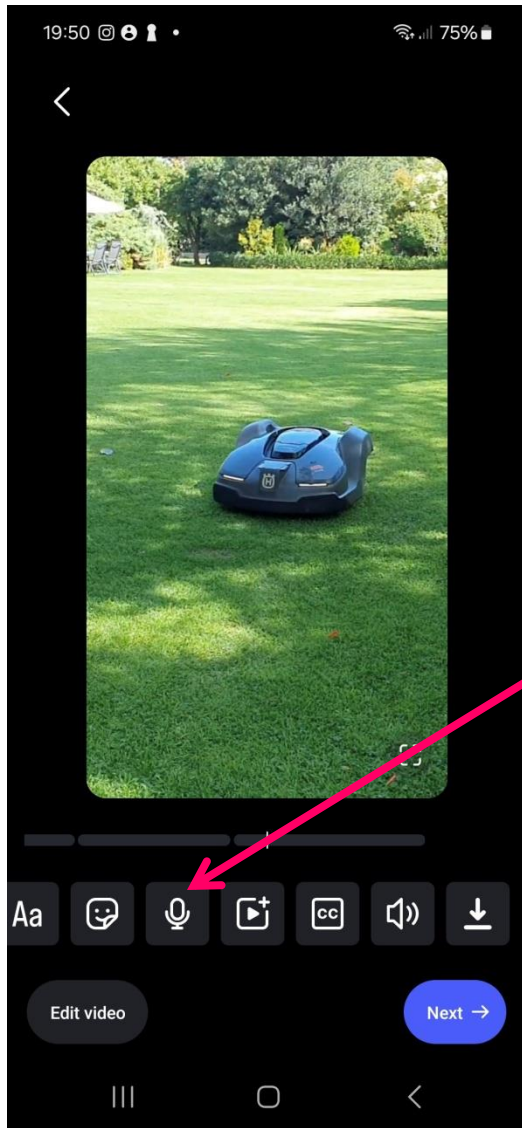
How to create a Reel by adding a voiceover



How to create a Reel

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

How to create a Reel by adding a voiceover

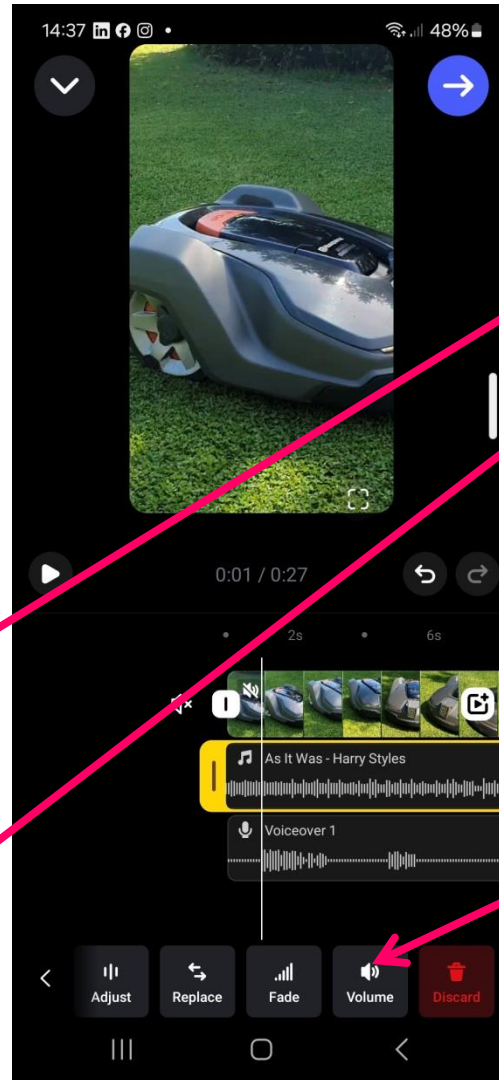
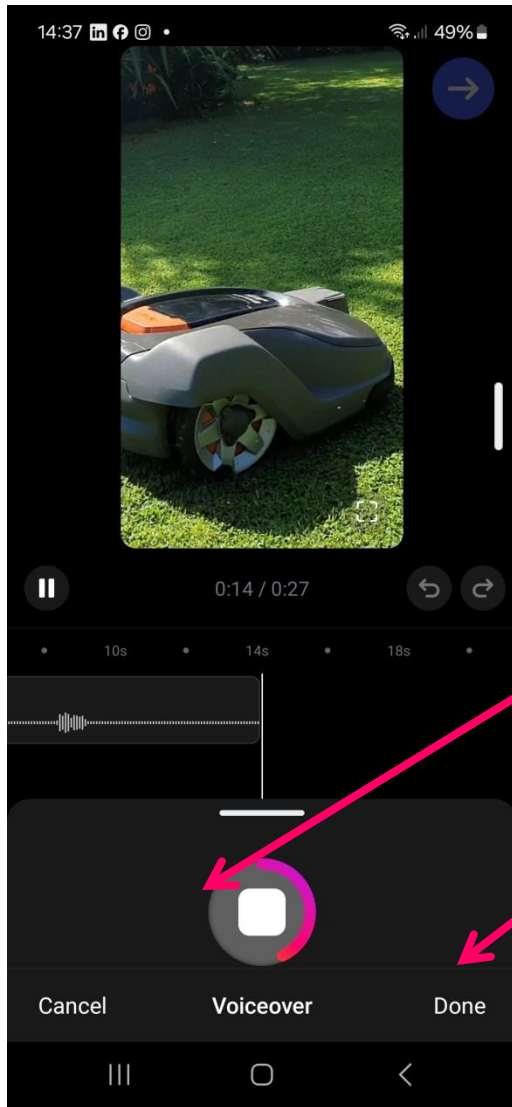


How to create a Reel

To add the voiceover tap on the microphone icon

Then tap the circle to record

How to create a Reel by adding a voiceover



How to create a Reel

Say what you want to say into the phone

Tap done when you are finished

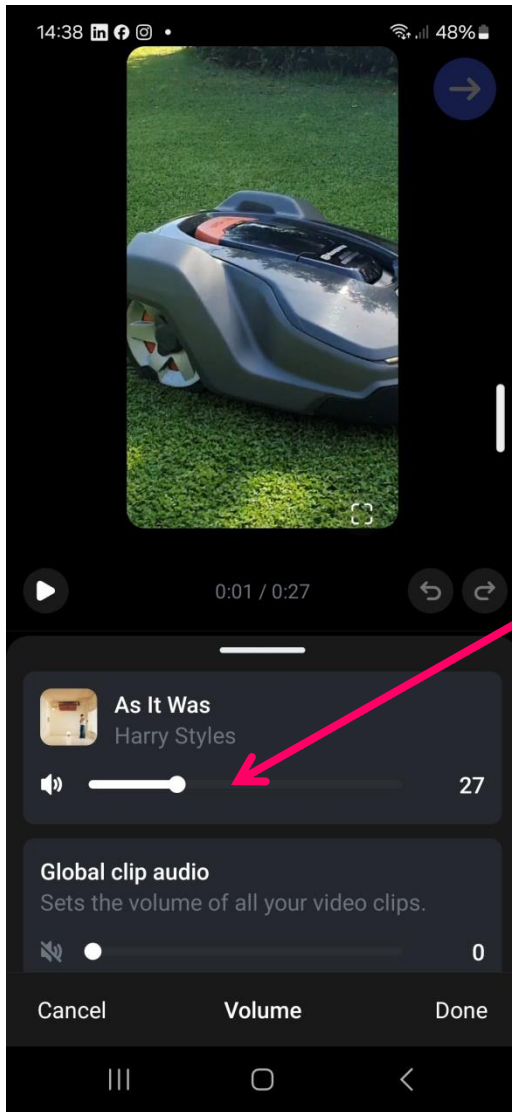
You are now taken to the editor and you can see the music and the voiceover

If you press play the music will be too loud

Tap the music line

Then tap volume

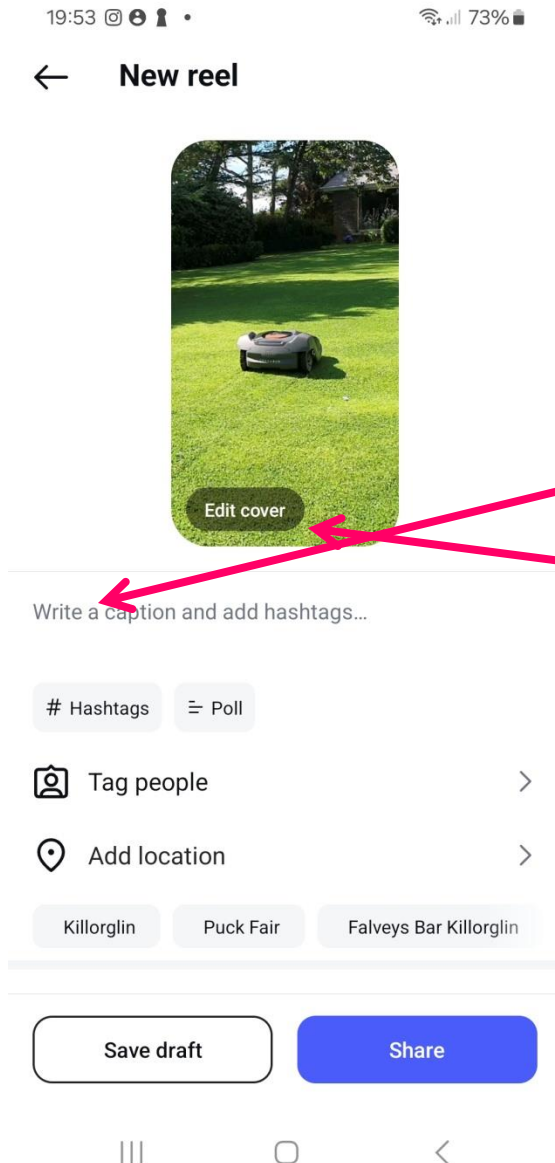
How to create a Reel by adding a voiceover



How to create a Reel

Then lower the volume of the music to a level that you are happy with

How to create a Reel by adding a voiceover



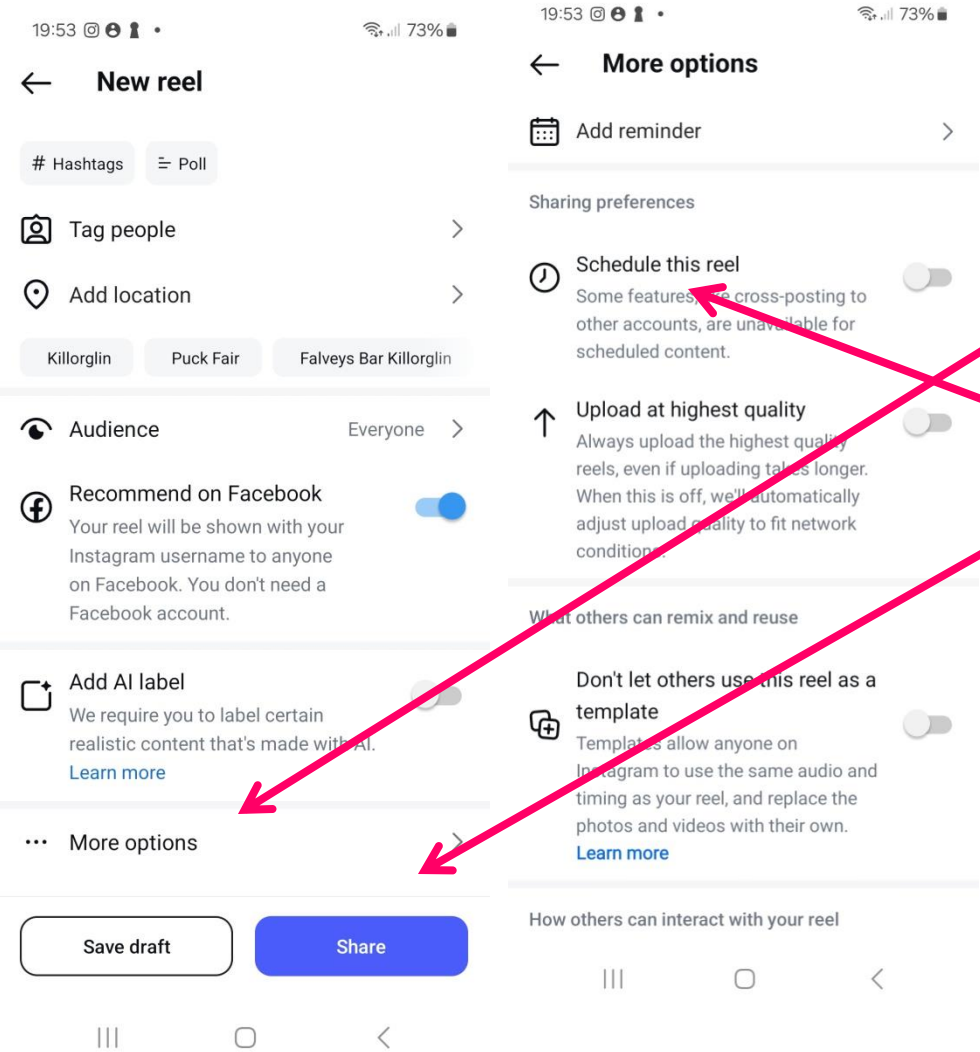
How to create a Reel

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 by adding a voiceover



How to create a Reel

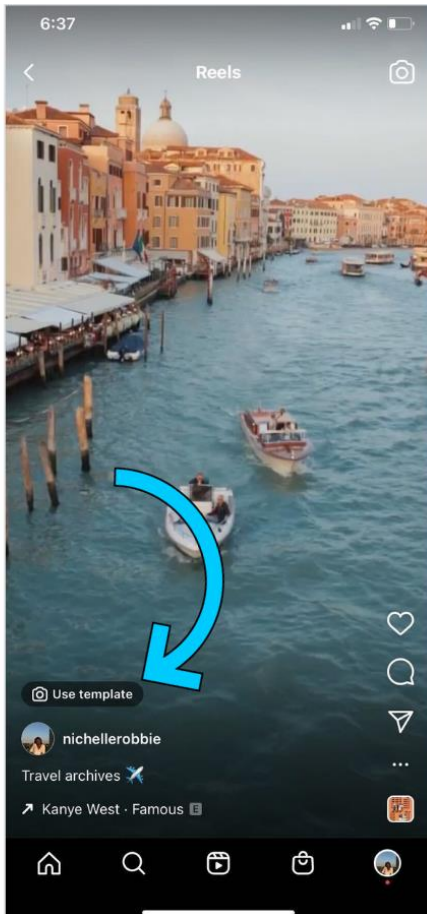
Tap more options and you should have the option to schedule your Reel

Tap share to send out your Reel

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9. How to share your Reel to your story

How to create a Reel using Reel templates

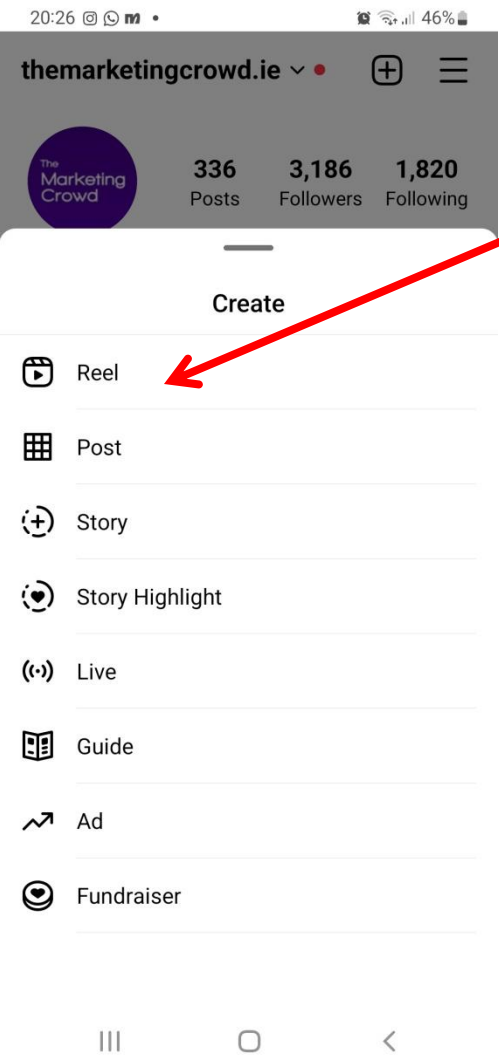


In order to make it easier for people to make Reels, you can use other people's Reels as a template

Like the look of a Reel?

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

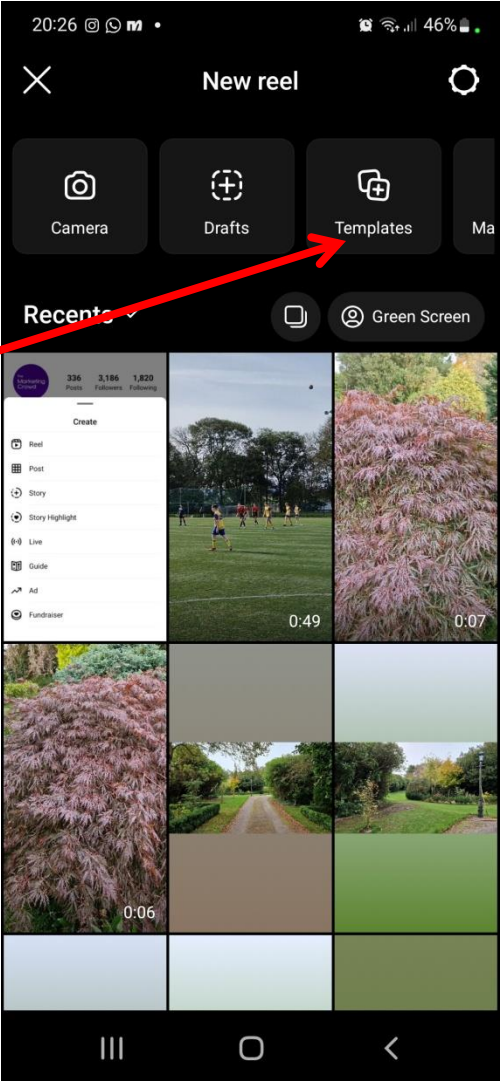
How to create a Reel using Reel templates



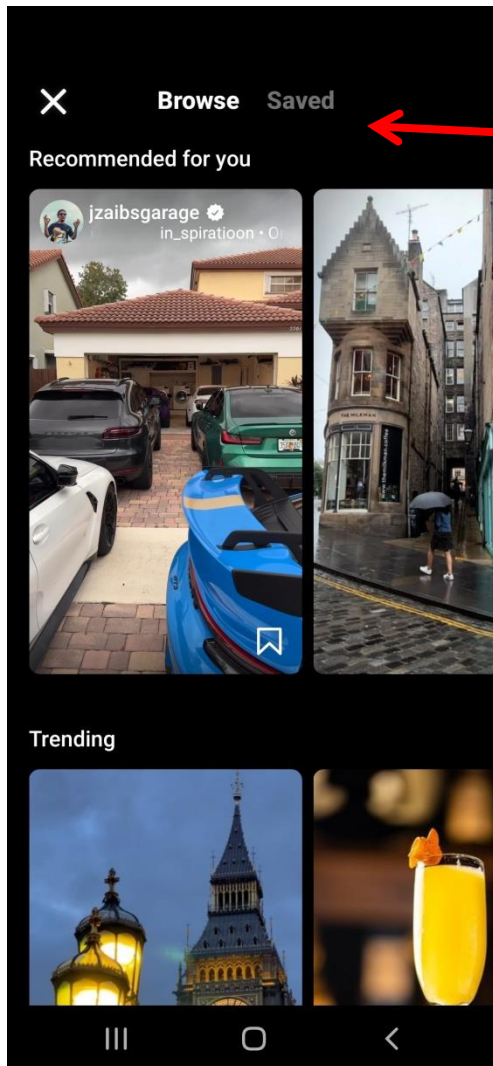
Tap the + button and select Reels

Tap on templates

Browse through the templates and choose one you like



How to create a Reel using Reel templates

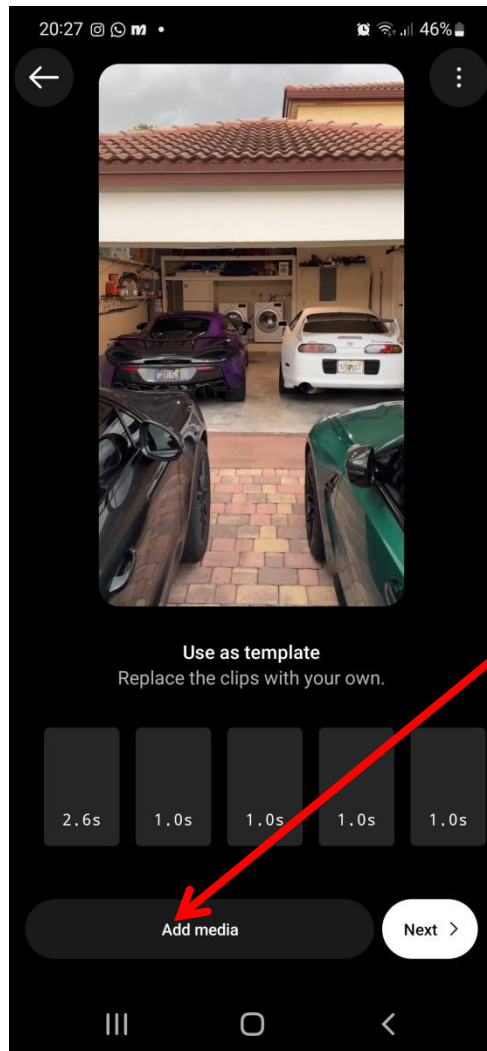


There are now two tabs – Browse and Saved

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

Saved – these are reels templates that you have previously 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 from your phone and then tap next

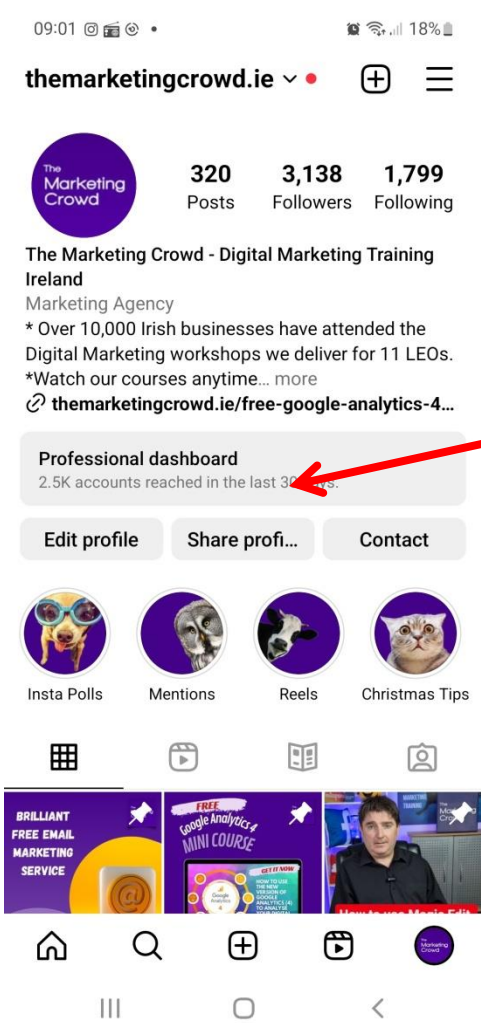
Your Reel is now created

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

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8. **How to check the Analytics / Insights for your Reels**
9. How to share your Reel to your story

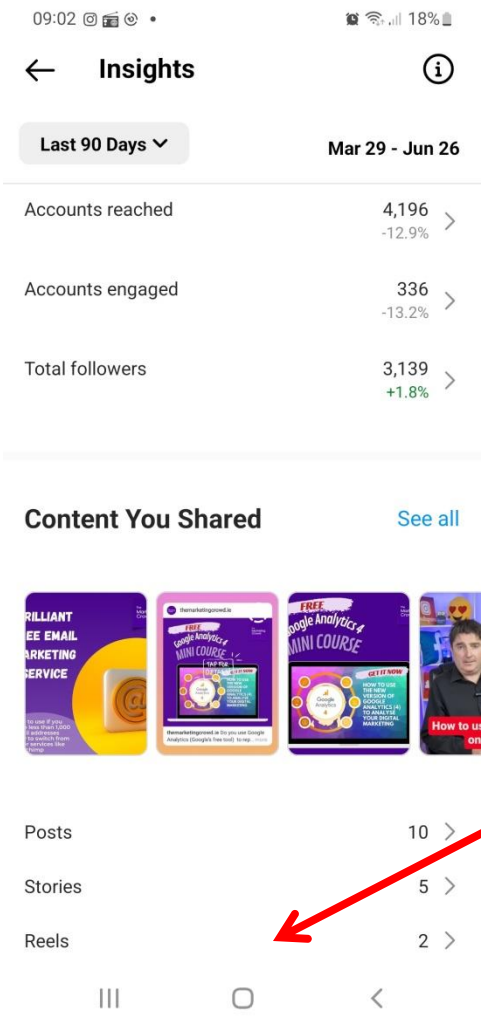
How to check the reach of your Reels on Instagram



To view the reach of your recent posts

1. Ensure you have switched to a business or creator account
2. Go to your profile and tap on professional dashboard
3. Then tap see all

How to identify your best performing Reels using Instagram analytics

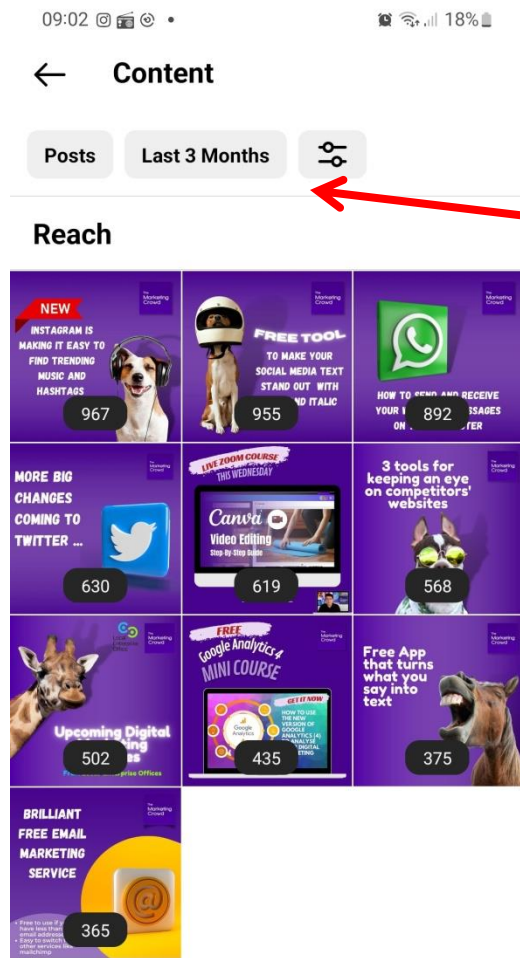


If you can identify your best and worst performing Reels in terms of engagement you can then ask yourself
What was it about the ones that did well.

Then do more of those and less of the ones that didn't do well.

1. Once you go to your professional dashboard and tap see all. You will see recent posts, stories and Reels
2. Tap on Posts

How to identify your best performing Reels using Instagram analytics



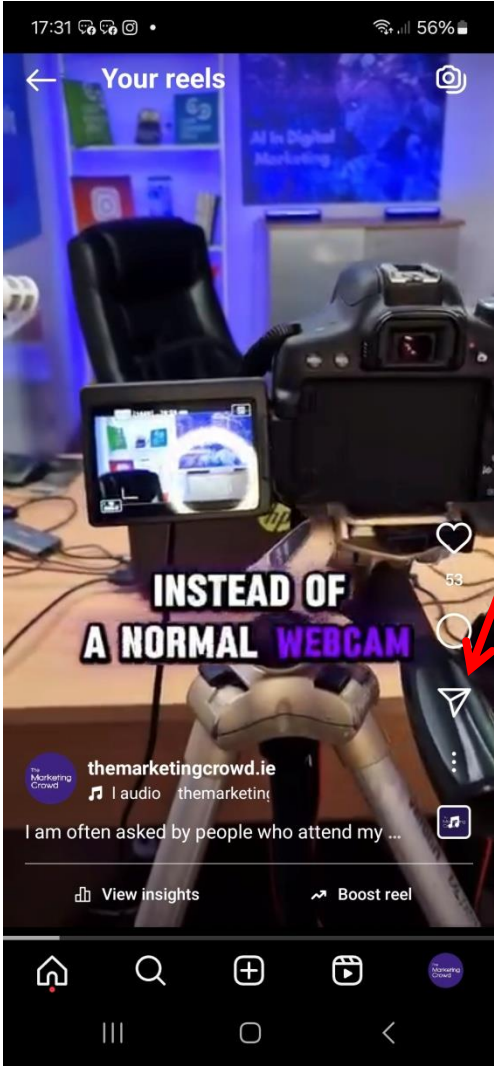
4. Then sort your previous Reels for the past year by Reach, then Likes, then shares

You will then get a feel for which type of Reels s are doing the best for you. Try and send more of those.

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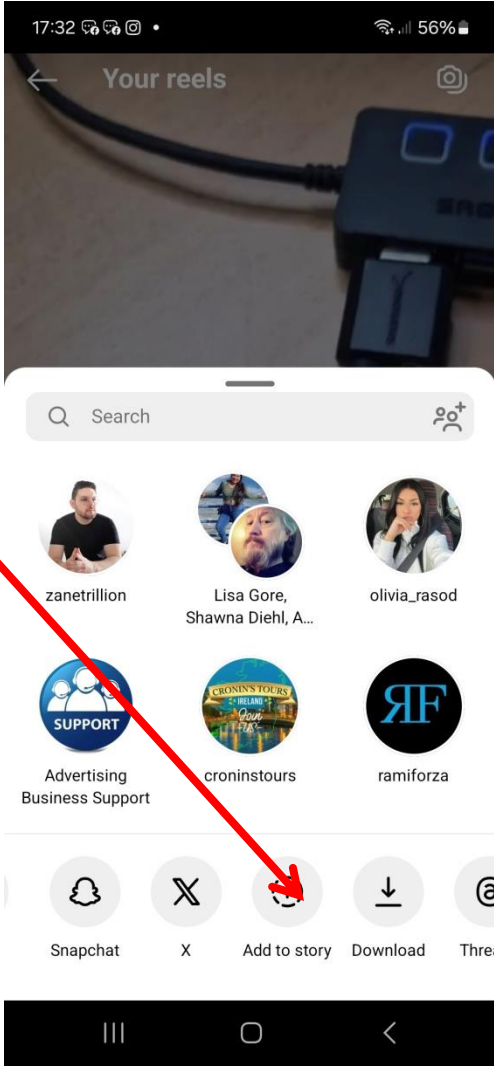
How to share your Reel to your story



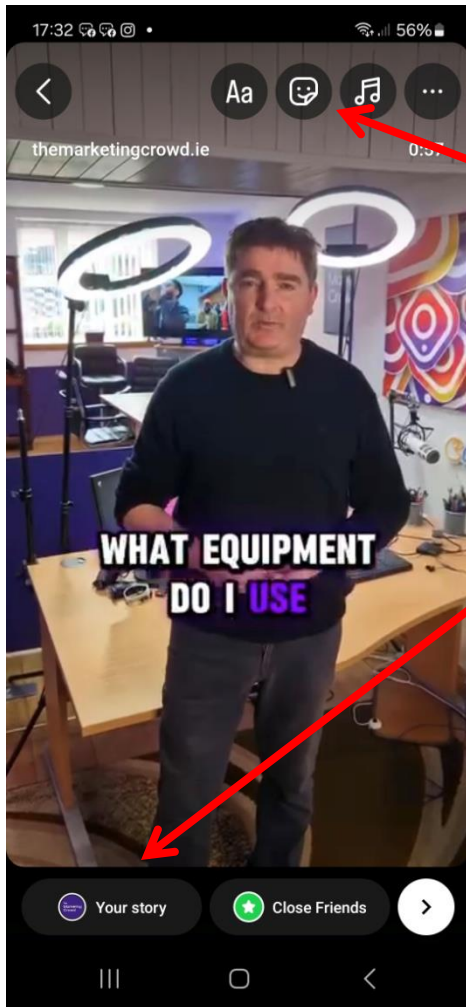
Find your Reel

Tap the paper plane icon

Tap on Add Reel to your story
(you might need to swipe to find this)



How to share your Reel to your story



You can add text

You can add stickers

Tap your story to send it out