Local Enterprise Office

The Marketing Crowd



HOW TO CREATE REELS FOR INSTAGRAM USING THE EDITS APP

What We Will Cover

How to get the music library for reels

How to use the edits app to create reels

About the app

•How to get it?

Overview of the main navigation

•Overview of the menu in the editor

Demo 1 : How to edit a video (multiple clips plus voiceover)

How Edits is integrated with Instagram and how to post your Reel

Demo 2: How to edit a video where someone is speaking to camera

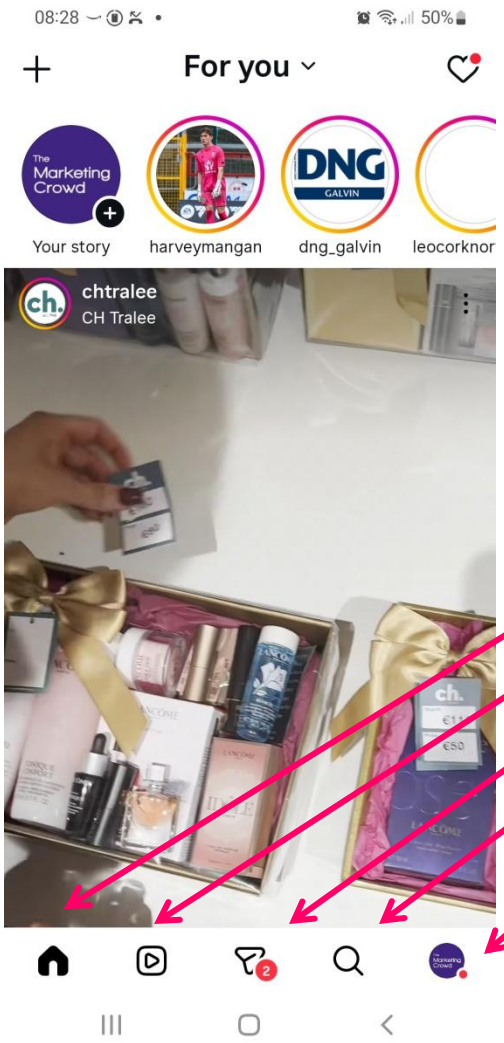
How Edits compares to using the Instagram app to make Reels

Video equipment

5. . How to check the Analytics / Insights for your Reels

6. How to share your Reel to your story

Overview of the Navigation



The main menu is comprised of 5 icons at the bottom of the screen

1. Home - Newsfeed
2. Reels feed
3. Direct Messages
4. Explore (search)
5. Your Profile

Overview of the Navigation



There are also 2 menu options at the top of the Homepage screen

1. Heart = Notifications
2. + = Create content

The easiest way to connect your Instagram account to your Facebook page



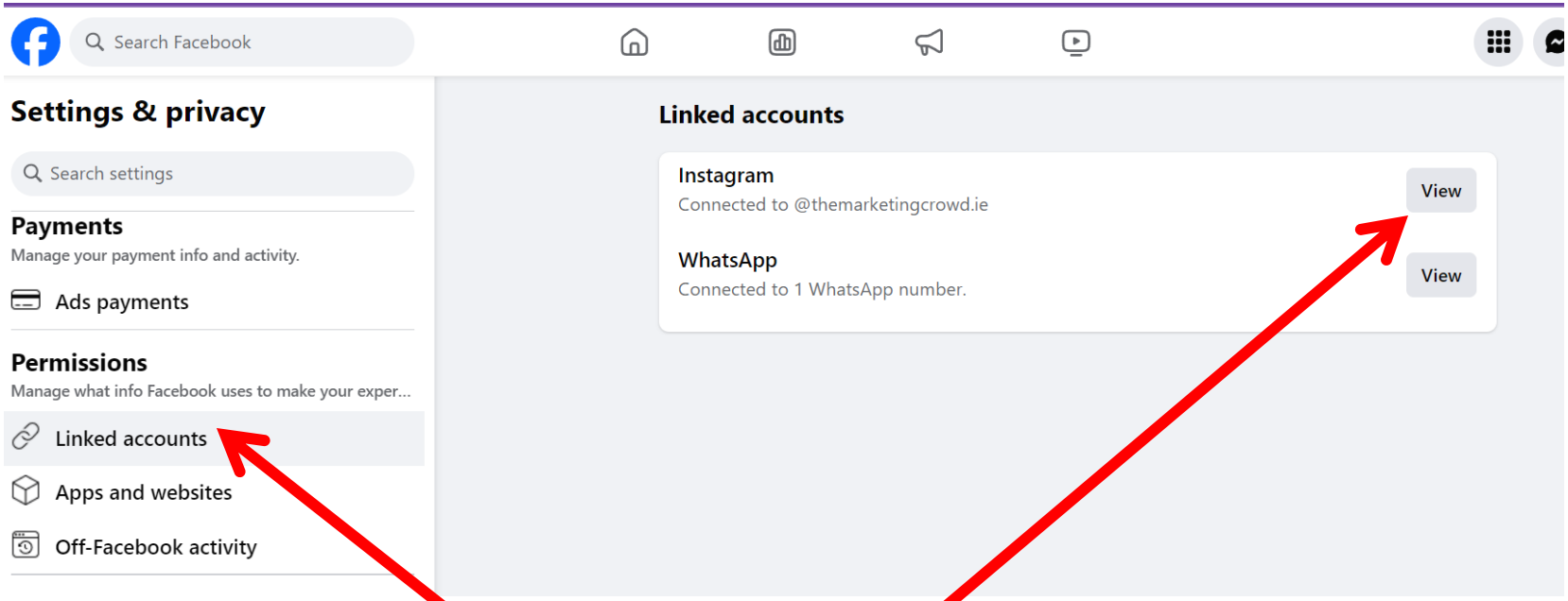
Go to Facebook on desktop

To get to your settings, ensure you have switched to using Facebook as your page.

Go to your page

On the left hand side click on settings

How to "connect to your Instagram account"



To link to your Instagram account

1. Click on settings
2. Scroll down and in the left hand menu click on LinkedIn account
3. Then, next to Instagram click Connect. You will then enter your Instagram user name and password to connect your page to Instagram

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



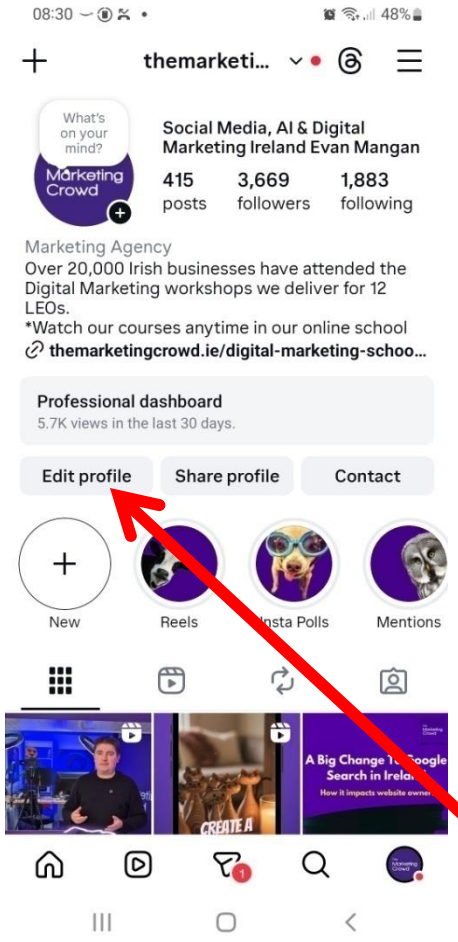
Music is central to most Reels.

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.

To get the good music library you need to Switch your Instagram account to a Creator Account

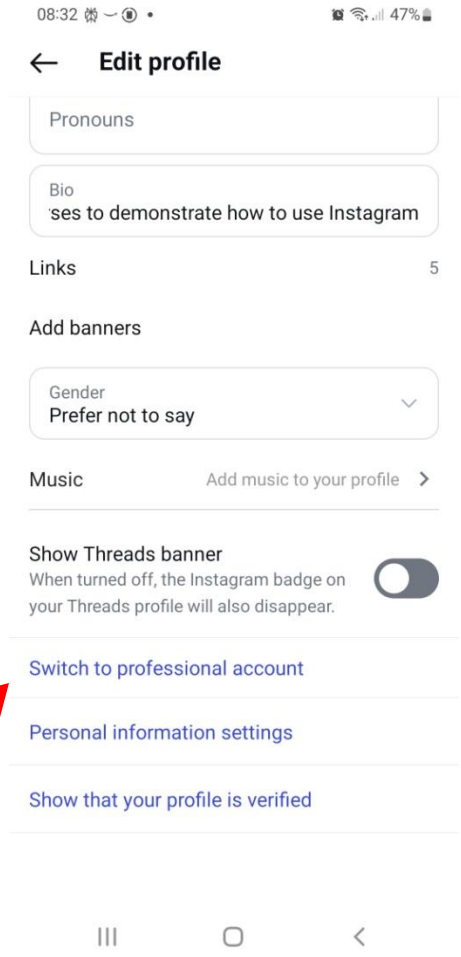


If you use Instagram for business you can migrate your profile to a business or Creator account

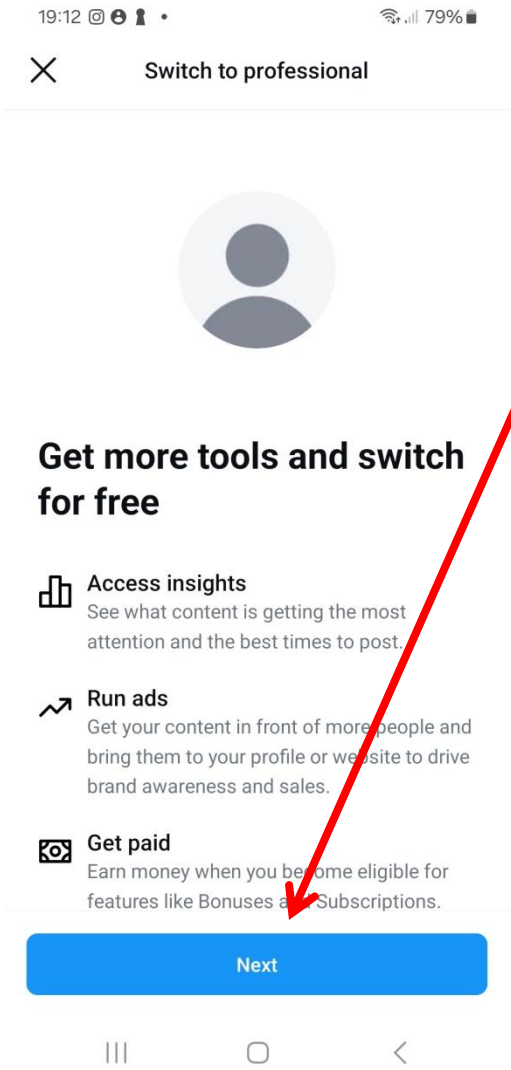
Both are very similar but the main difference is you get the good music library with a Creator account but you get a stock music library with the business account. This impacts your ability to make Reels

If you have a personal account

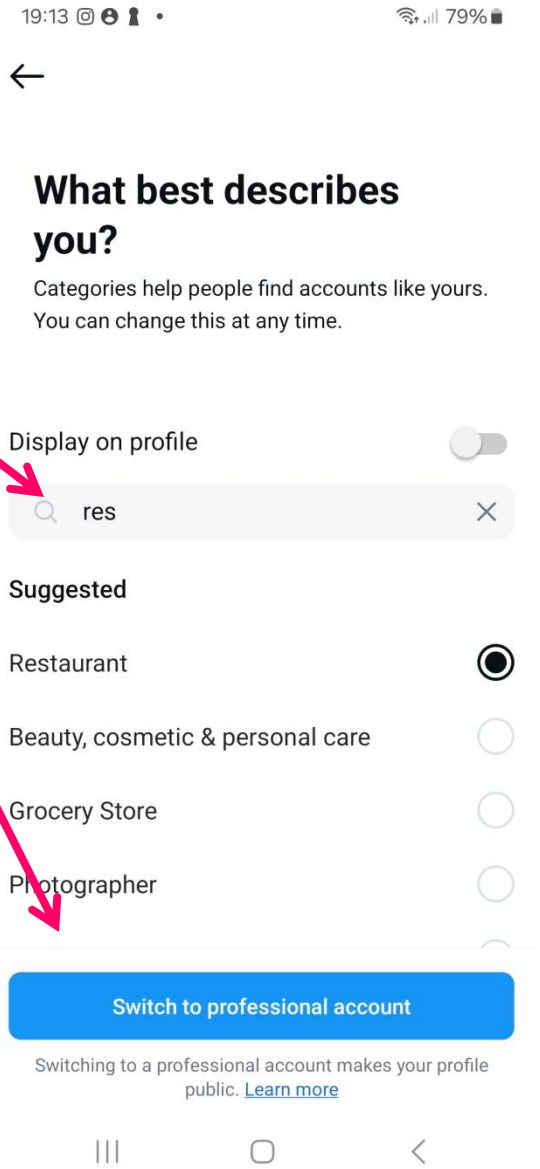
1. Go to your profile
2. Tap edit profile
3. Tap switch to professional account



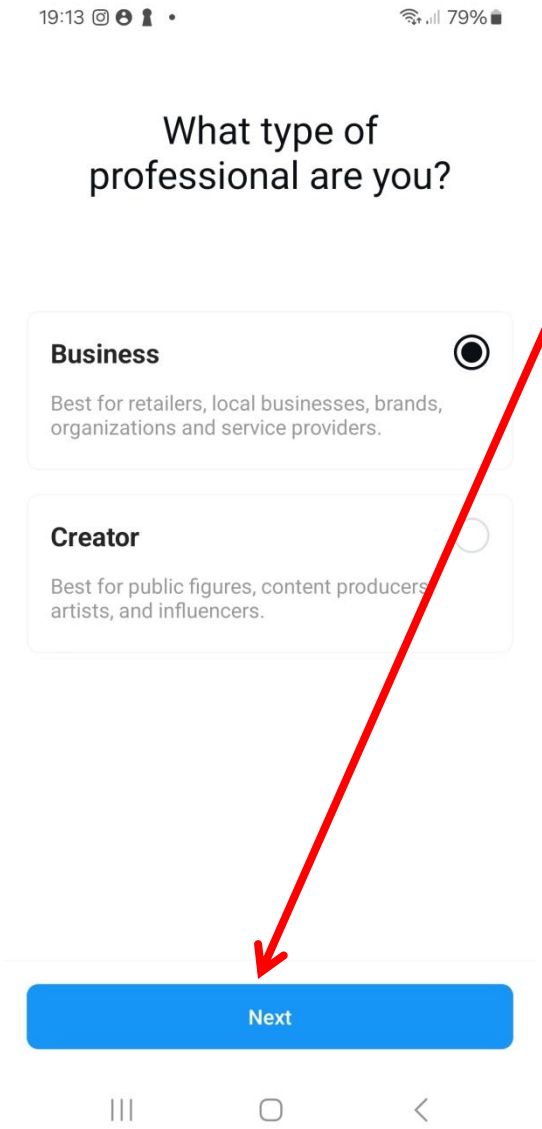
How to migrate – From a personal account



1. Tap next
2. Type in and choose a category that describes your business
3. Tap the blue button

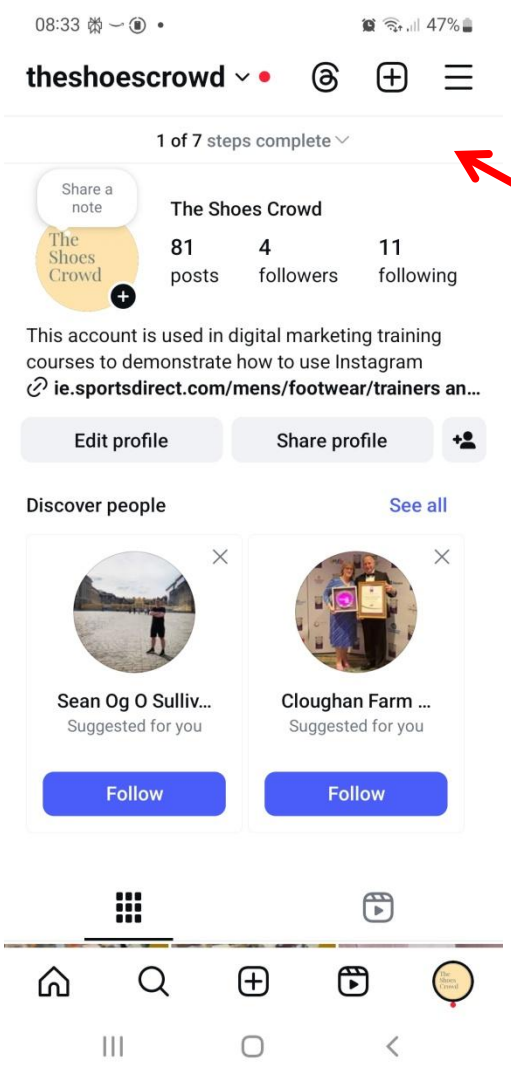


How to migrate – From a personal account

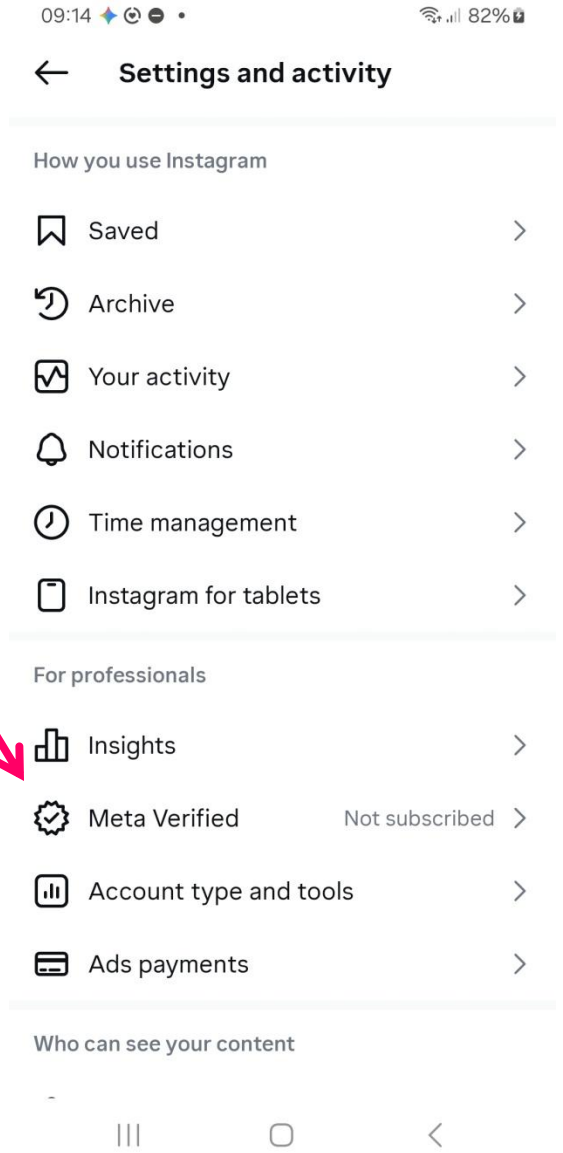


You can now choose to Switch to a business or creator account

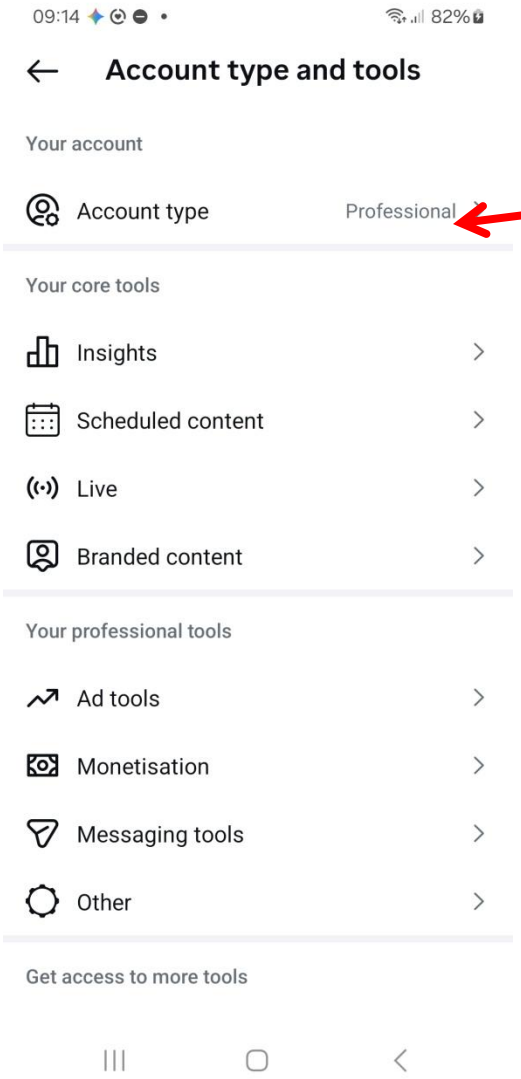
How to migrate from a business to a Creator account



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

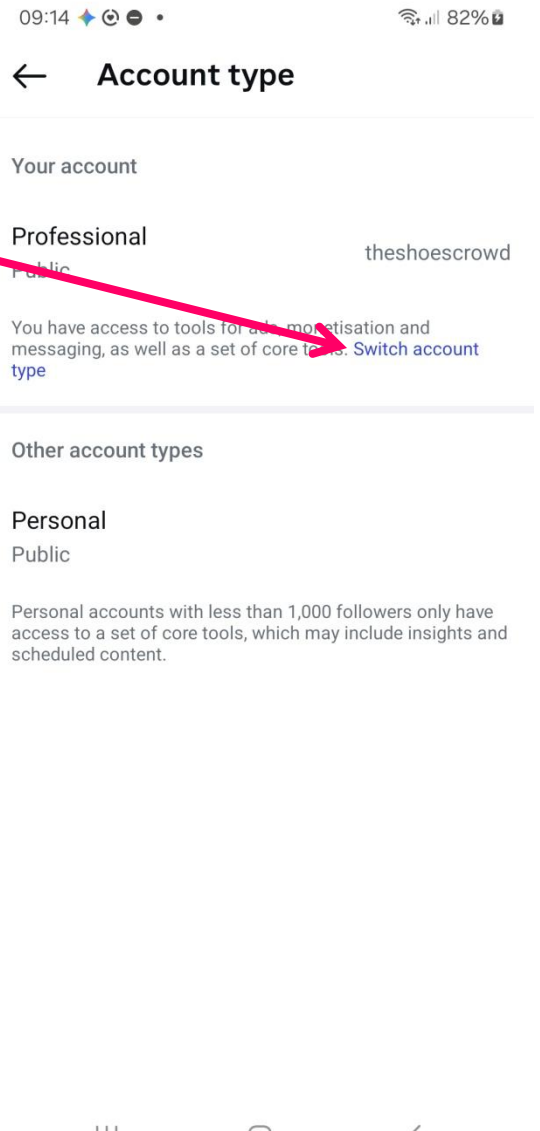


How to migrate

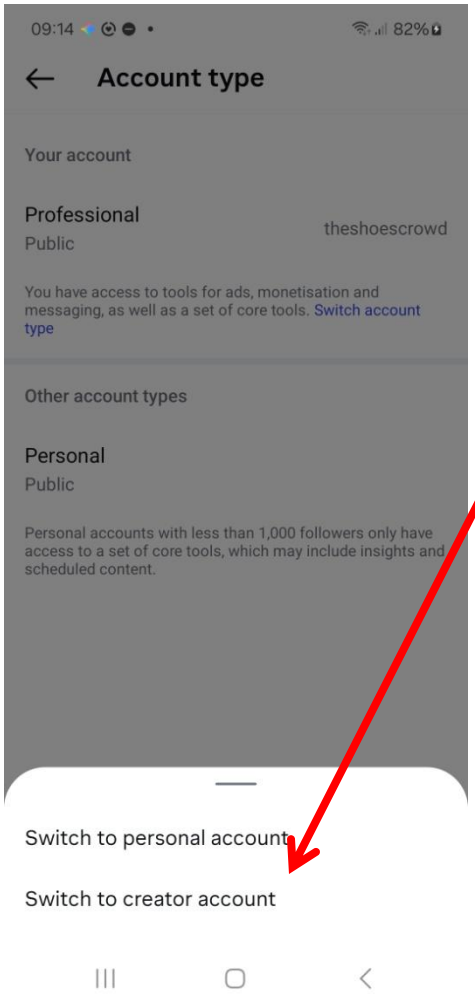


1. Tap on “Account type”
2. Then tap Switch account

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



How to migrate



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

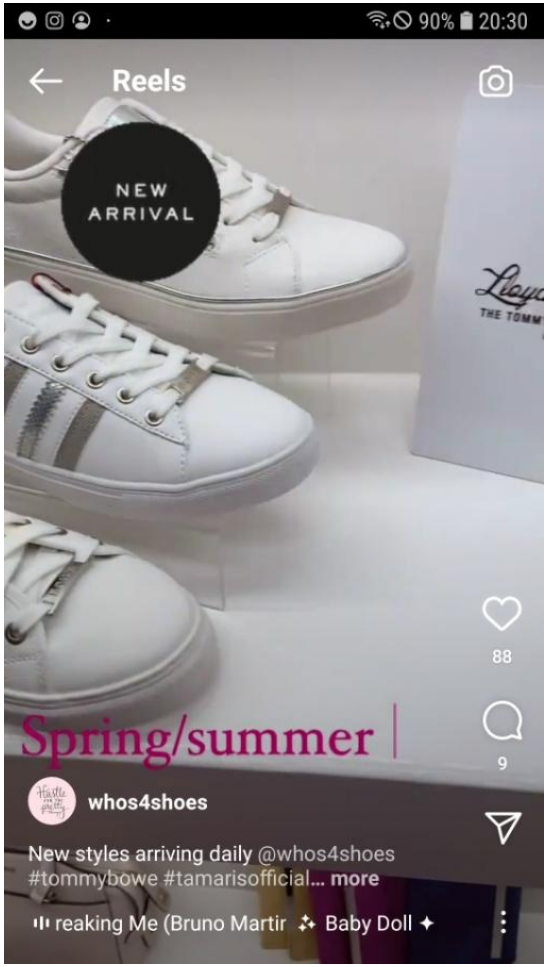
Ways businesses use Reels for marketing



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

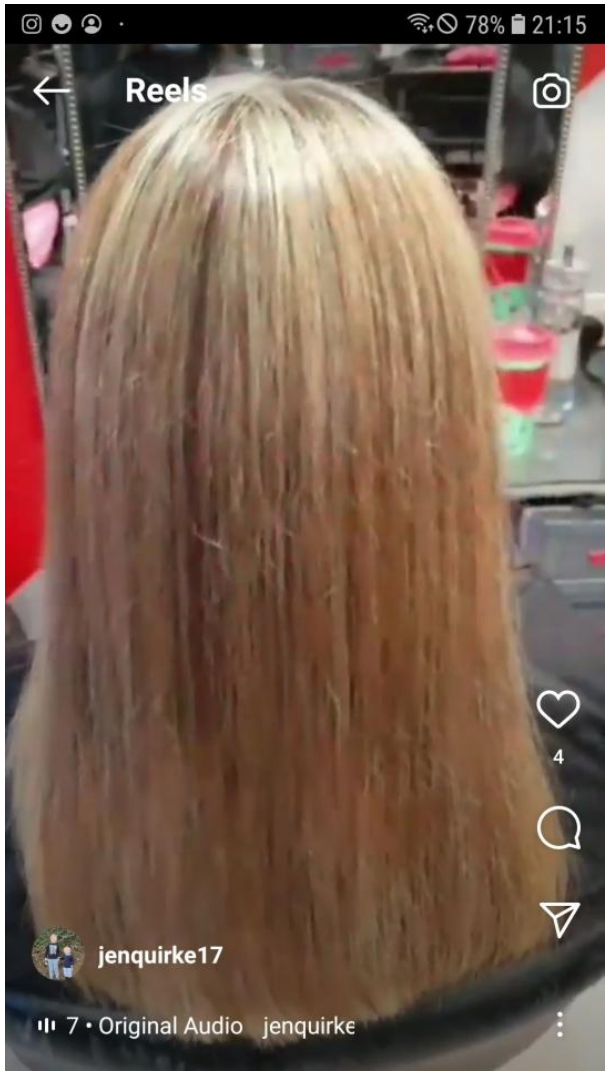
   Shoot your video and then add music and text

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.

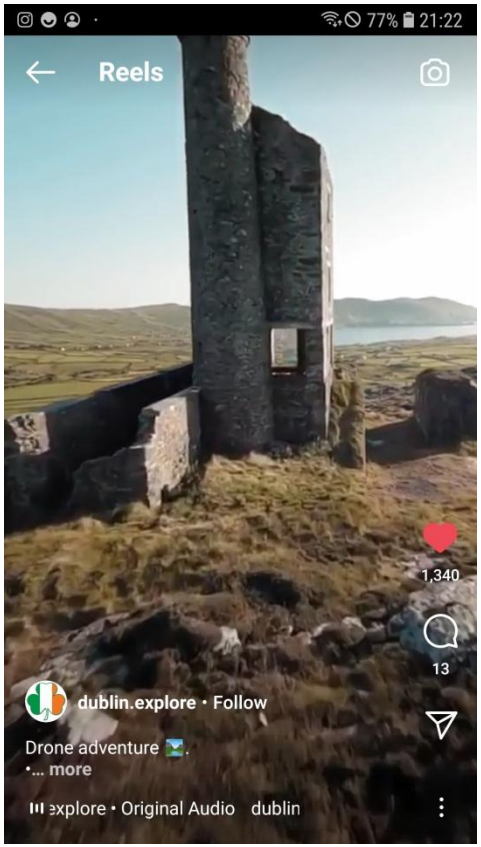
These Reels are typically made as

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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

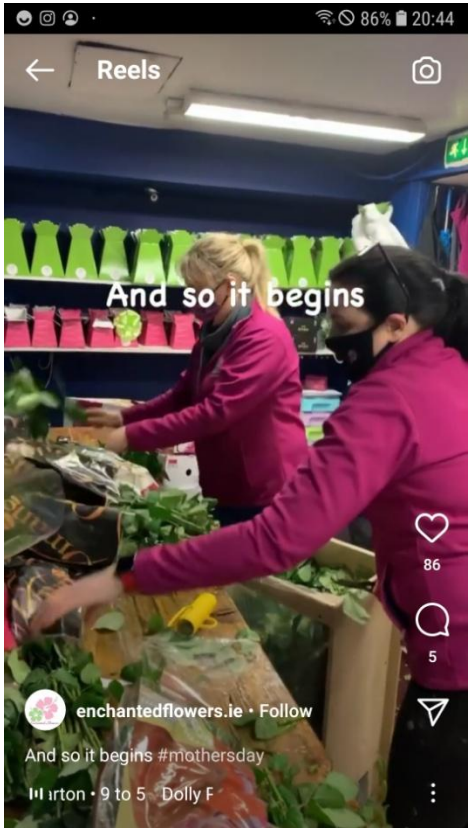
1) Video, music and text

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 USE

THE NEW EDITS APP FOR EDITING REELS & MARKETING VIDEOS

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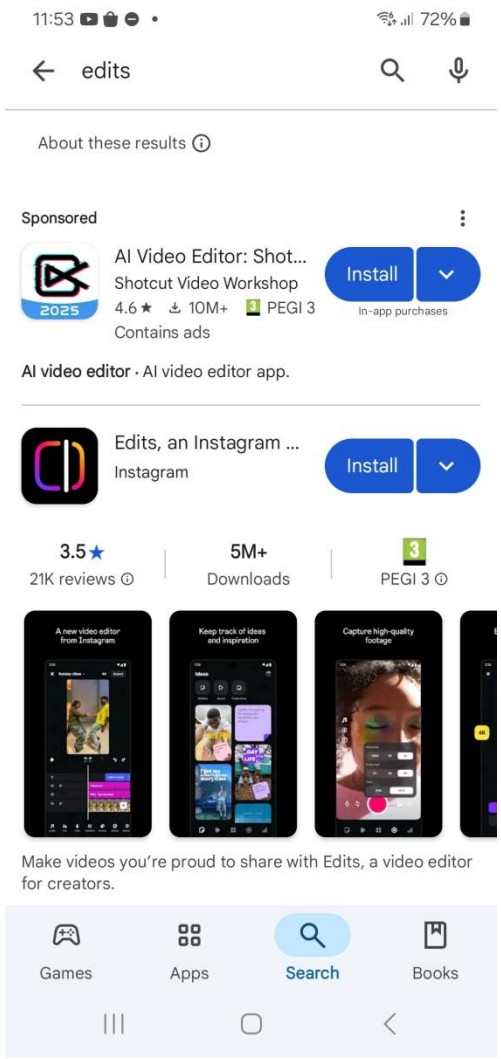
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How to get the edits app



Go to the app store or play store on your phone. Search for and download Edits

It is made by Meta

You can use the app for free and there won't be a watermark on your video

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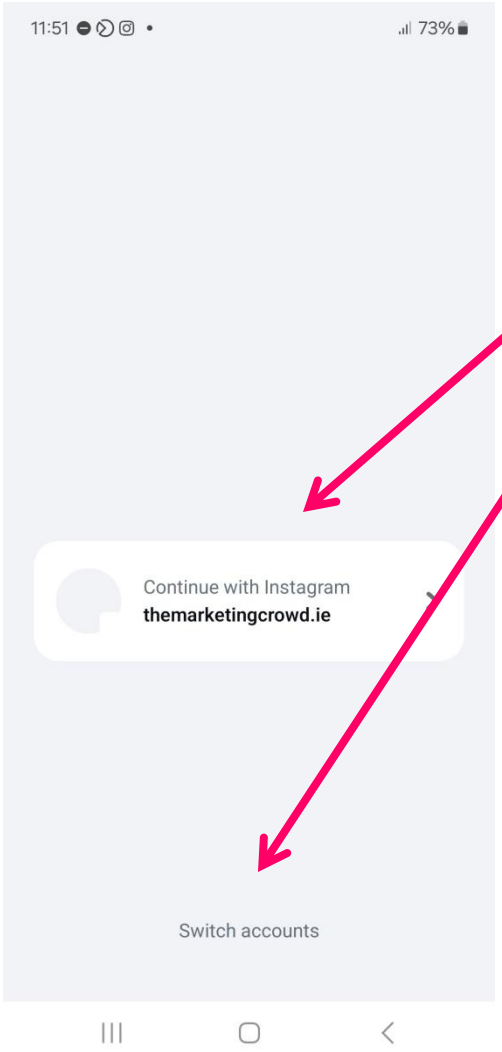
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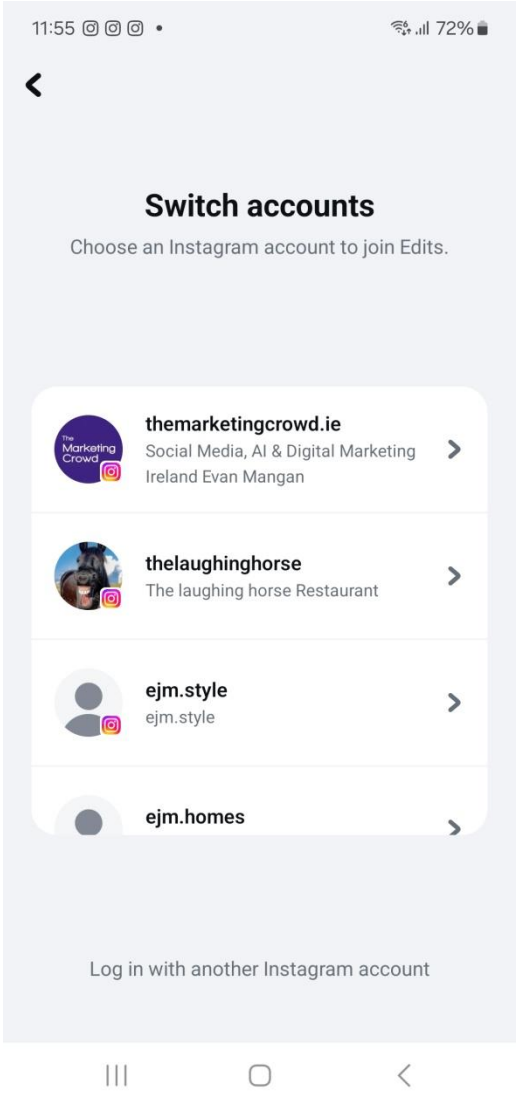
Video equipment

How to get started

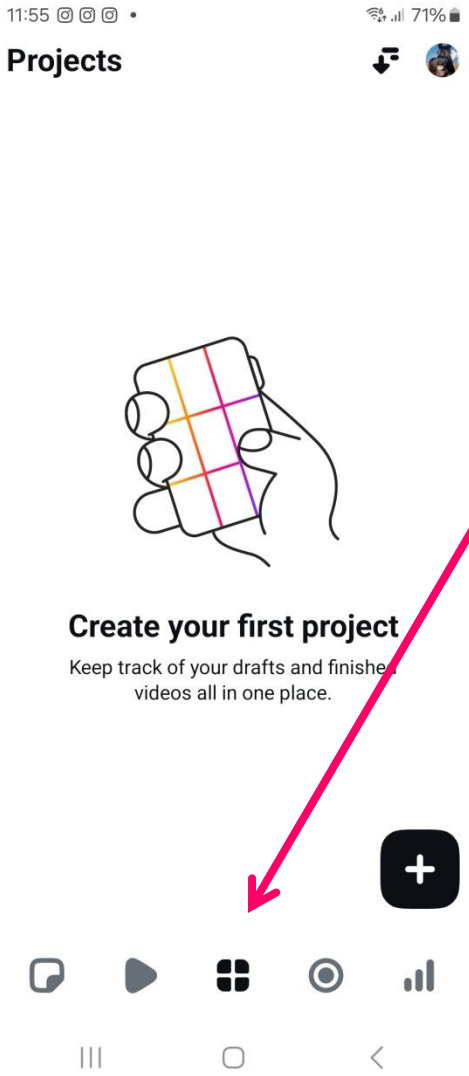


- When you open the app it will prompt you to continue with an Instagram account
- If this is not the account you want to use tap on Switch account
- Choose the account you want to use (This means, which account are you making the video for and which you might want to post it from)

However, be aware that you can make a video using any Instagram account, save the video to your Phone and then post it on any social network / YouTube etc.



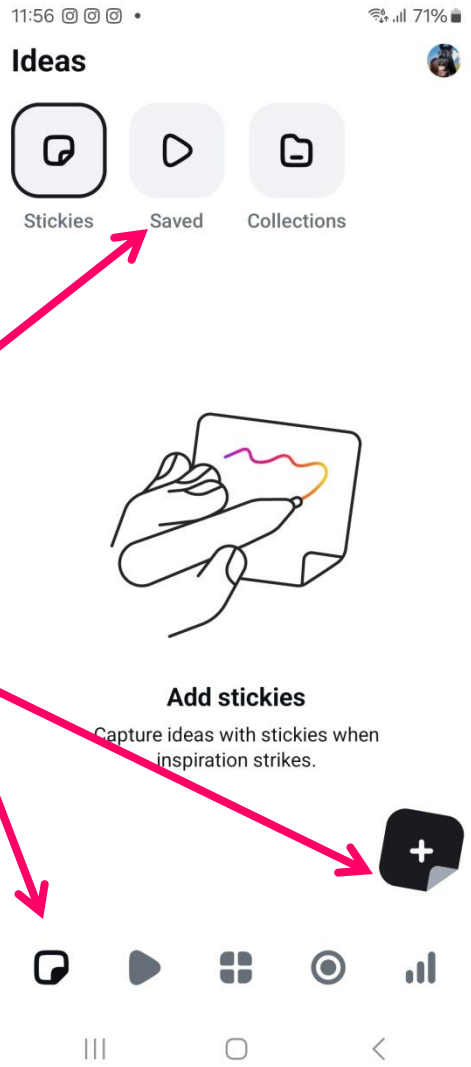
Tour of the main menu



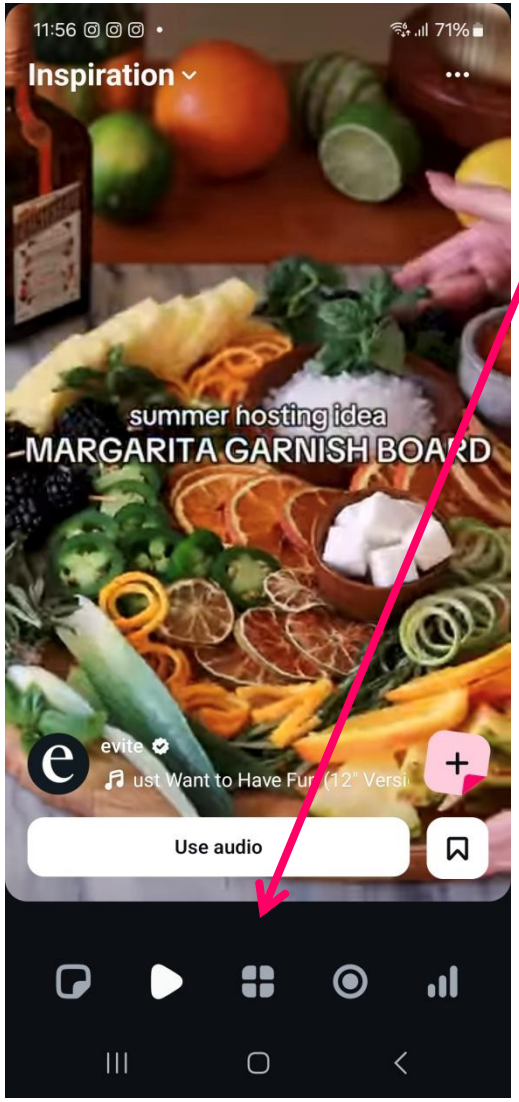
- You are then taken to the area where you can create a video. Technically you are in this section of the app (the 4 dots in the middle of the menu)

- Tap on the first icon on the bottom left
- You can create a sticky note – this is simply a way to note ideas for future videos
- Tap on saved – you can view your saved videos
- Tap on collection – you can view the collections (folders) you have created

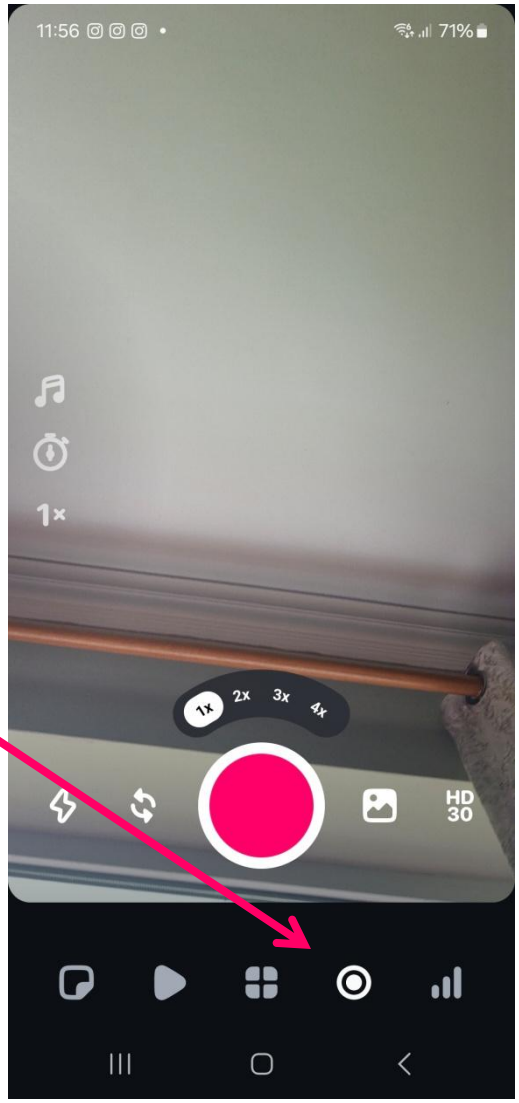
When you watch videos you have saved you can then create a sticky note or use the music in one of them



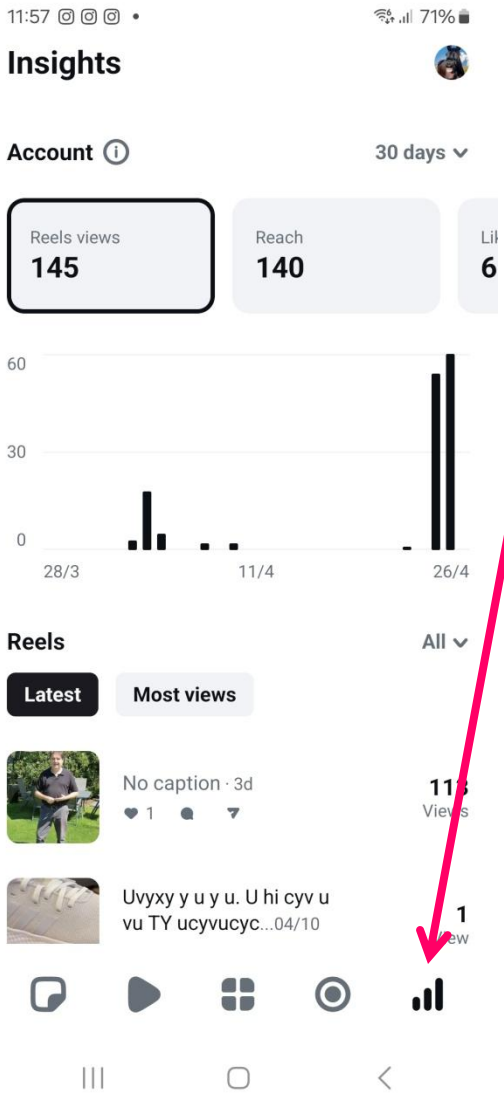
Tour of the main menu



- Tap the play button
- They call this are “Inspiration”. It is your reels feed and shows you reels it think you would find interesting
- You can write a sticky note if any video gives you some ideas and you can save a video to a collection.
- Tap the circle icon. This is where you can record videos directly within the app

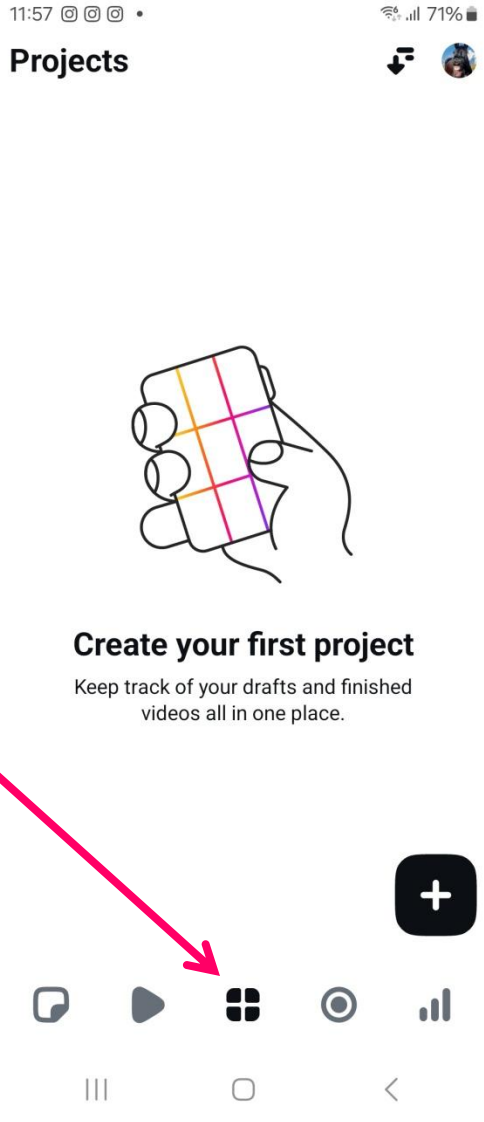


Tour of the main menu



- Tap the bar chart icon
- This is where you can view the insights / metrics for your recent reels

- Tap the 4 squares icon. This is where you got to edit a video



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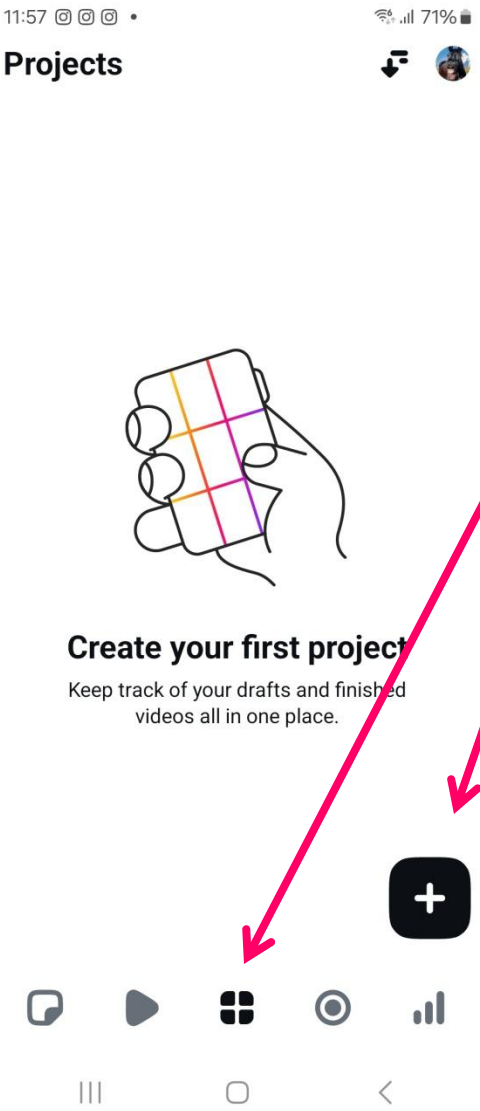
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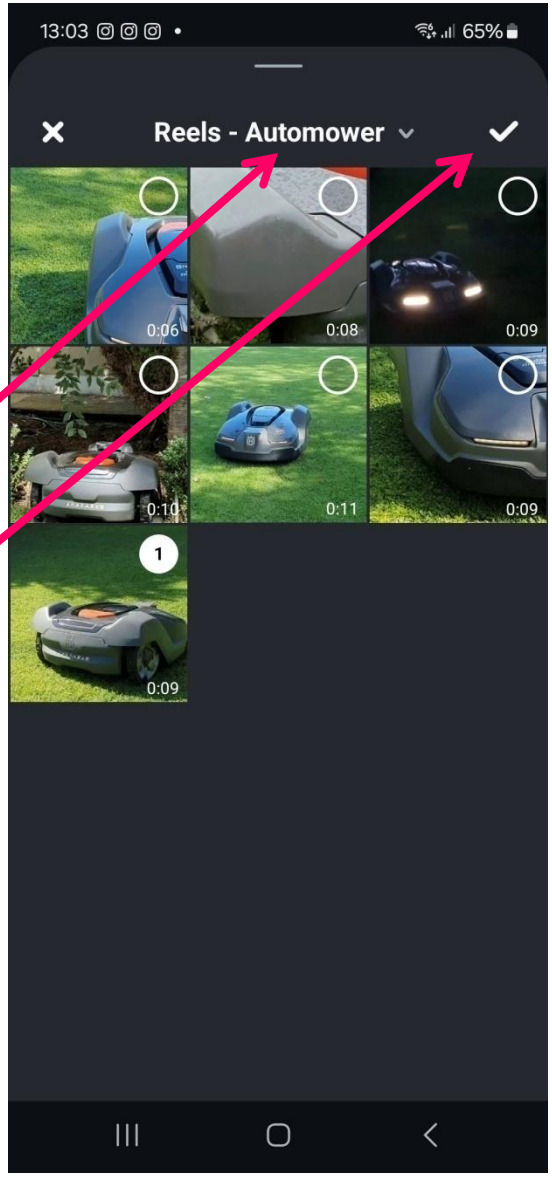
Demo 2: How to edit a video where someone is speaking to camera

Video equipment

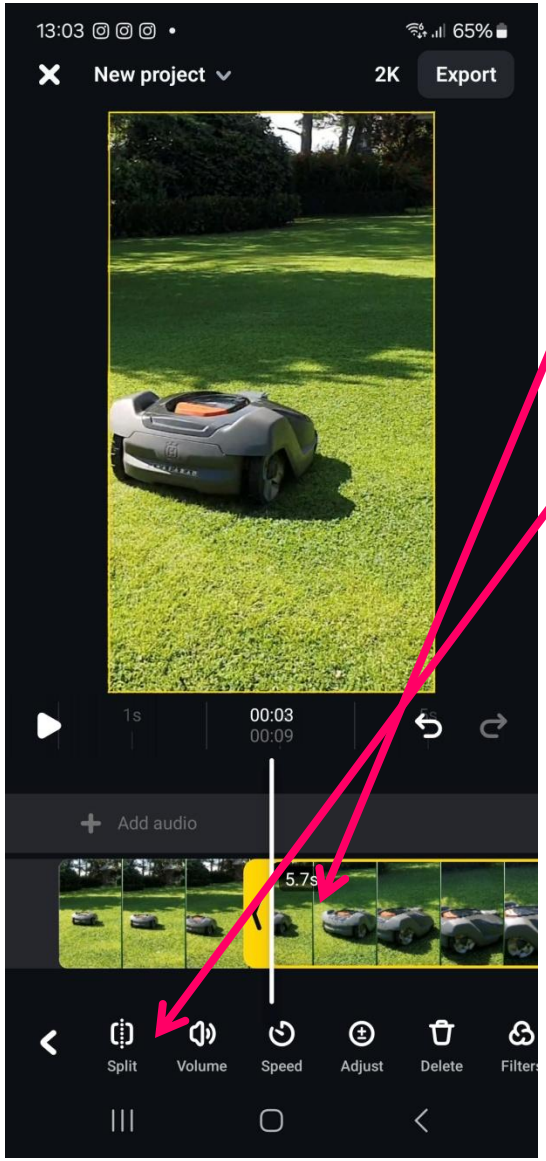
How to get started editing a video



- Tap the 4 squares icon. This is where you got to edit a video
- To edit a video simply tap on the + symbol for New Project
- Find the clips or album on your phone
- Select the clip you want to start the video with
- Tap the tick top right

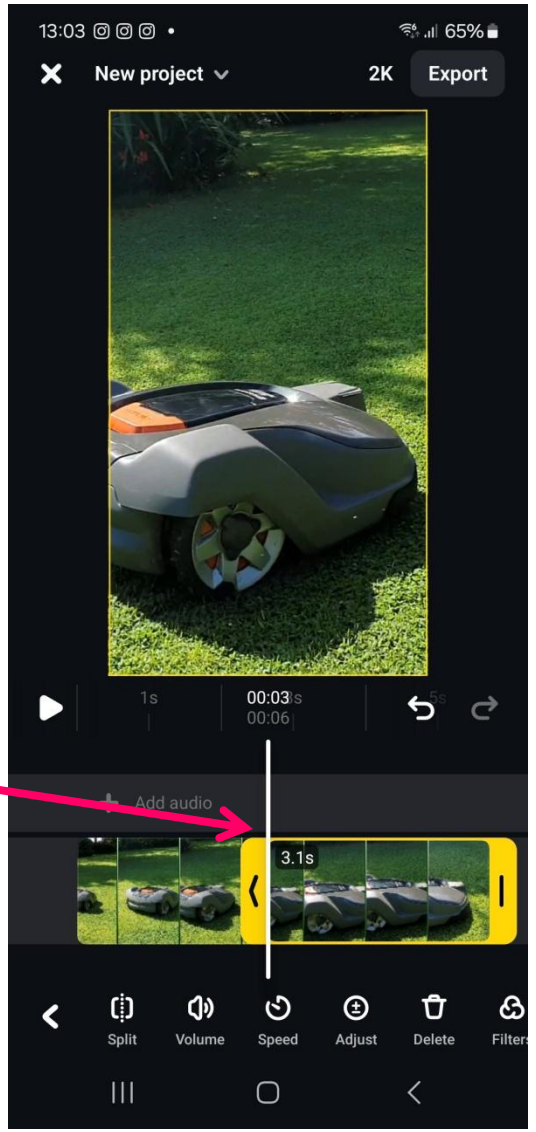


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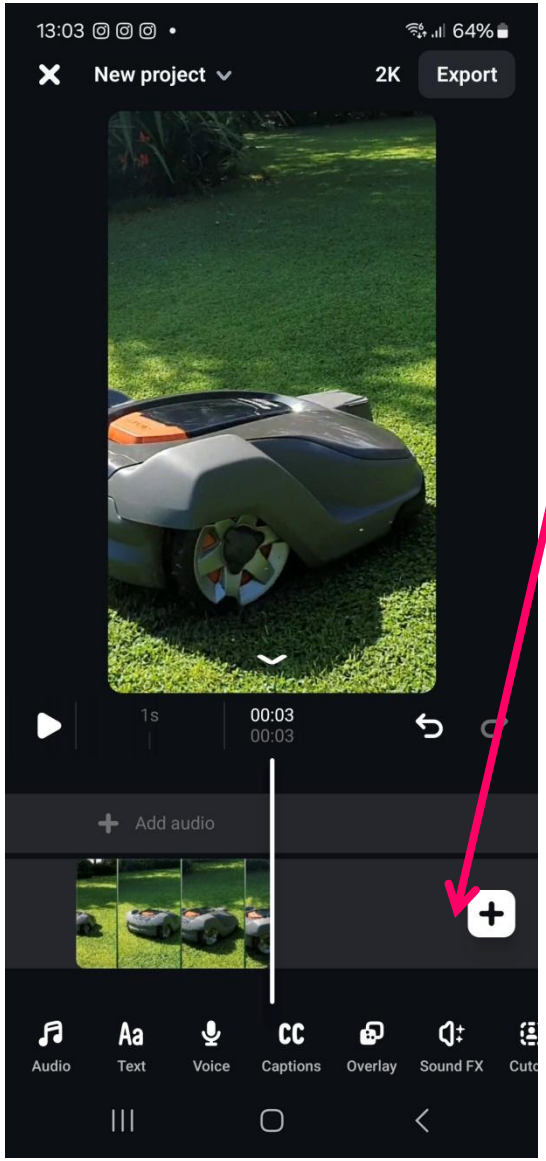


- Your clip is now on the timeline
- Tap play and pause to choose the part where you want to split the clip
- To get the split option tap on the clip and then tap split to cut the clip where the white line is
- Then tap on the part of the clip you want to delete and then tap delete to delete it

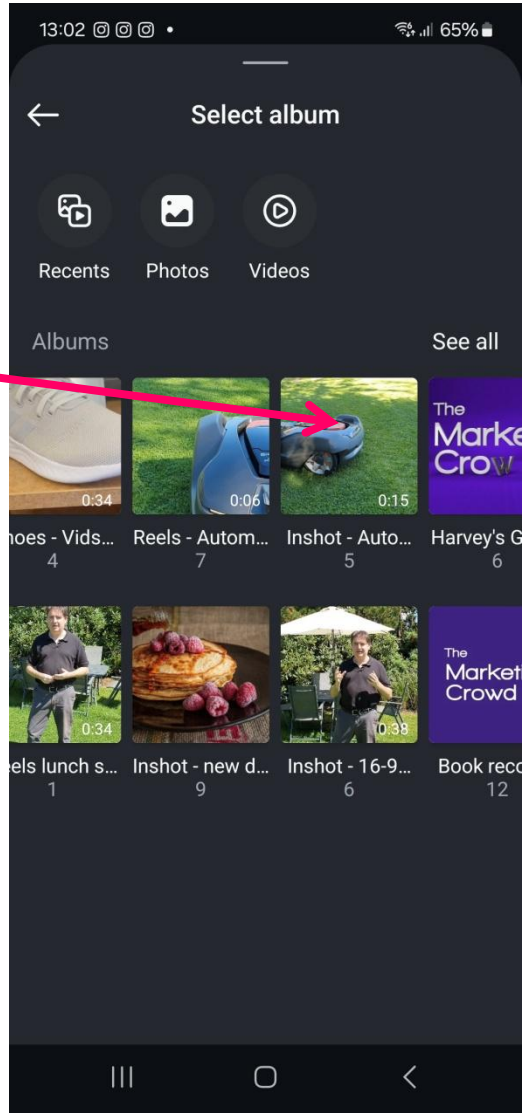
Repeat this split and delete process to remove the parts of the clip you don't want



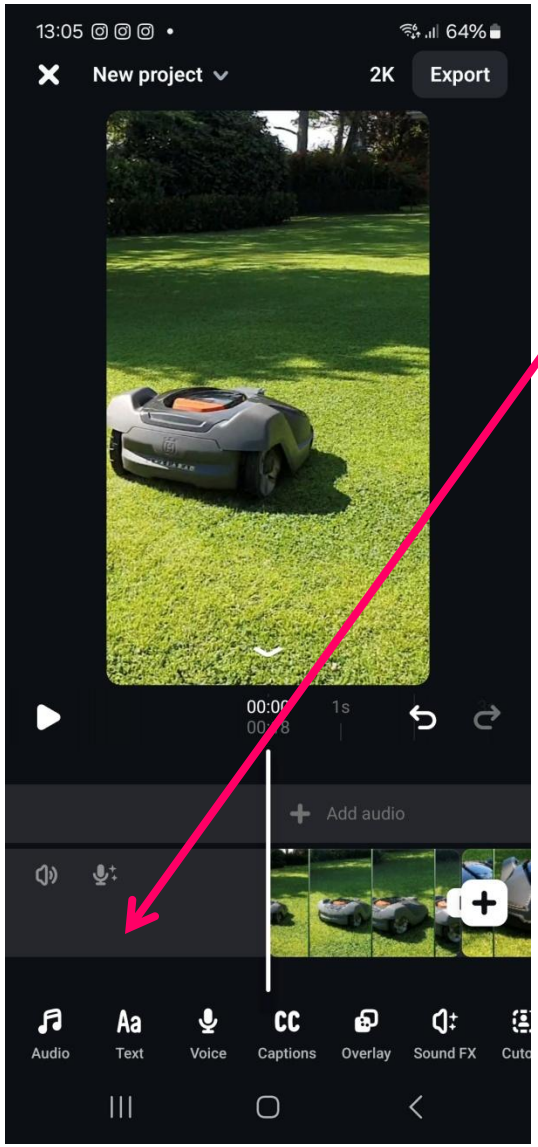
Demo 1 : How to edit a video (multiple clips plus voiceover)



- Then Tap on + in order to add the next clip.
- Select the clip and then repeat the process of splitting and deleting the part you don't want.
- Keep repeating until you have added and edited all your clips



Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

Tap on the music symbol

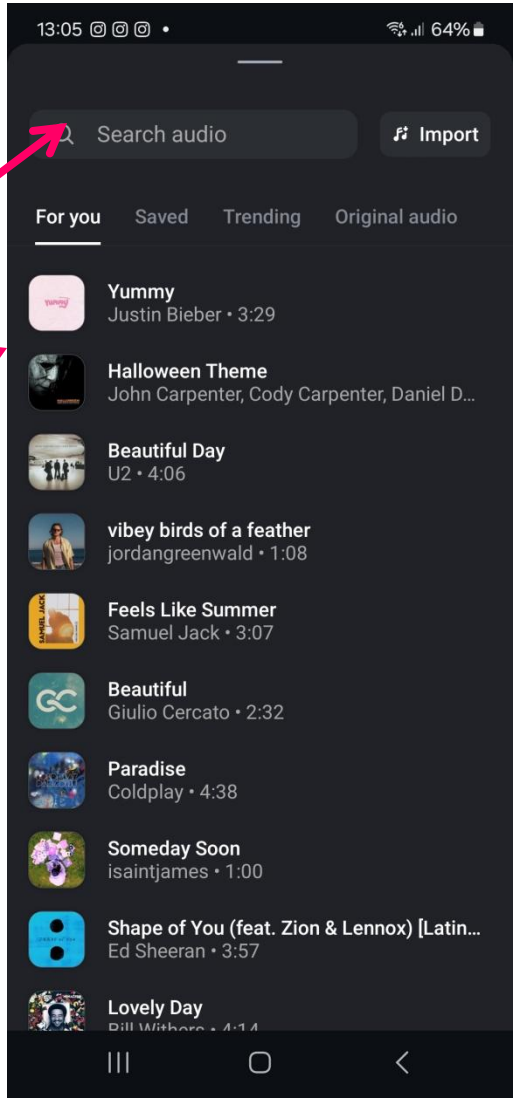
You can then search through their library of music which includes copyright music if you have a creator account.

You can also find your saved music tracks (from Instagram) and also trending music

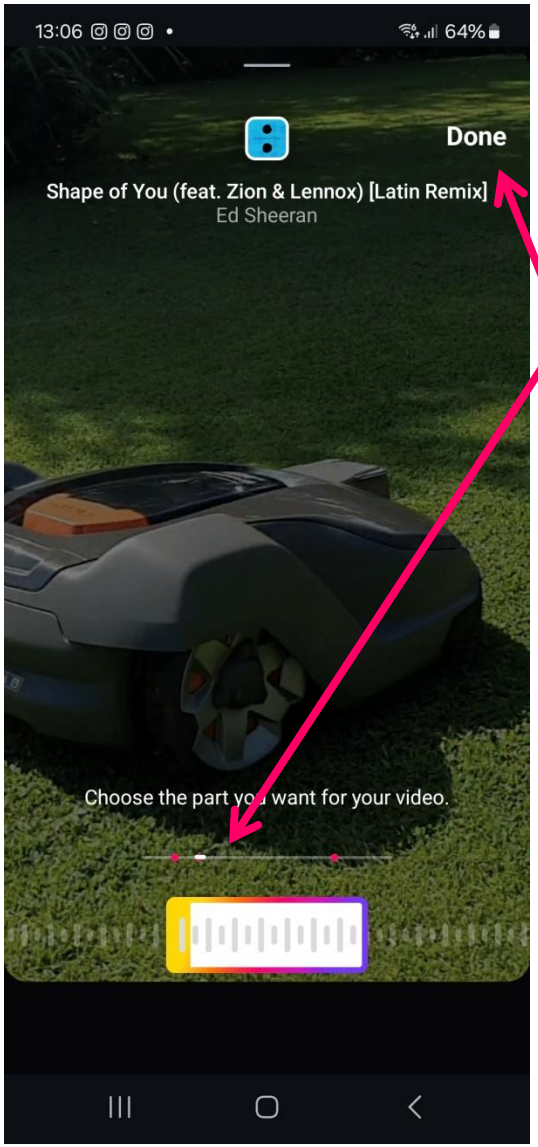
You can also tap import and then select a video from your phone that has music on it. It will extract the Audio

Tap on the music icon to listen to it

Tap on the name to select it



Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

You can then choose which part of the music you want to use, just like you would when creating a Reel in the Instagram app

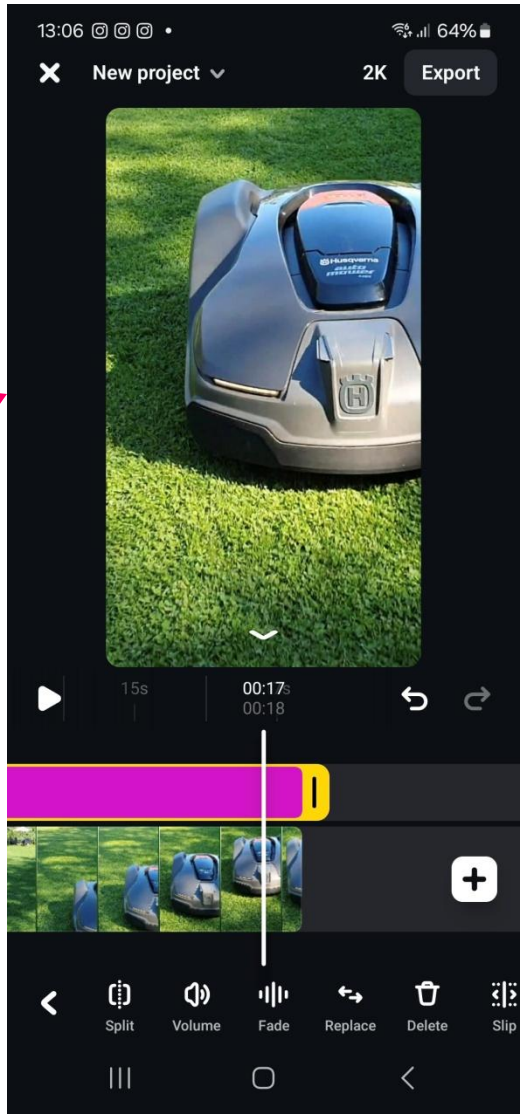
Then tap done

The music is now added to the video

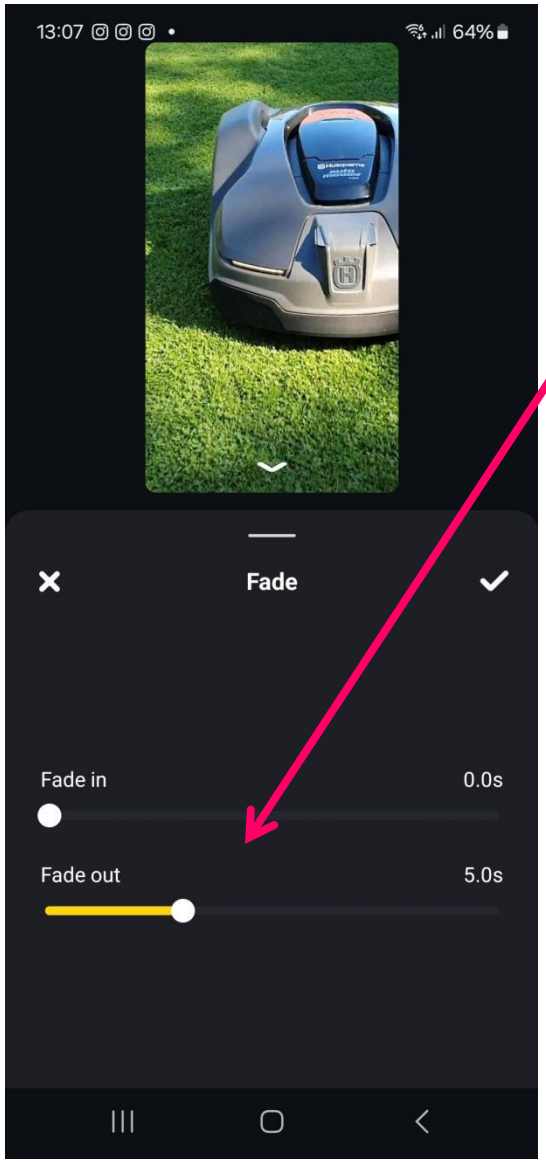
In the editing timeline tap the music line

Then tap on Fade

Then fade out the music



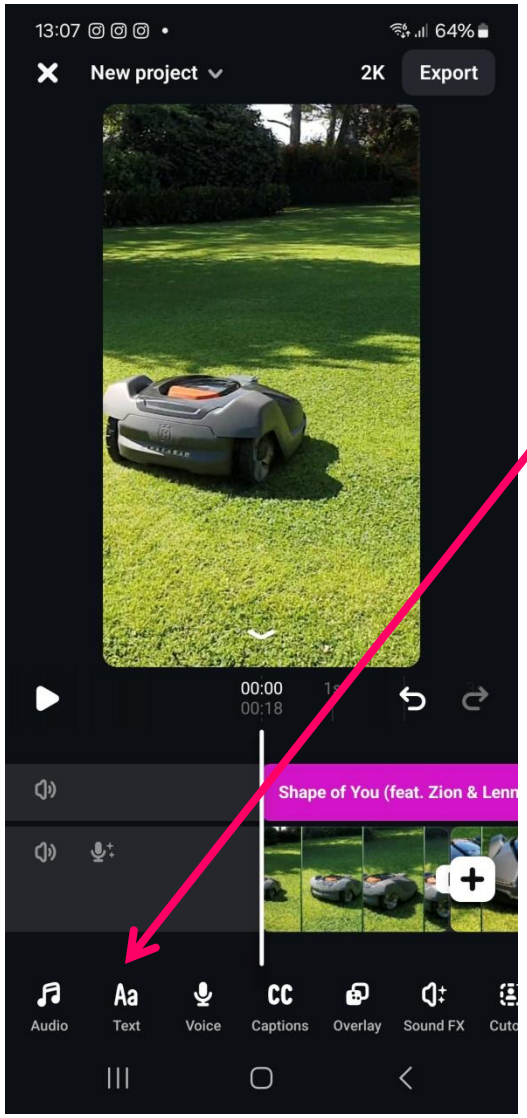
Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

Then fade out the music by dragging the slider to around 5 seconds

Demo 1 : How to edit a video (multiple clips plus voiceover)



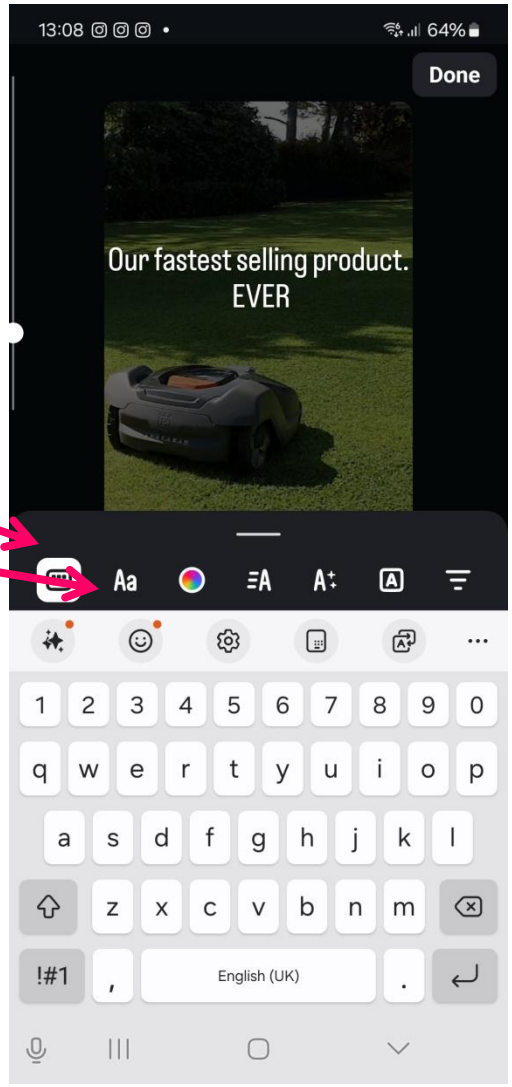
To add text

Tap on the text icon in the menu

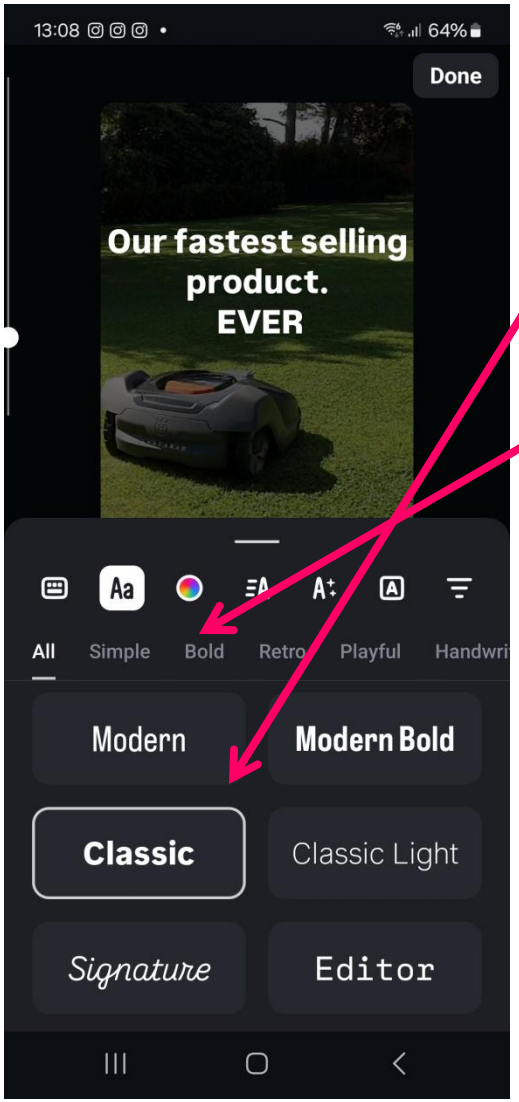
You are now in the edit section in this Menu

Type in your text

Then tap on the Aa icon

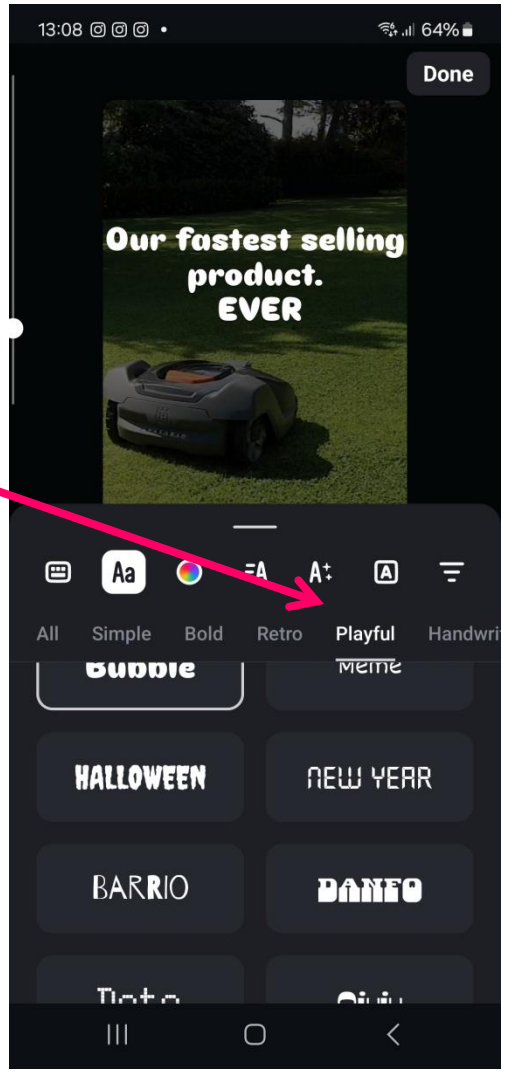


Demo 1 : How to edit a video (multiple clips plus voiceover)

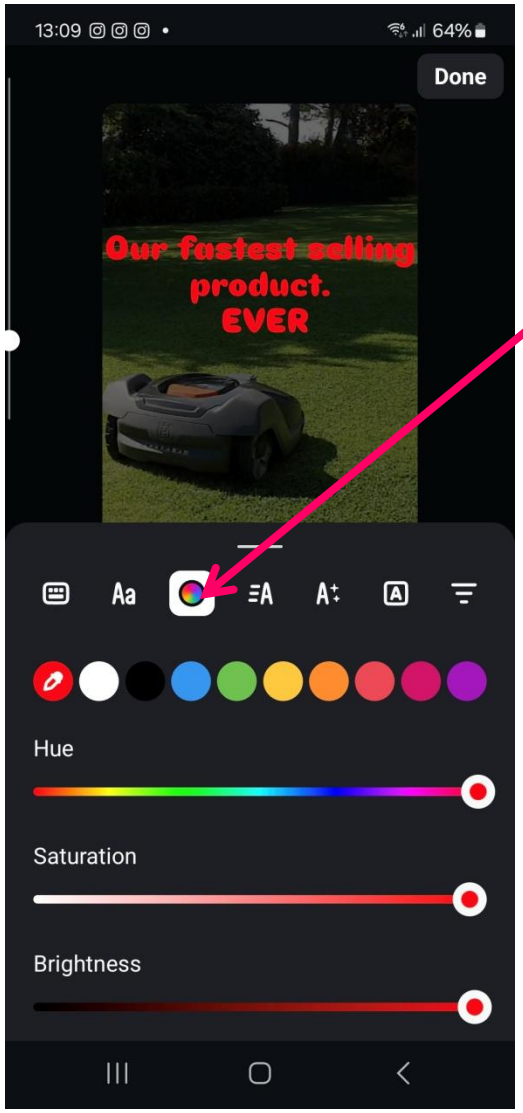


To add text

When you tap on the Aa icon you can then choose your font. Notice there are categories of fonts



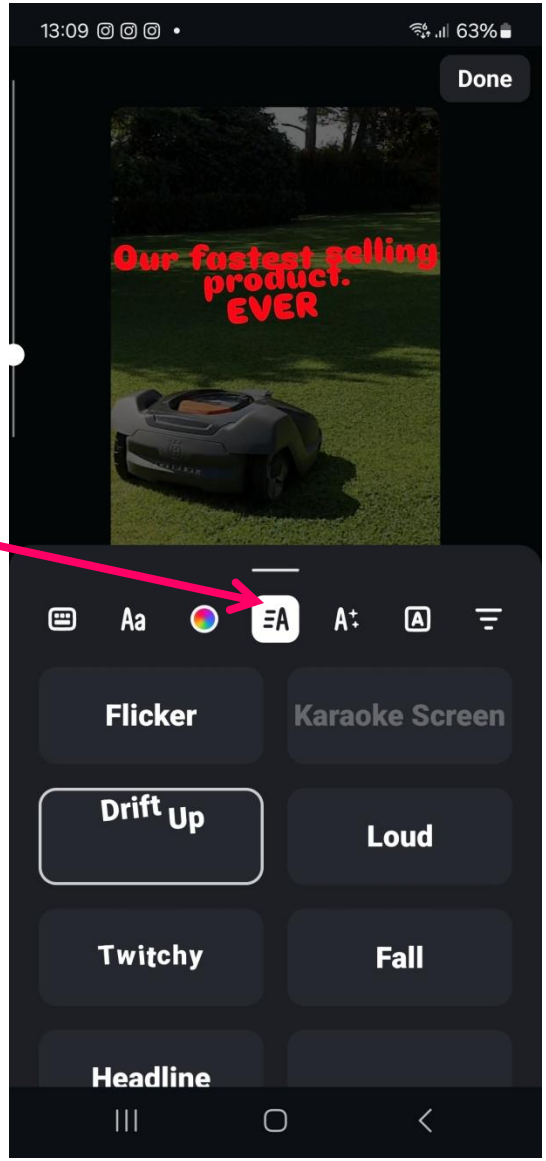
Demo 1 : How to edit a video (multiple clips plus voiceover)



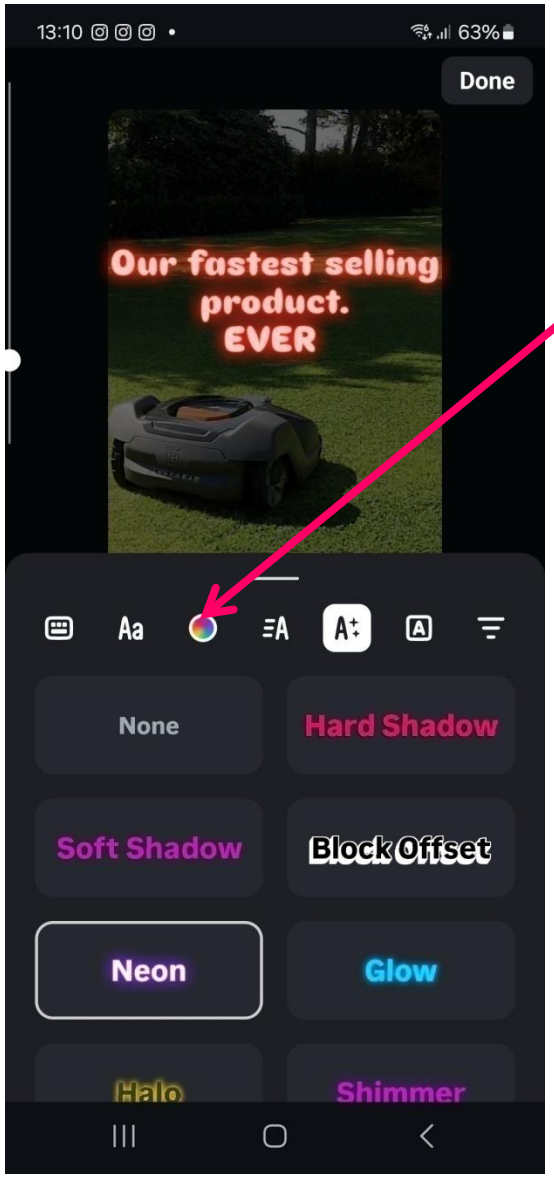
To add text

Tap on the colour wheel to change the colour of the text.

Tap this icon to add an animation to the text



Demo 1 : How to edit a video (multiple clips plus voiceover)

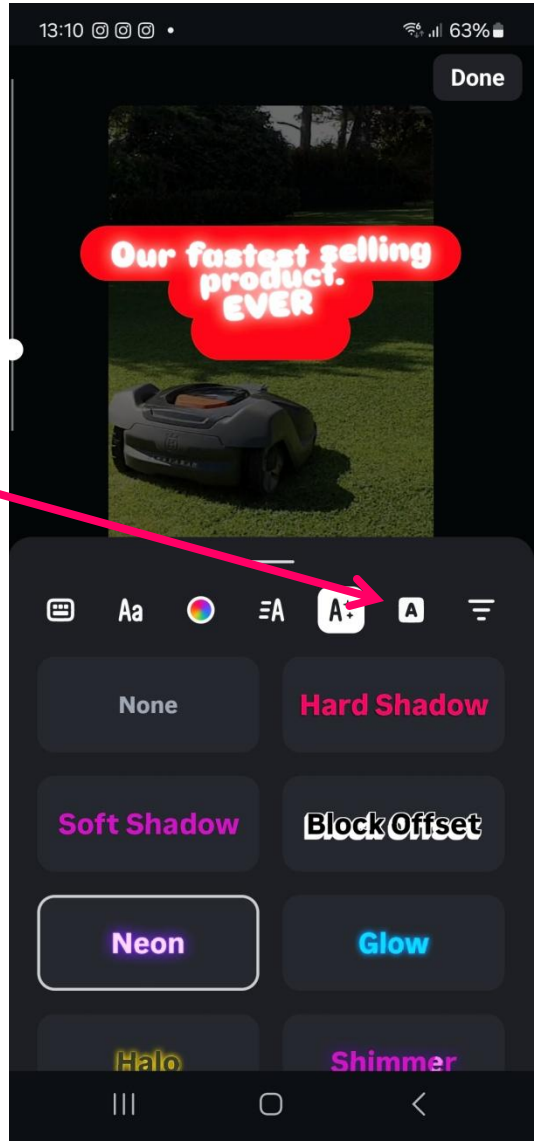


To add text

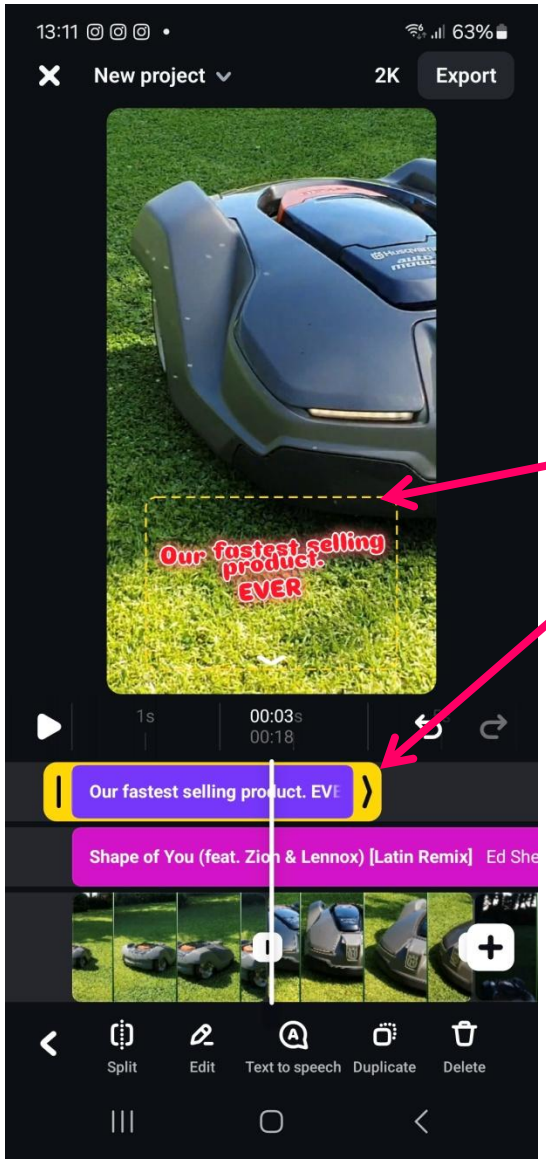
Tap this icon to choose and effect for your text e.g. Neon

Tap the A icon if you want to add a background colour to the text

Once you are happy with the text tap done



Demo 1 : How to edit a video (multiple clips plus voiceover)

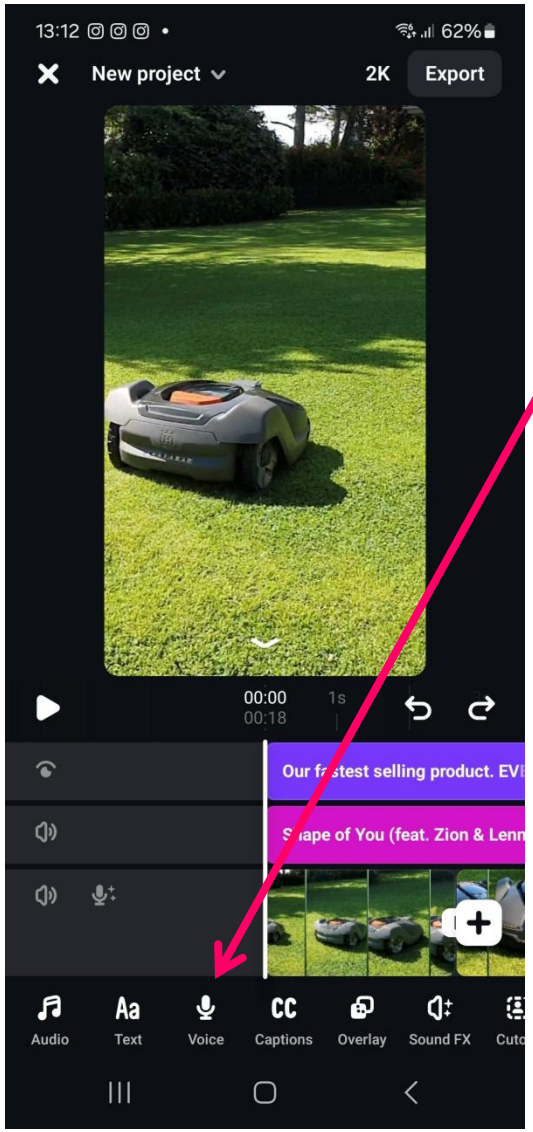


To add text

The text is now added to the timeline. You can now

1. Pinch this box to make the text bigger or smaller on the screen
2. Tao you finger on this slider and drag it left or right to make the text appear for a longer or shorter time on the video

Demo 1 : How to edit a video (multiple clips plus voiceover)



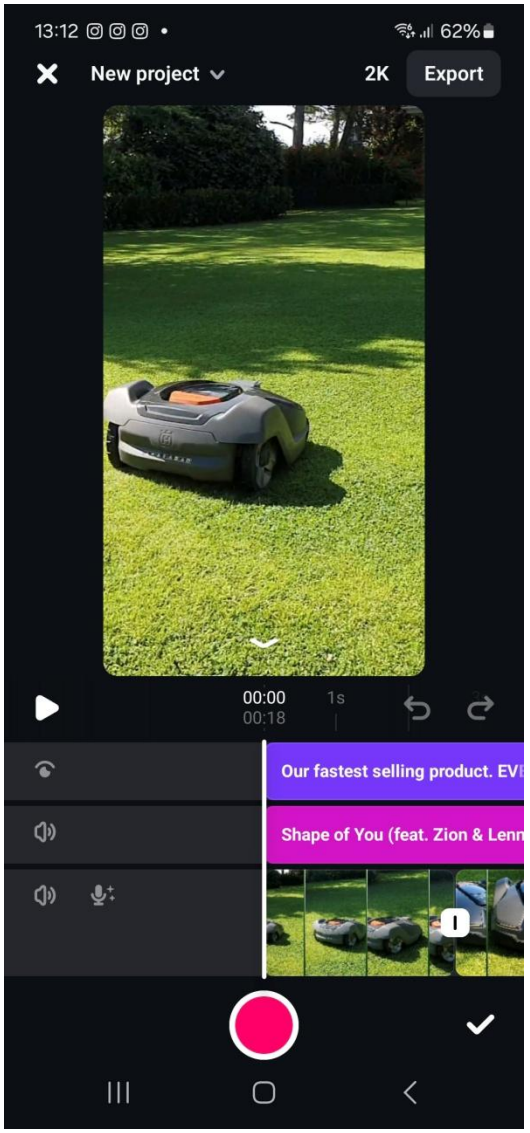
To add a Voiceover

Tap on the icon for Voice

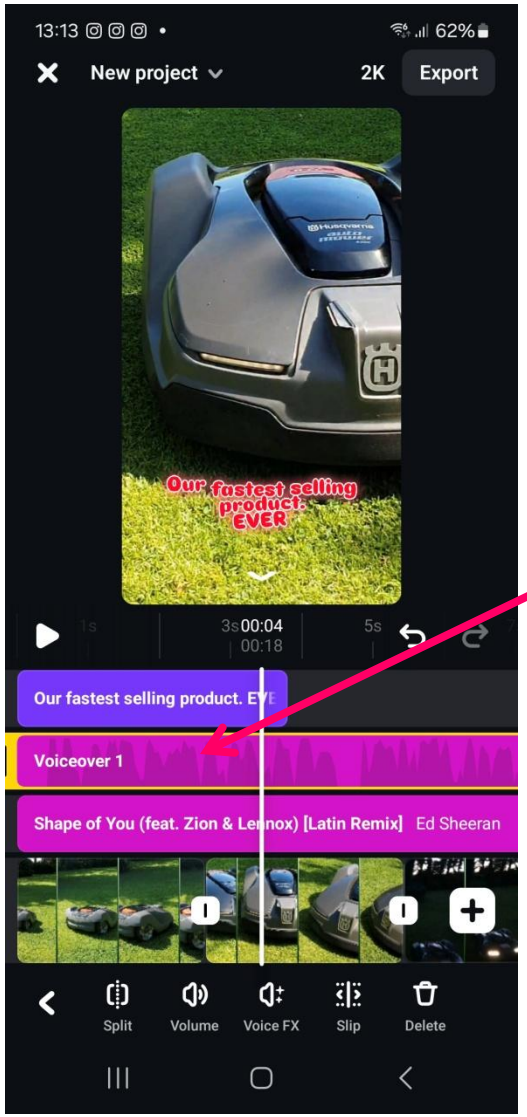
Then tap on the red record button

Then speak into your phone and tap the button to stop recording

Your voice over will now be on the timeline



Demo 1 : How to edit a video (multiple clips plus voiceover)



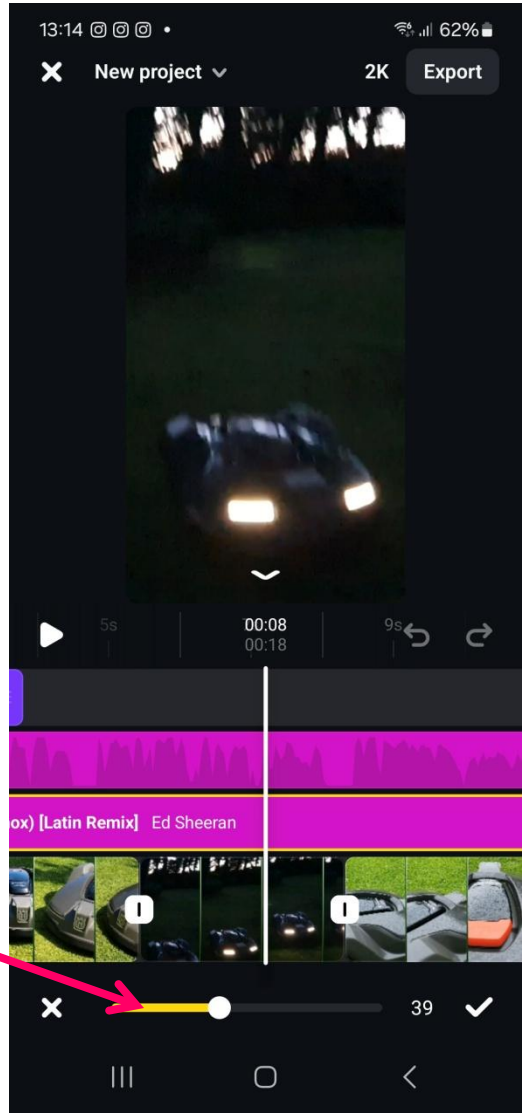
To add a Voiceover

Your voice over will now be on the Timeline

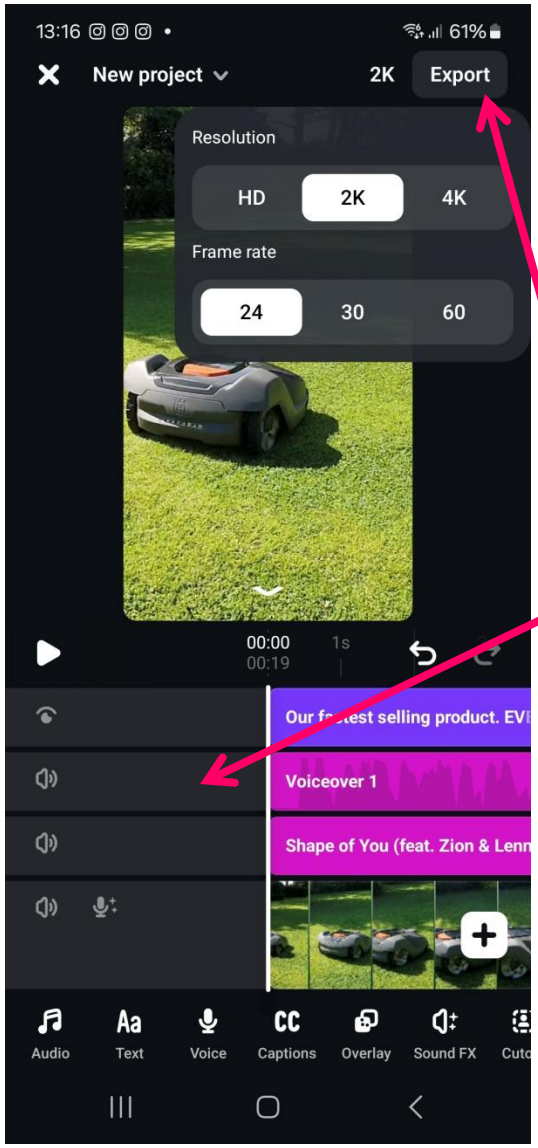
When you tap play the music will sound too loud. You now need to reduce the volume of the music

Tap on the voiceover track on the timeline to select it

Then drag the volume slider to the left to reduce the volume until you get to the point where you can clearly hear the voiceover



Demo 1 : How to edit a video (multiple clips plus voiceover)



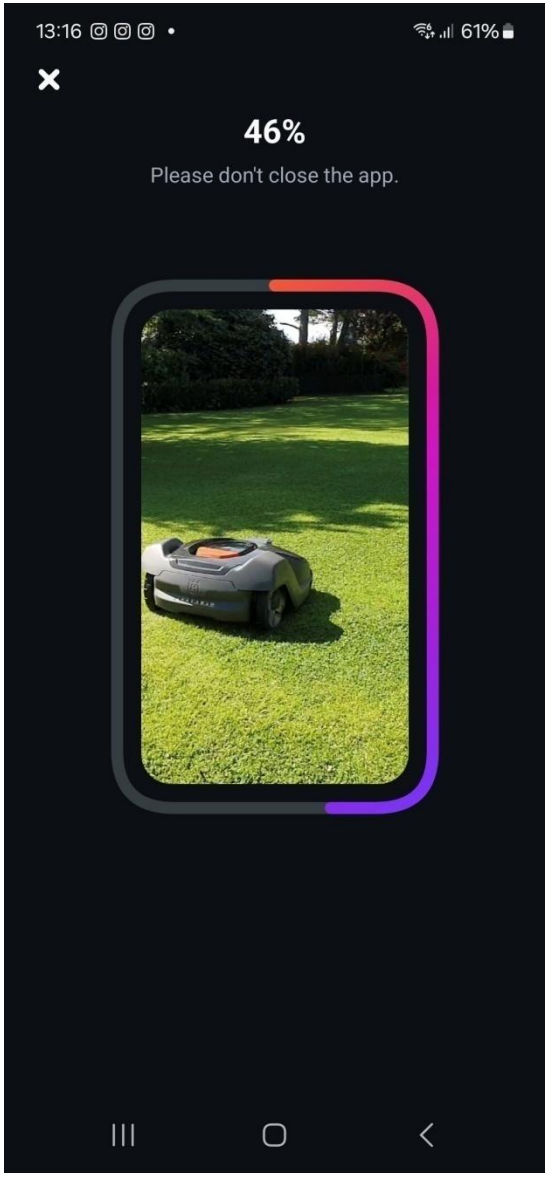
To export your video

When you want to export your video you can tap on 2K and choose your Resolution

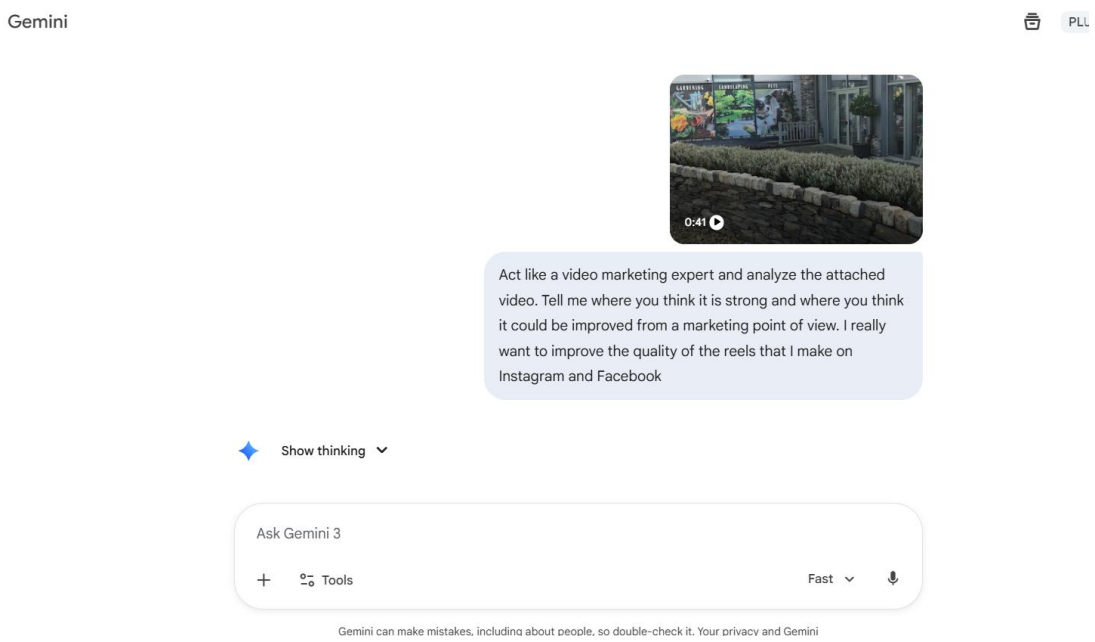
2k and 30 FPS is a good choice

Then tap on Export

Your video will now export and you will find it in a folder called “edits” in your gallery



AI – download Gemini app and ask it to analyse your Reel / marketing video and give you advice on how to improve it



Download the Gemini app to your phone from the app store or play store

Click the + icon next to the prompt

Select file

Attach your video

Write your prompt e.g.

Act like a video marketing expert and analyse the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook

Max video length 5 mins
Max video file size – 2 gig

What We Will Cover

About the app
•How to get it?

Overview of the main navigation
•Overview of the menu in the editor

Demo 1 : How to edit a video (multiple clips plus voiceover)

How Edits is integrated with Instagram and how to post your Reel

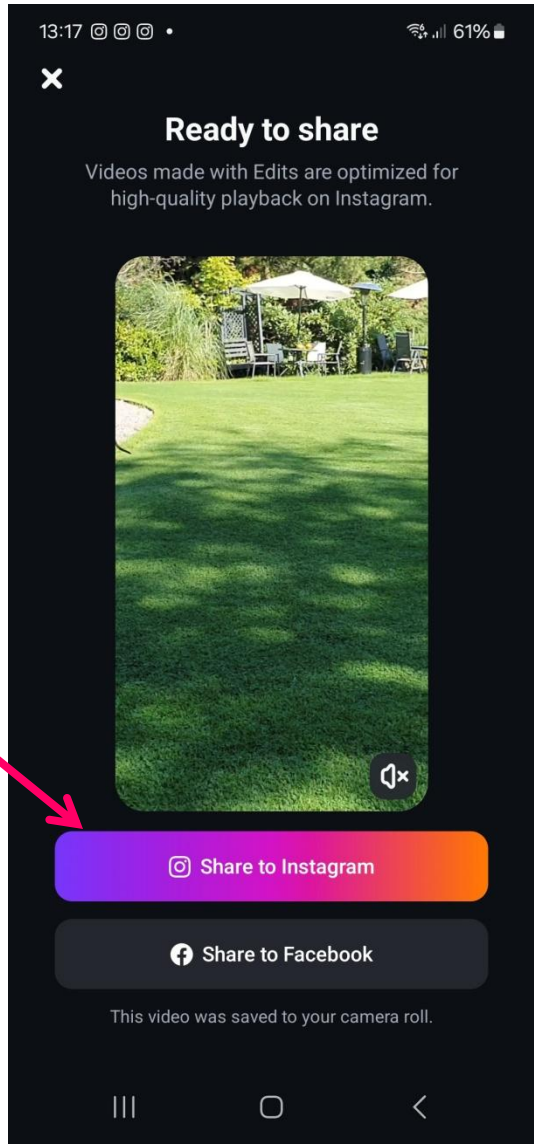
Demo 2: How to edit a video where someone is speaking to camera

Video equipment

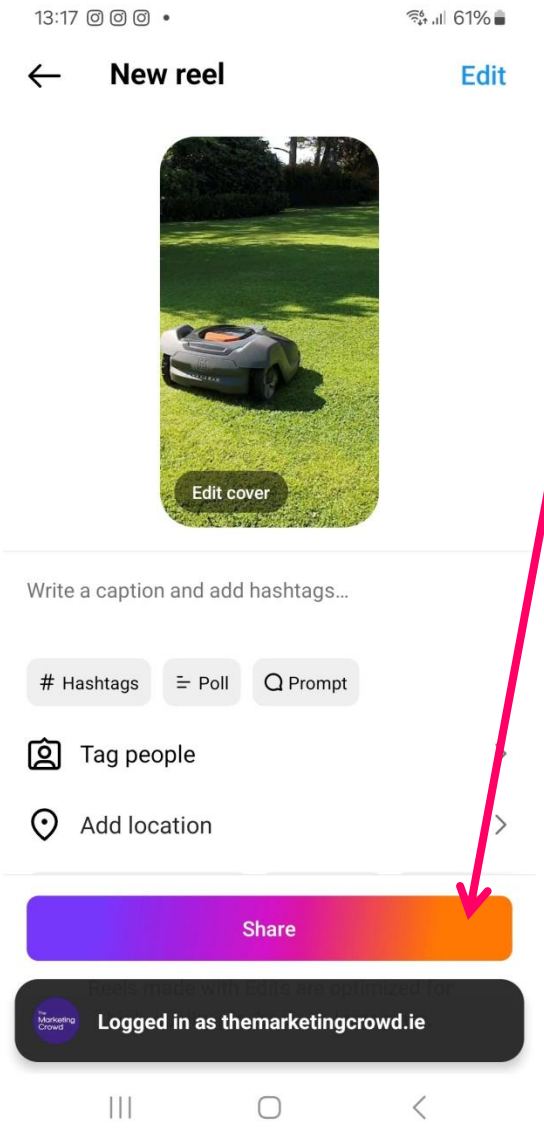
How Edits is integrated with Instagram and how to post your Reel



- When you export your video it will save it to your gallery
- However, it also gives you the option to share to Instagram or Facebook
- Tap share to Instagram



How Edits is integrated with Instagram and how to post your Reel



- It then takes you to a page that is the same as when you are normally sending out a Reel
- You can change / choose a cover image
- Type your caption including hashtags
- Tag people, add location etc
- Then Tap share

What We Will Cover

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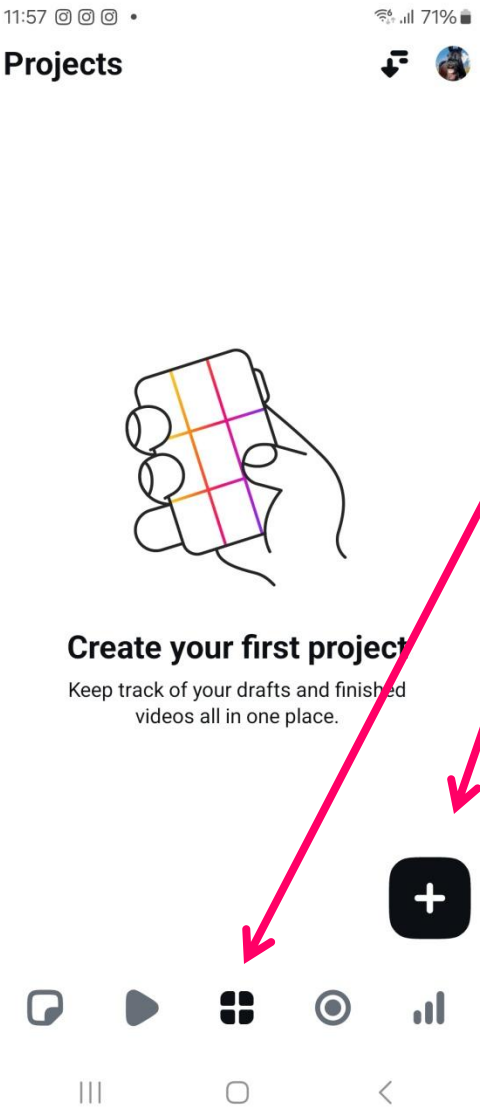
Demo 1 : How to edit a video (multiple clips plus voiceover)

How Edits is integrated with Instagram and how to post your Reel

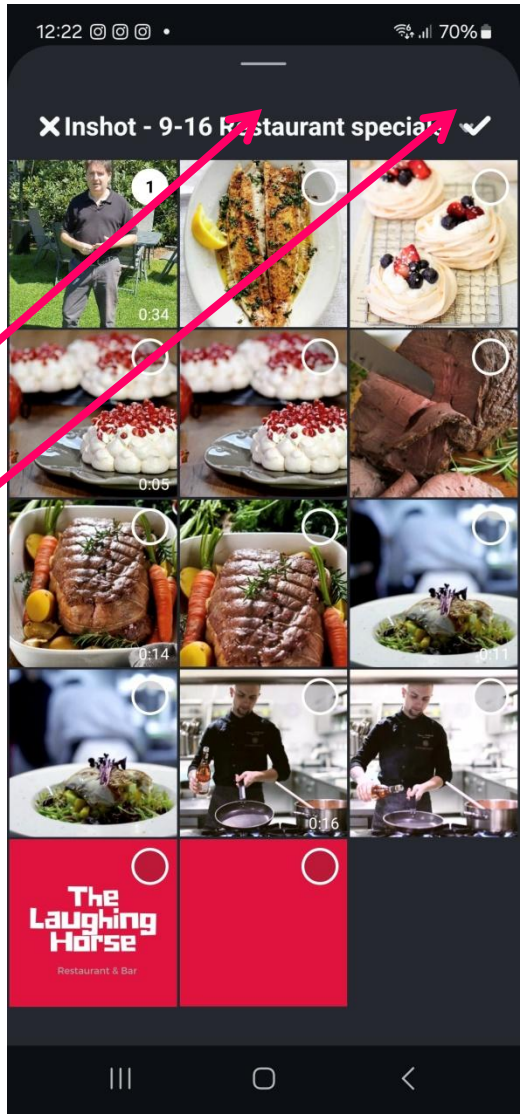
Demo 2: How to edit a video where someone is speaking to camera

Video equipment

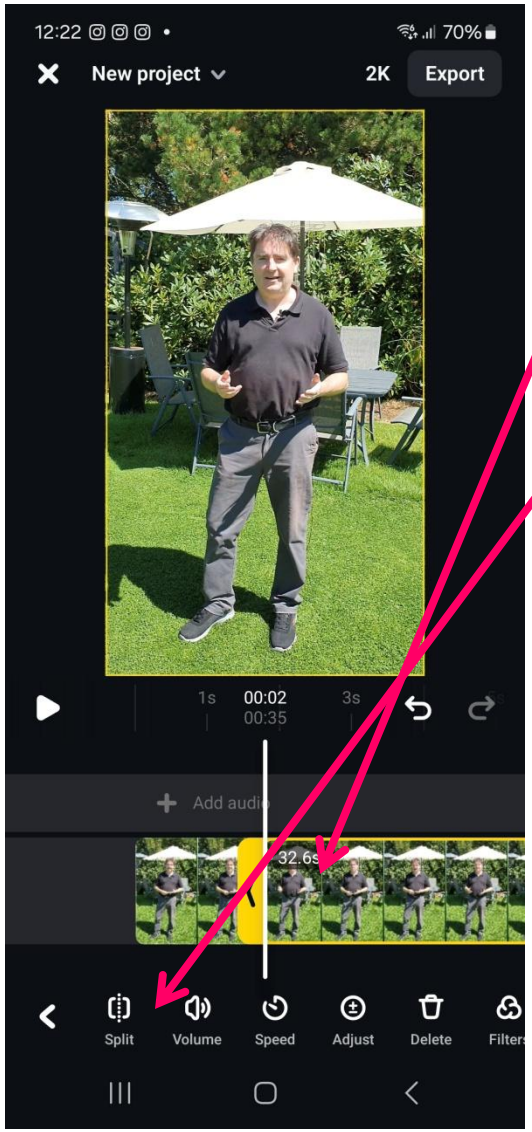
Demo 2 : How to edit a video (Someone speaking to camera)



- Tap the 4 squares icon. This is where you got to edit a video
- To edit a video simply tap on the + symbol for New Project
- Find the clips or album on your phone
- Select the clip you want to start the video with
- Tap the tick top right

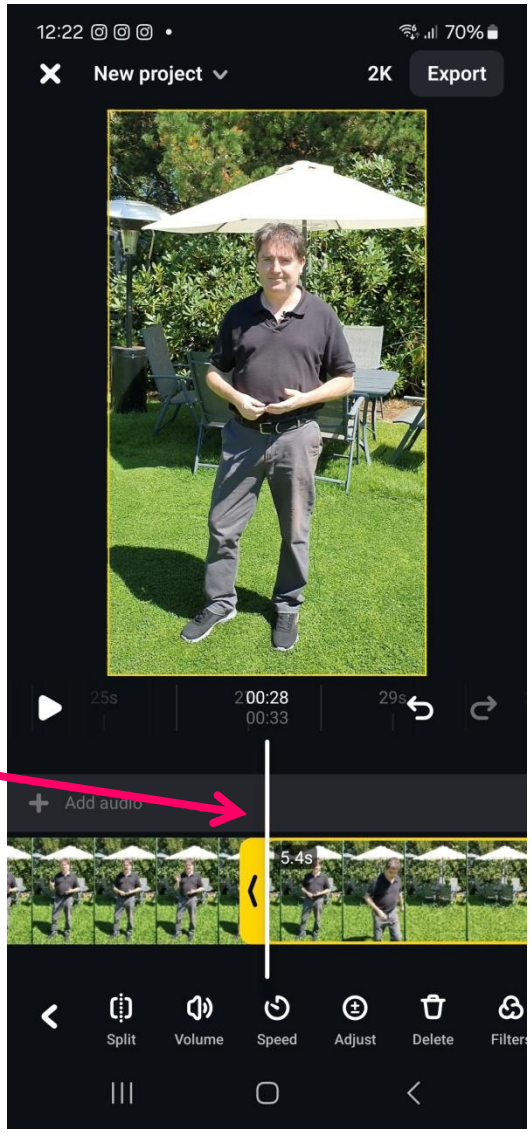


Demo 2 : How to edit a video (Someone speaking to camera)

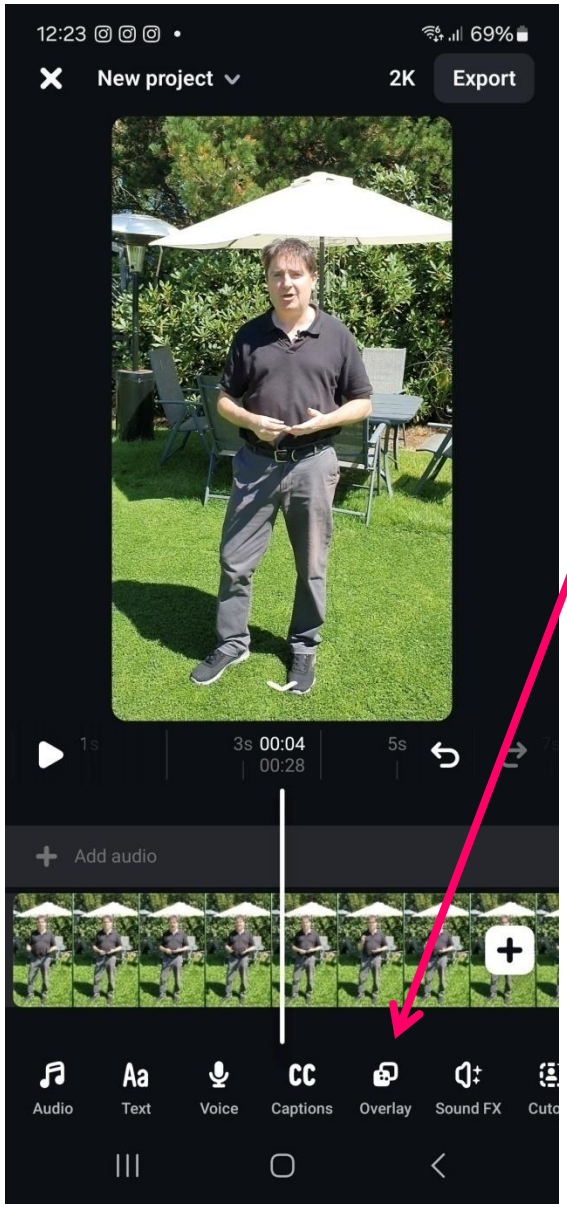


- Your clip is now on the timeline
- Tap play and pause to choose the part where you want to split the clip
- To get the split option tap on the clip and then tap split to cut the clip where the white line is
- Then tap on the part of the clip you want to delete and then tap delete to delete it

Repeat this split and delete process to remove the parts of the clip you don't want



Demo 2 : How to edit a video (Someone speaking to camera)



To overlay footage on top of your video

Play and then pause at the point where you would like to overlay footage

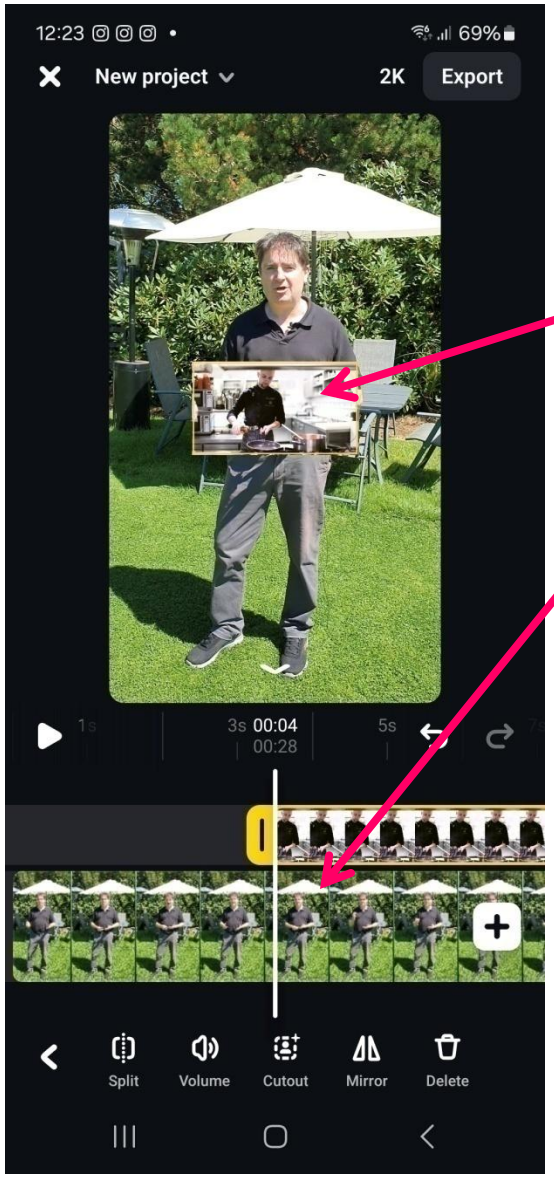
Tap on Overlay in the bottom menu

Find the footage / video that you want to overlay. Tap to select

Then tap the tick top right



Demo 2 : How to edit a video (Someone speaking to camera)



To overlay footage on top of your video

The video now appears on top of your main video.

You can pinch it with 2 fingers to expand it to completely cover the main video

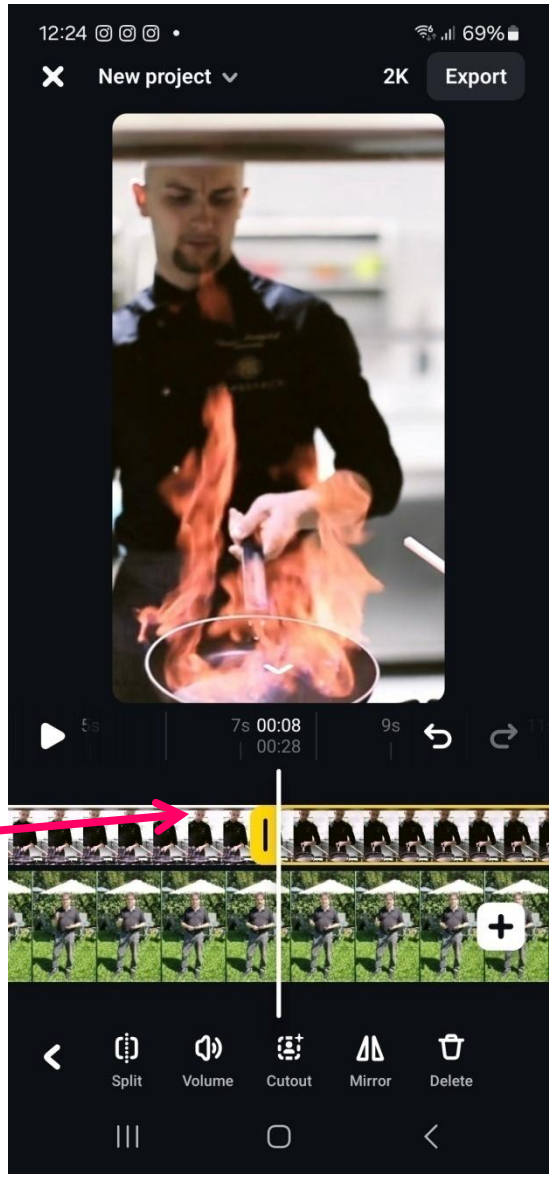
On the timeline the video appears Above the main video

Press play and pause where you want the footage to end

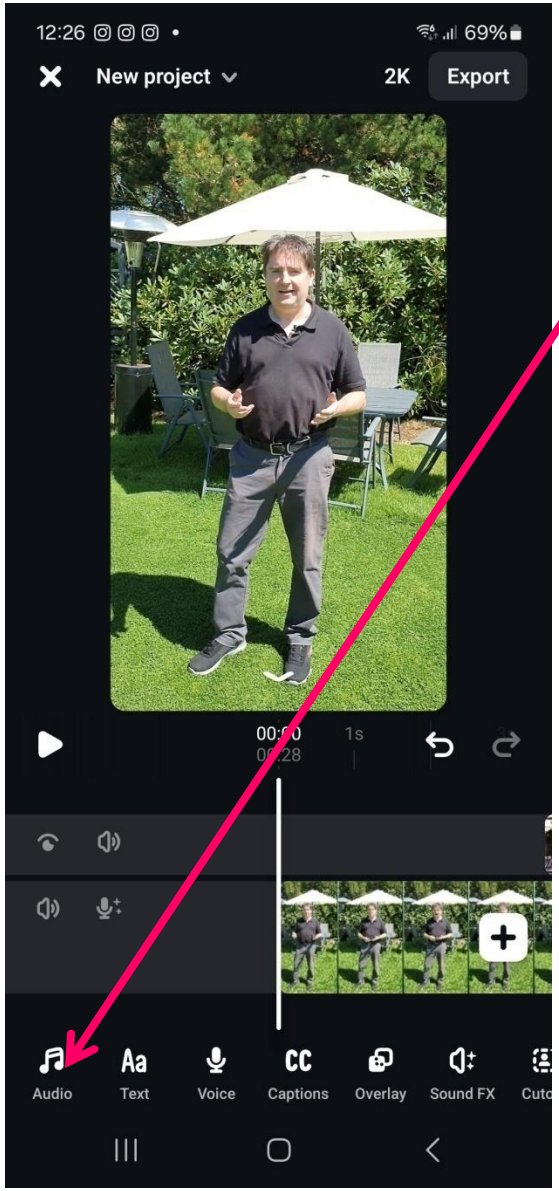
Tap on the footage clip on the timeline

Then tap split and delete

Repeat this process for other footage clips you want to add



Demo 2 : How to edit a video (Someone speaking to camera)



To add music

Tap on the music symbol

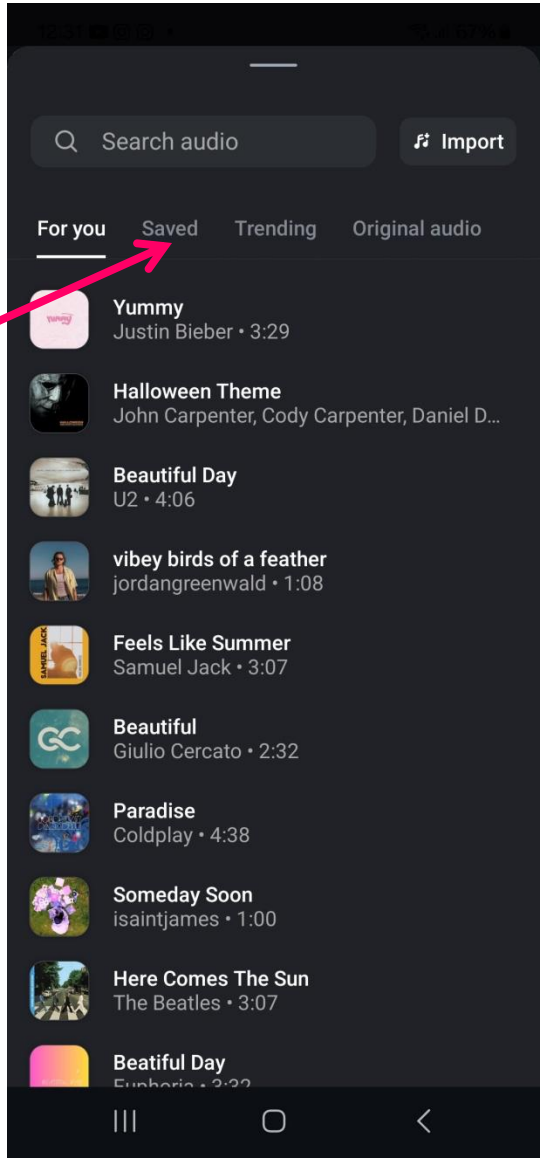
You can then search through their library of music which includes copyright music if you have a creator account.

You can also find your saved music tracks (from Instagram) and also trending music

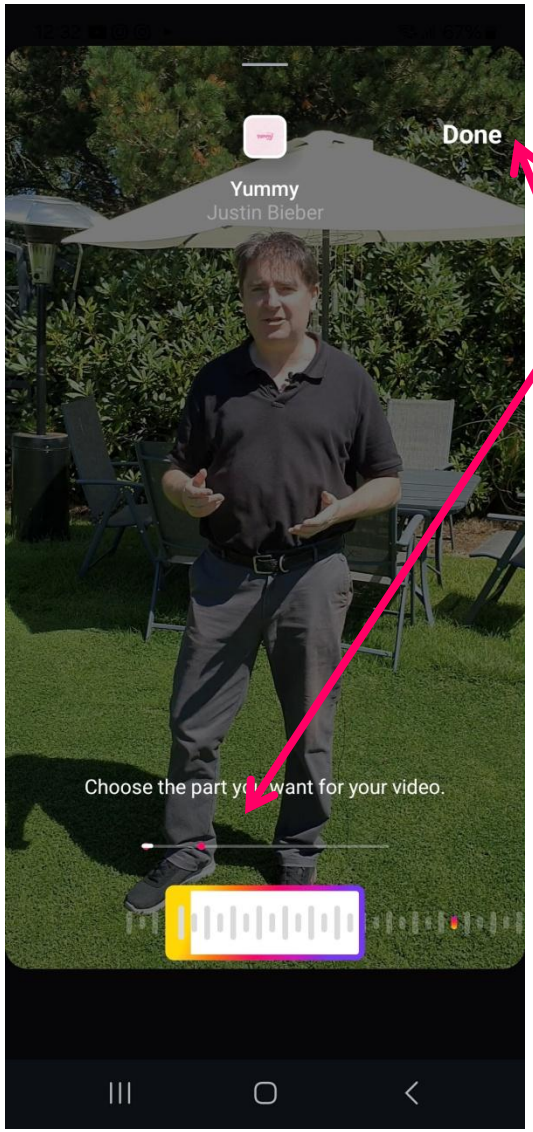
You can also tap import and then select a video from your phone that has music on it. It will extract the Audio

Tap on the music icon to listen to it

Tap on the name to select it



Demo 2 : How to edit a video (Someone speaking to camera)



To add music

You can then choose which part of the music you want to use, just like you would when creating a Reel in the Instagram app

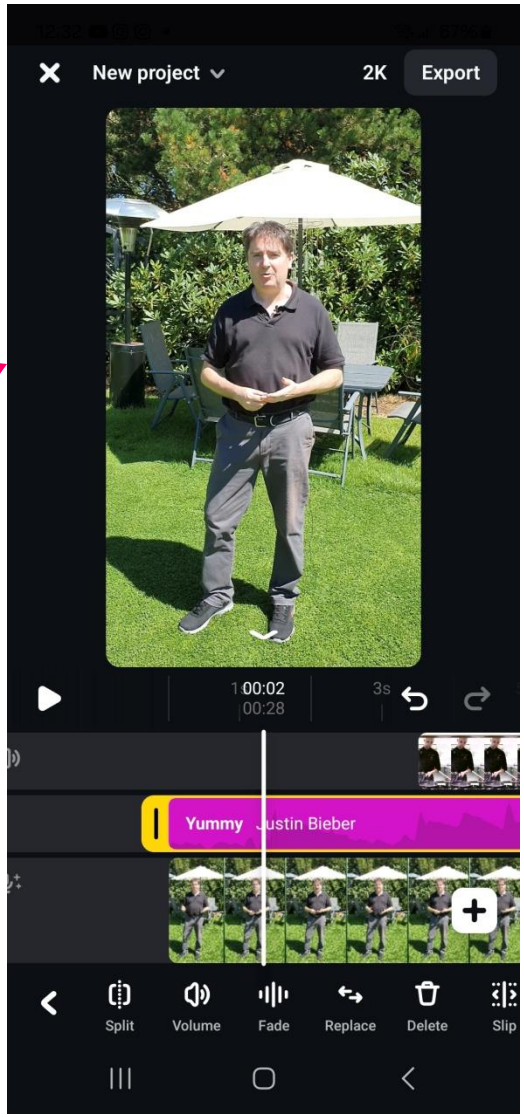
Then tap done

The music is now added to the video

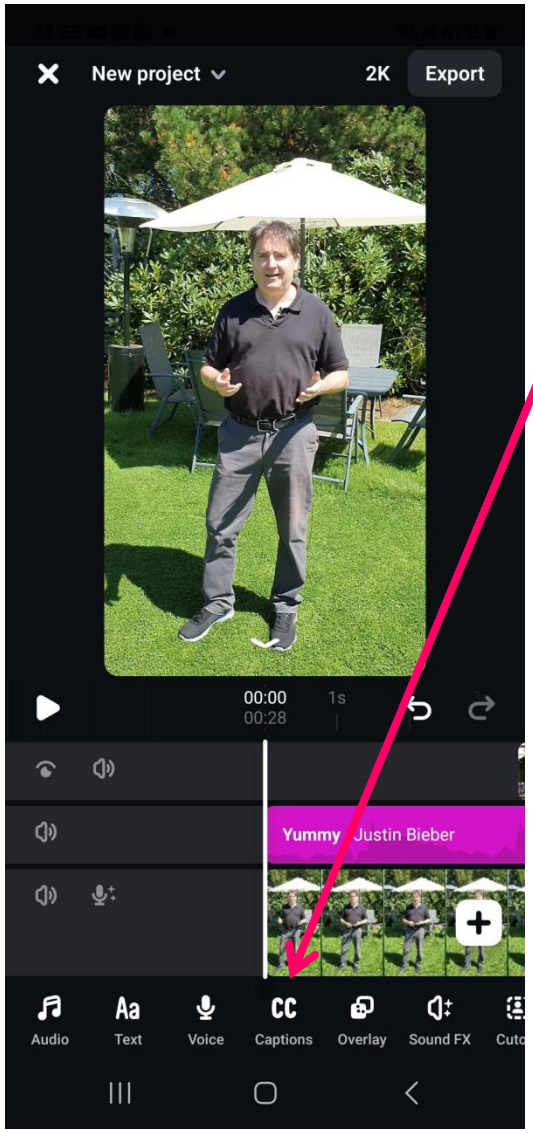
In the editing timeline tap the music line

Then tap volume and reduce the volume of the music to ensure you can hear the person speaking

Then tap on Fade/
Then fade out the music



Demo 2 : How to edit a video (Someone speaking to camera)



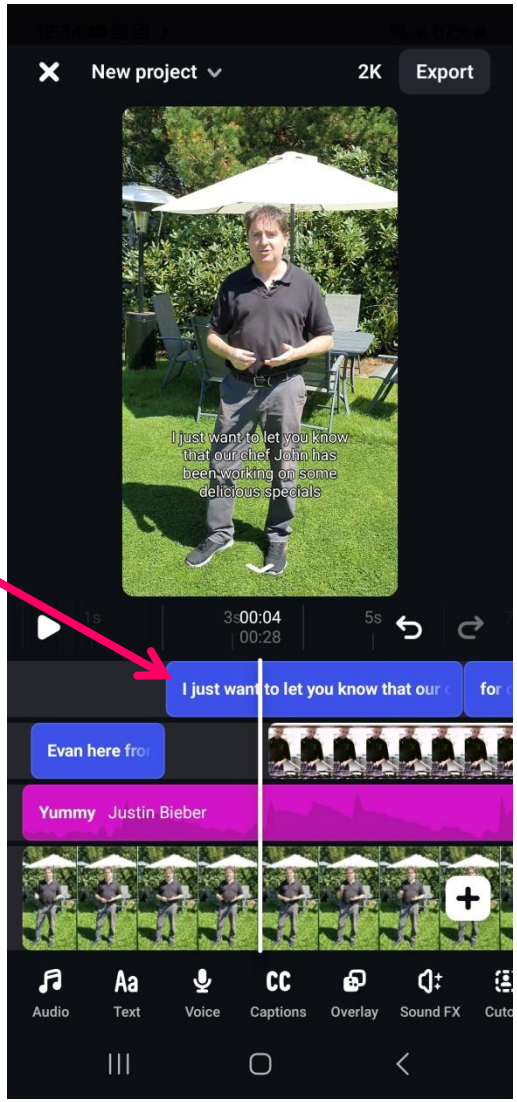
To add captions

Tap on captions

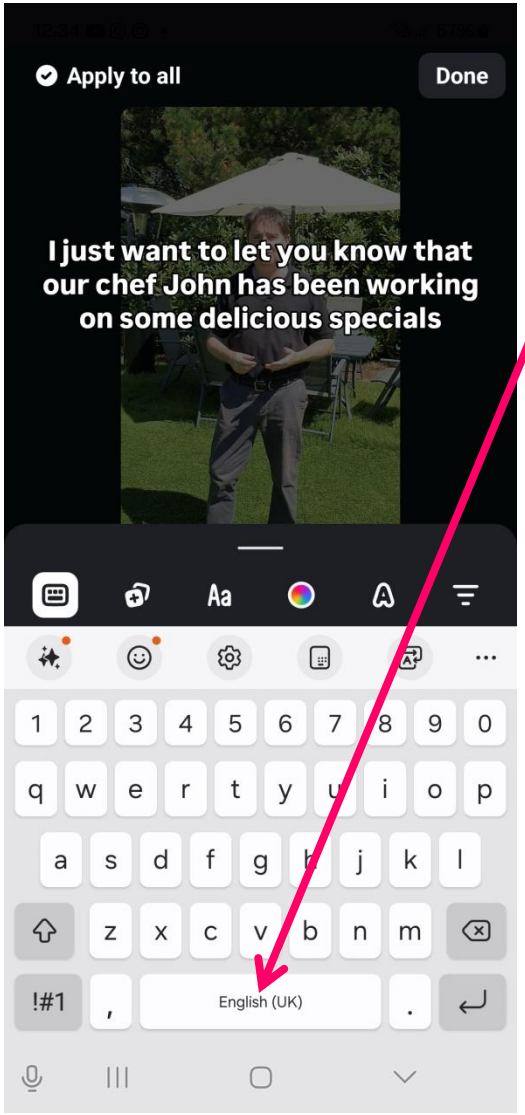
It will then generate the captions

You now need to proof read them.

Tap on any of the text boxes. You can then edit the text in that box



Demo 2 : How to edit a video (Someone speaking to camera)

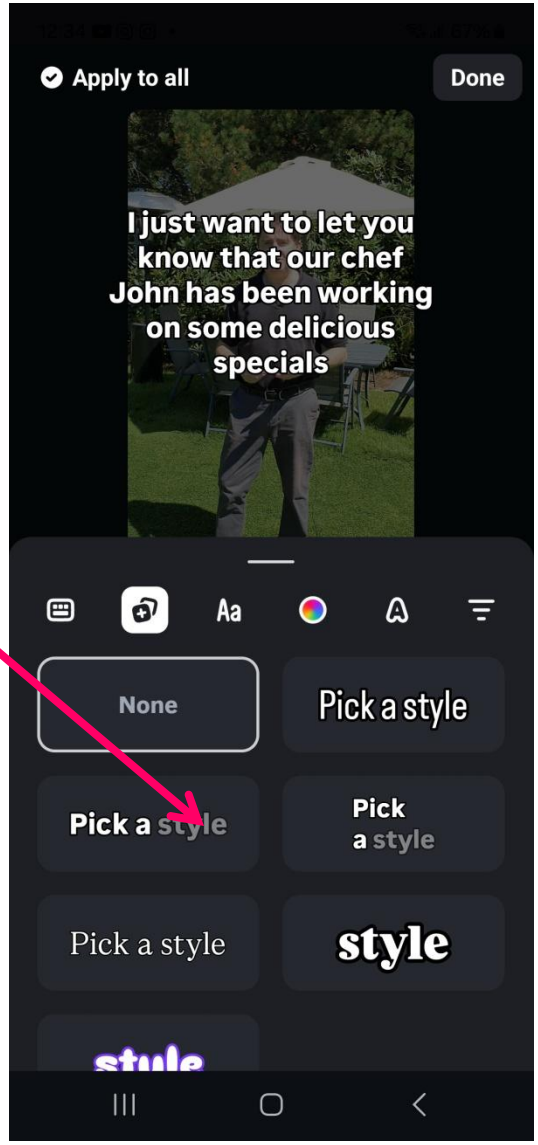


To add captions

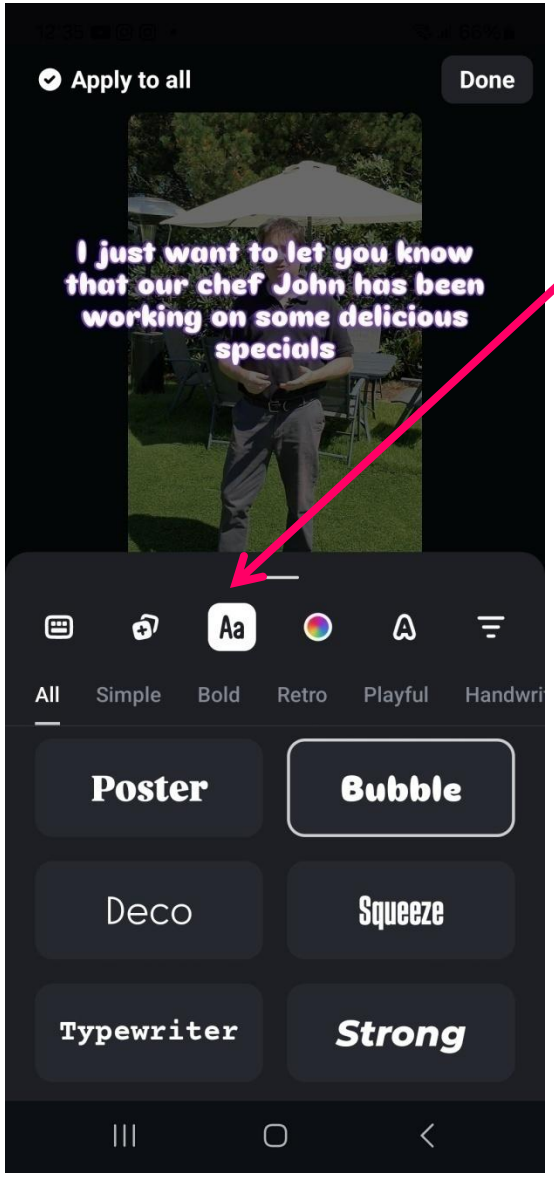
You will see a menu to manipulate how your captions look

The keyboard symbol – tap to edit your text

This icon – it allows you to choose the style of your captions. Tap on each to preview how it looks



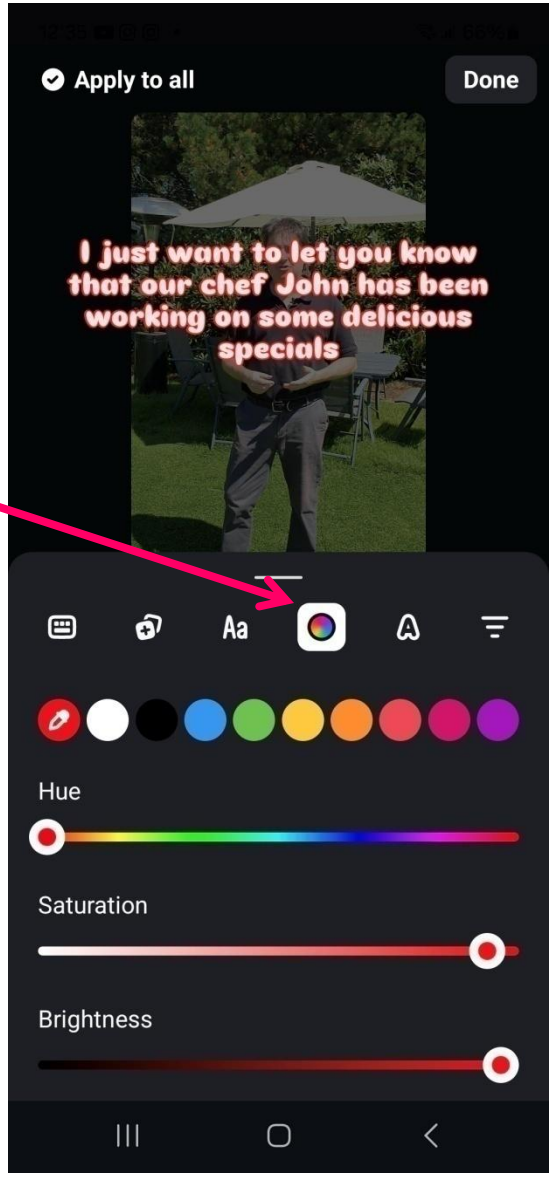
Demo 2 : How to edit a video (Someone speaking to camera)



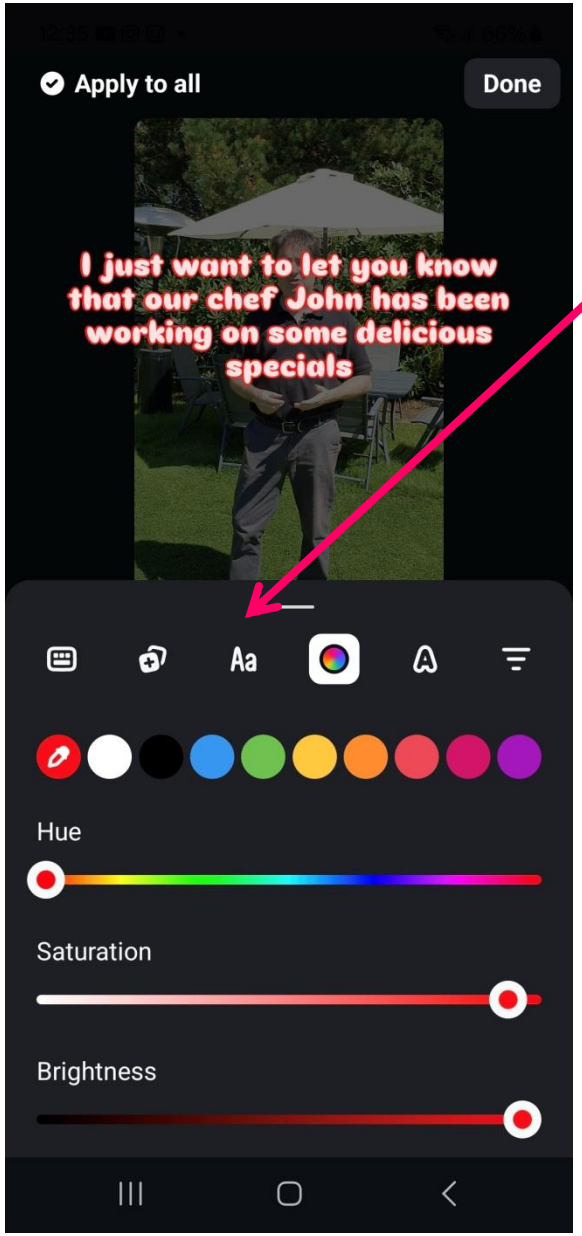
To add captions

Aa symbol – this allows you to choose a different font

The colour wheel – change the colour of your text



Demo 2 : How to edit a video (Someone speaking to camera)

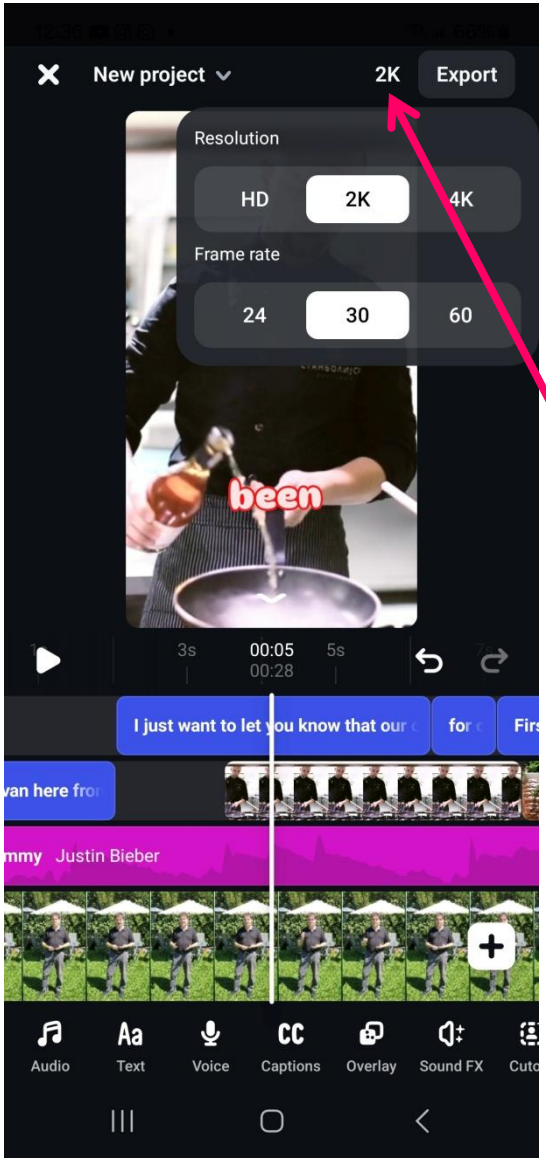


To add captions

This A symbol – you can apply an outline to your text

When you are happy, tap on done on the top right

Demo 2 : How to edit a video (Someone speaking to camera)



To export your video

When you want to export your video you can tap on 2K and choose your Resolution

2k and 30 FPS is a good choice

Then tap on Export

Your video will now export and you will find it in a folder called “edits” in your gallery



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How Edits is integrated with Instagram and how to post your Reel

Demo 2: How to edit a video where someone is speaking to camera

How Edits compares to using the Instagram app to make Reels

Video equipment

Option 1: 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 2: 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

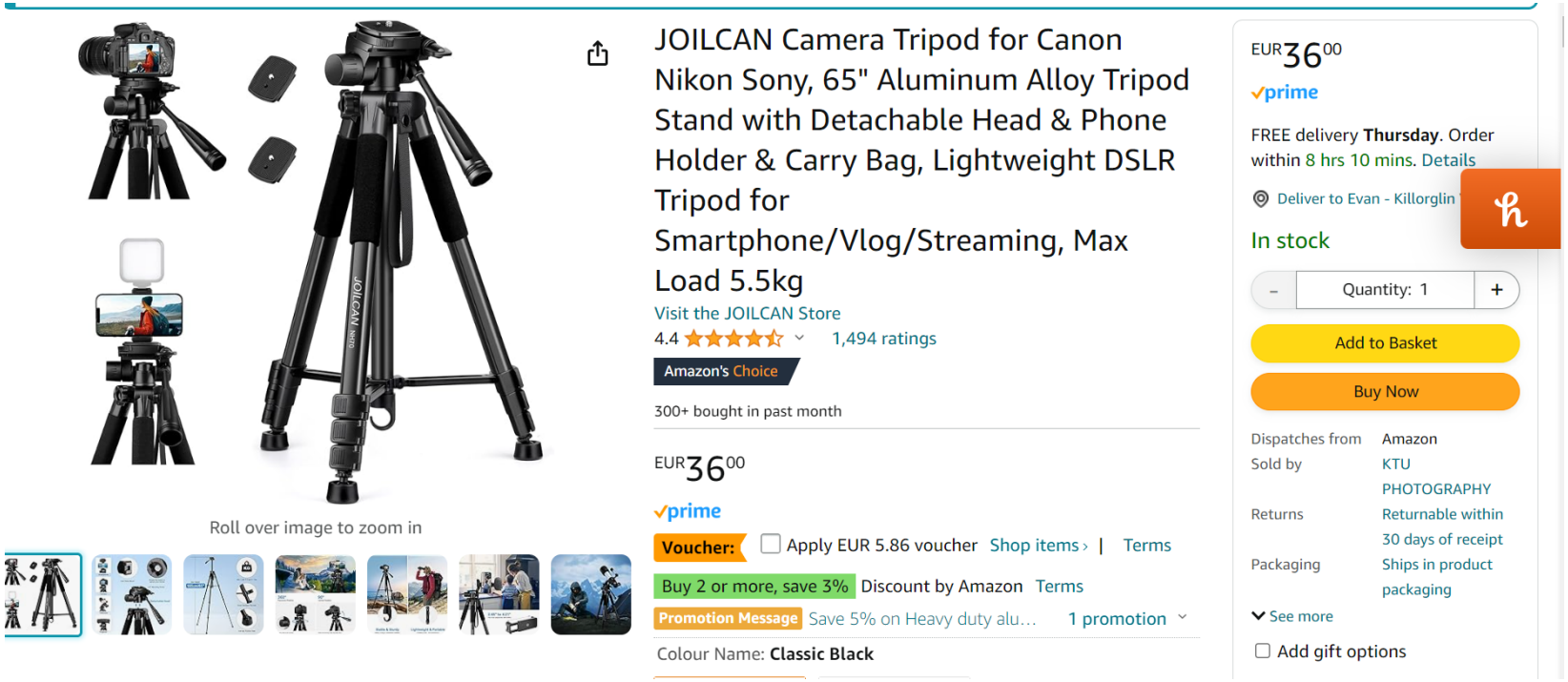


Watch a video demo
https://www.youtube.com/watch?v=o6F0IZzmnX4

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

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

Lights

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

Cost: Approx €35



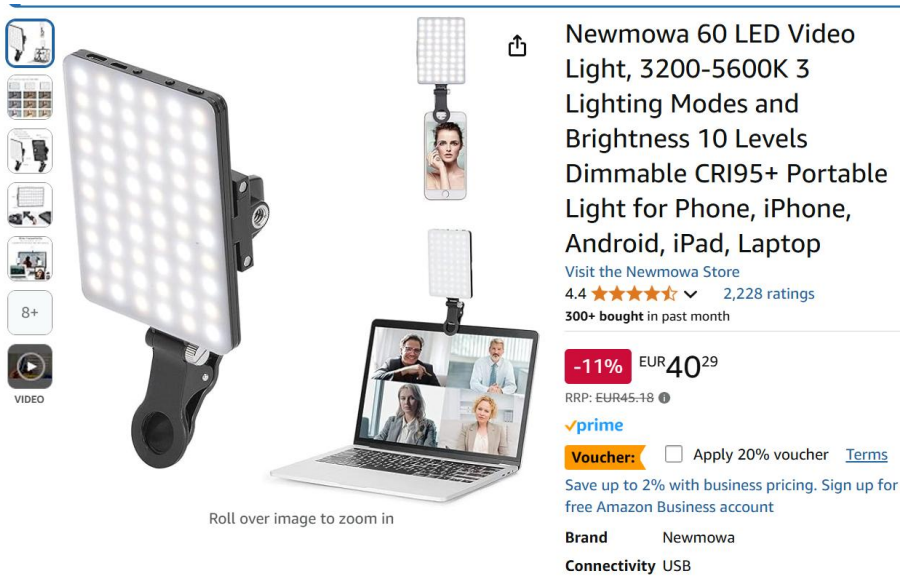
amazon

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

Lights

- A great small portable light if you are walking around and need the scene lit.

Cost: Approx €40



amazon

https://www.amazon.co.uk/dp/B08BLCJ43C?ref_=ppx_hzsearch_conn_dt_b_fed_asin_title_4

What We Will Cover

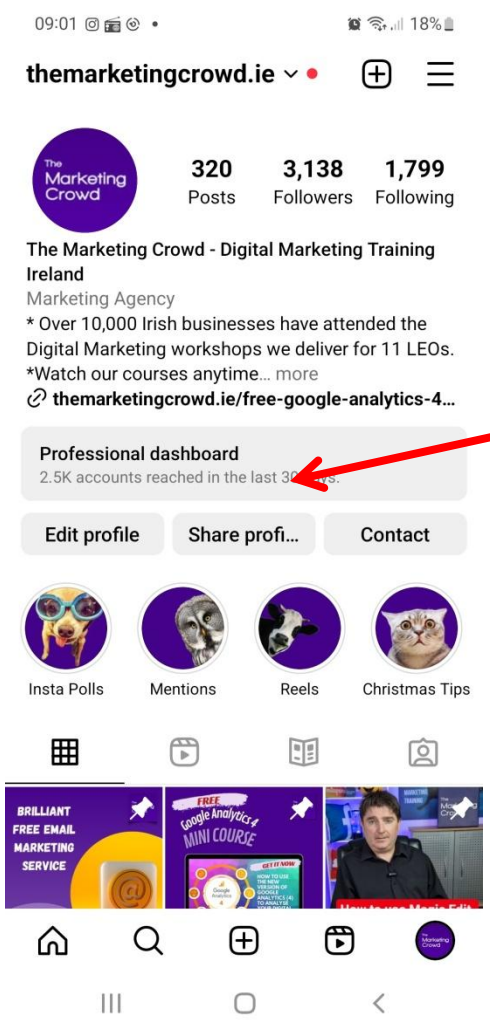
1. What are Instagram Reels?
   - Why businesses are seeing significantly more reach and engagement with Reels

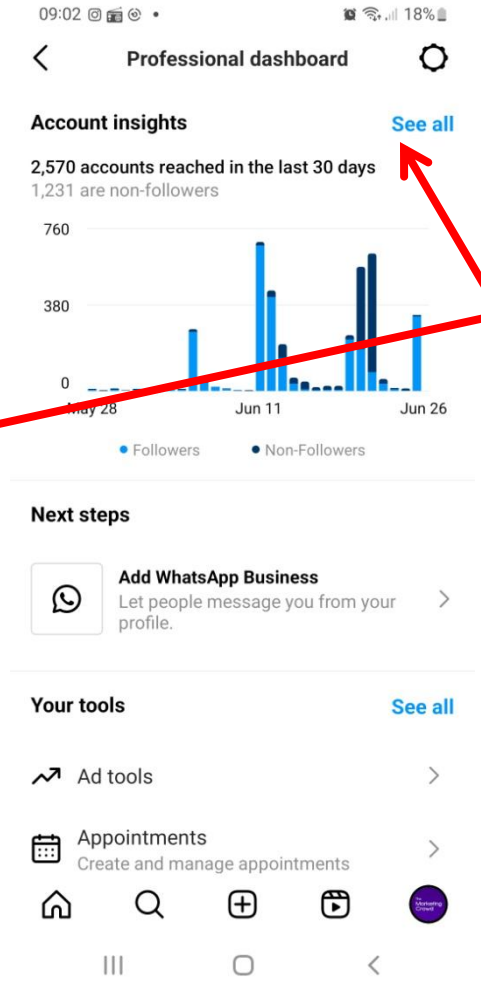
2. Finding examples of Reels and great music
   - How to find examples of Reels for your industry or by similar businesses to yours
   - How to ensure you get the full music library
   - How to save and use music from other Reels that you like

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

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

How to check the reach of your Reels on Instagram

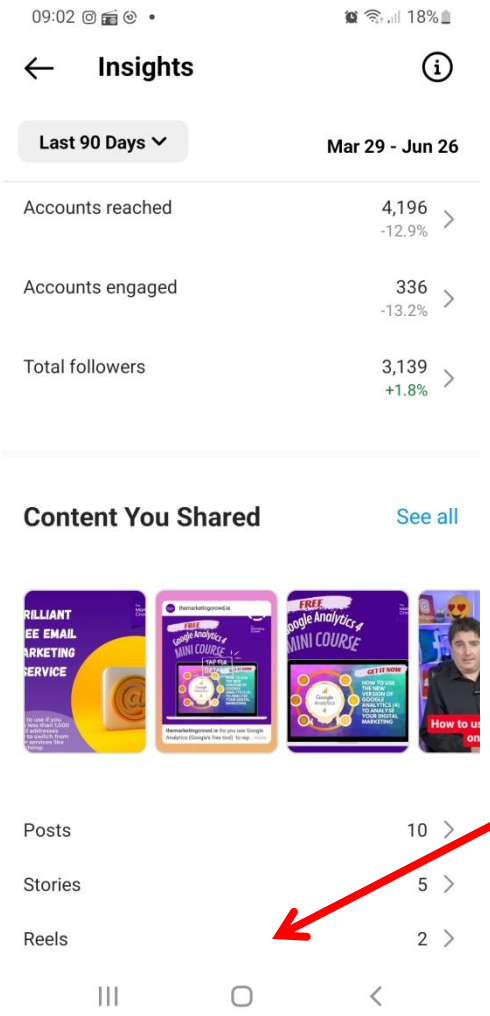




To view the reach of your recent posts

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

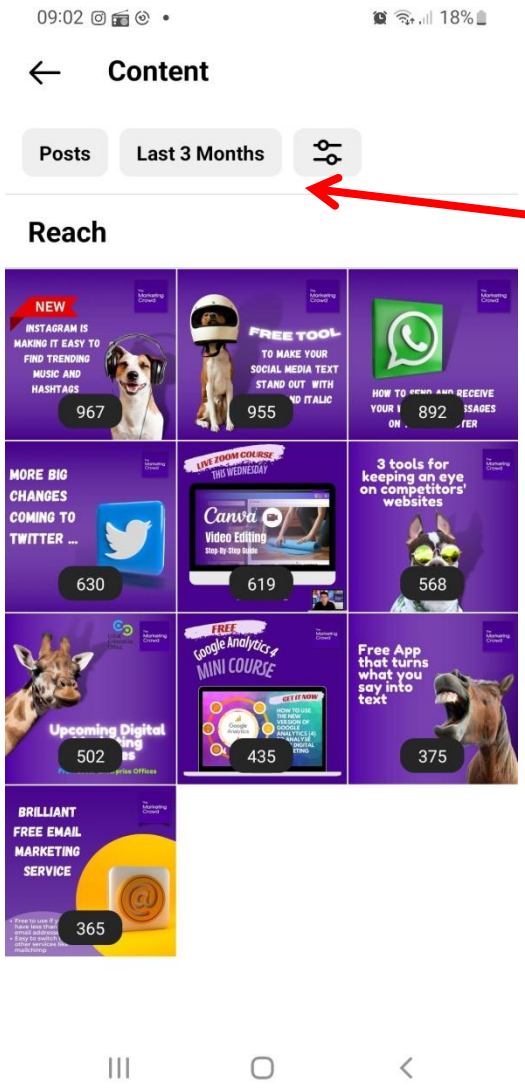


If you can identify your best and worst performing Reels in terms of engagement you can then ask yourself
What was it about the ones that did well.

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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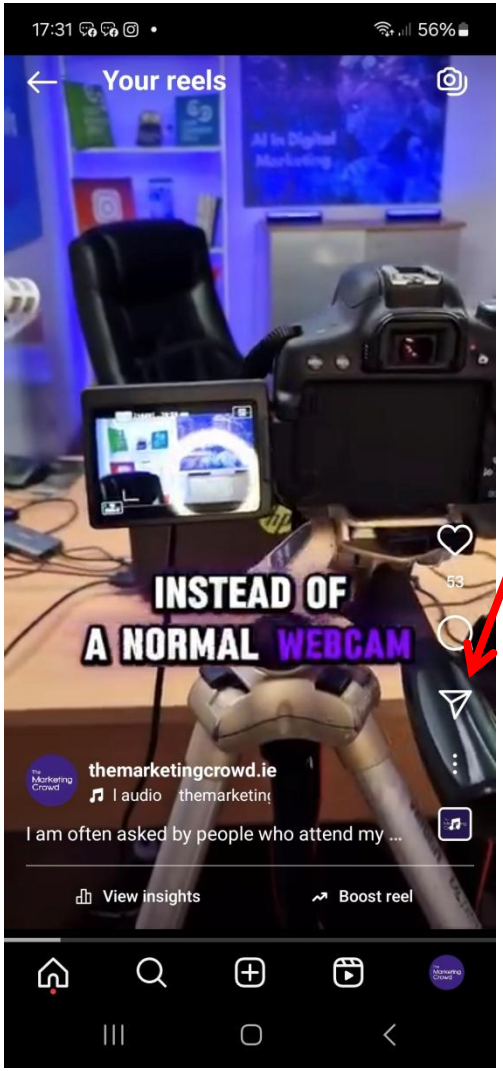
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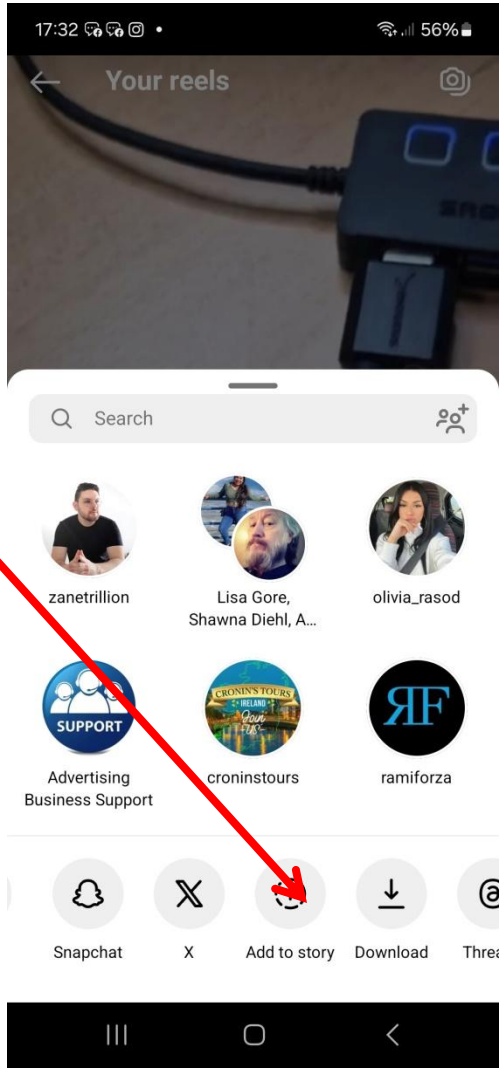
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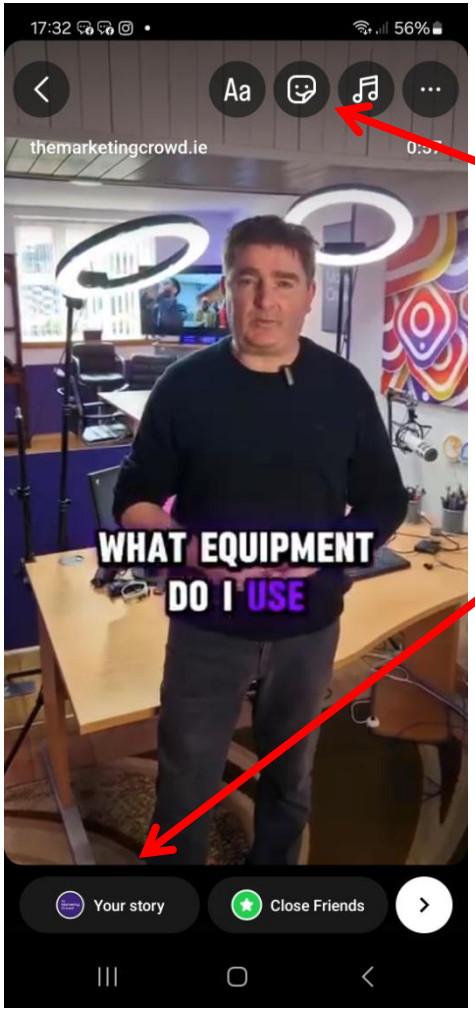
Find your Reel

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