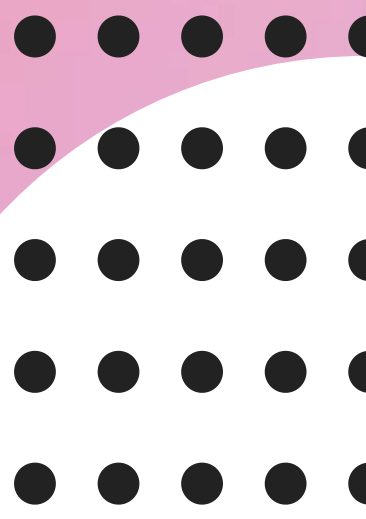
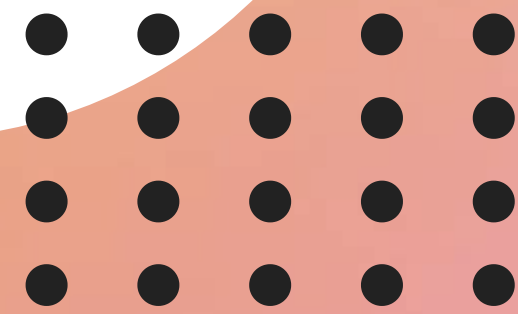


Let's Chat Instagram Reels



HALEE SPRINKLE
CZECH YOURSELF MARKETING
NOV. 19 • 6PM



Today's Line Up

- About Me
- Let's Get REEL Basic
- Toolbox
- Create & Edit
- Tips
- Resources
- Q&A



ABOUT **me**

WIFE, MOM, CATMOM,
TRAVELER, ENTREPRENEUR,
MARKETING ALCHEMIST,
CONNECTOR



Let's Get REEL Basic



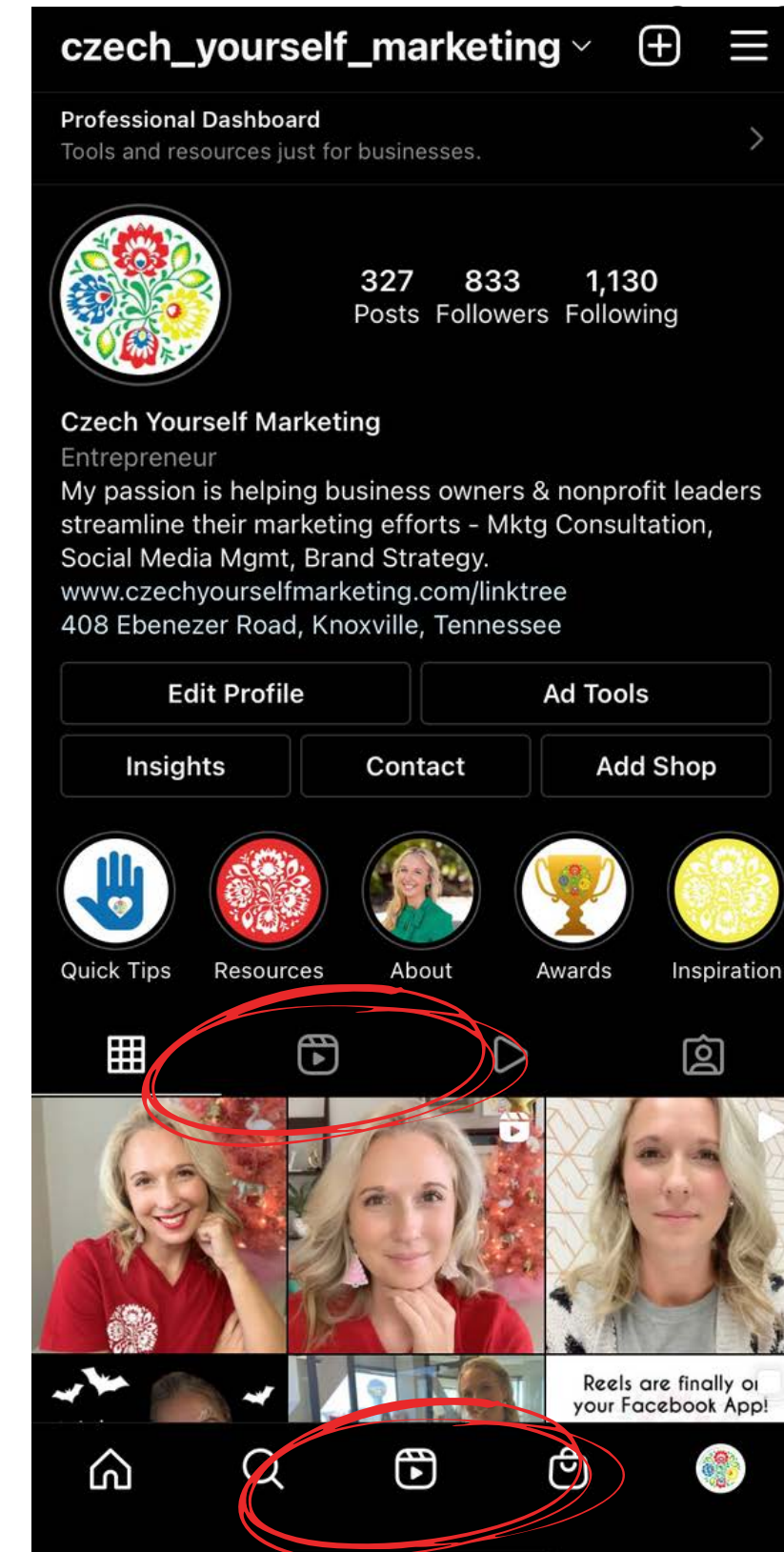
This is the "Reels" Icon:



Home Screen

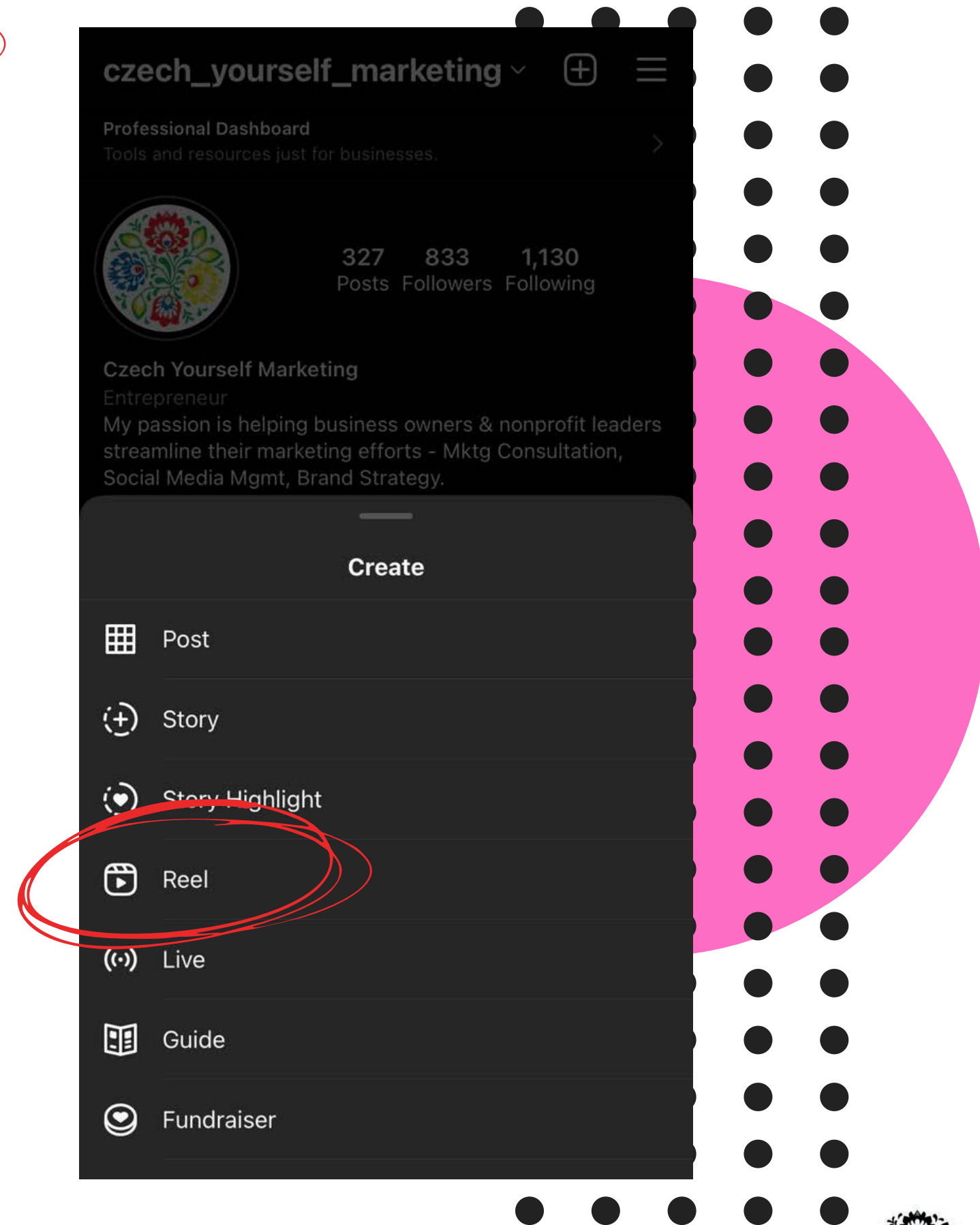
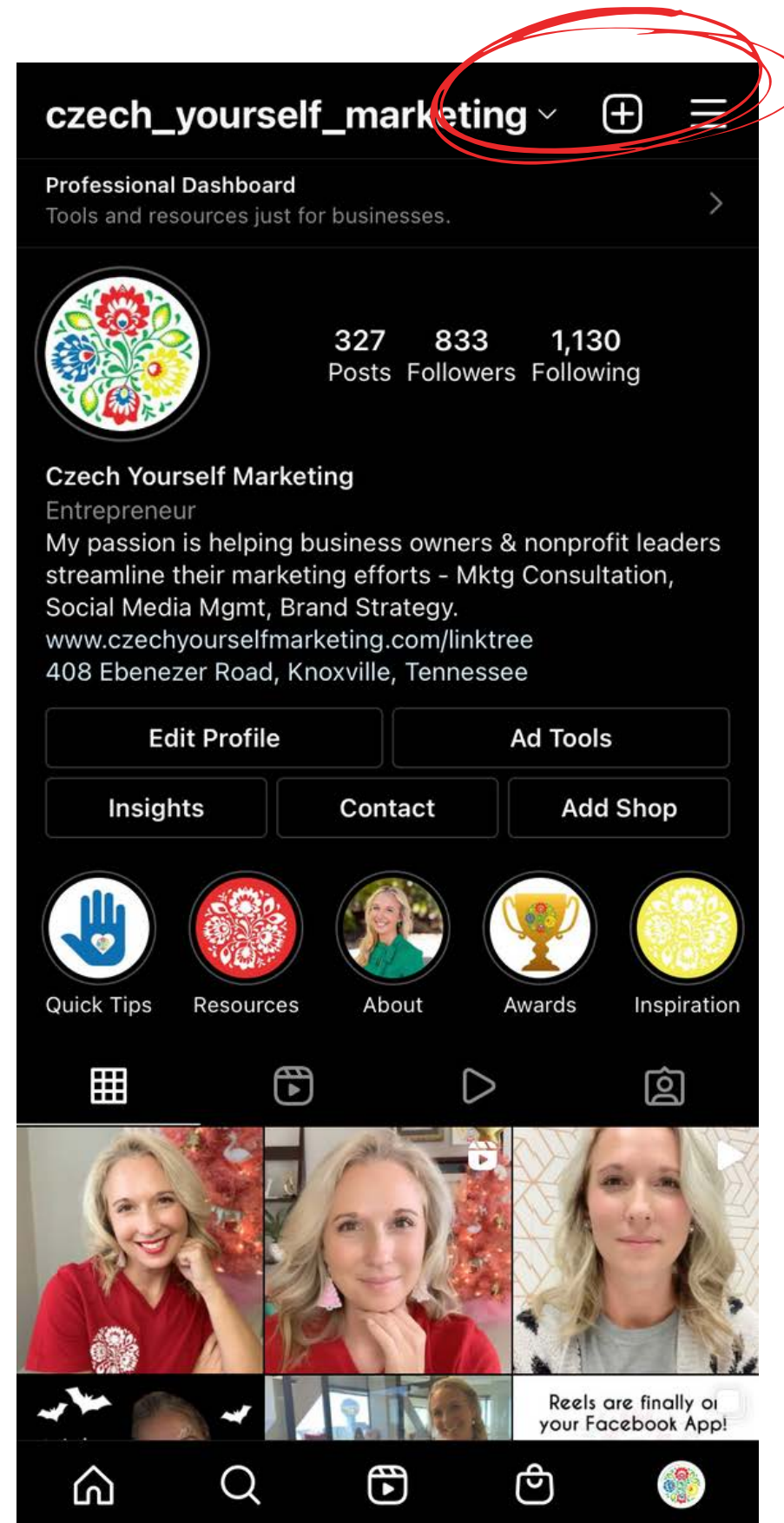


Your Page



Ready to
Create?
Here's where
to start.

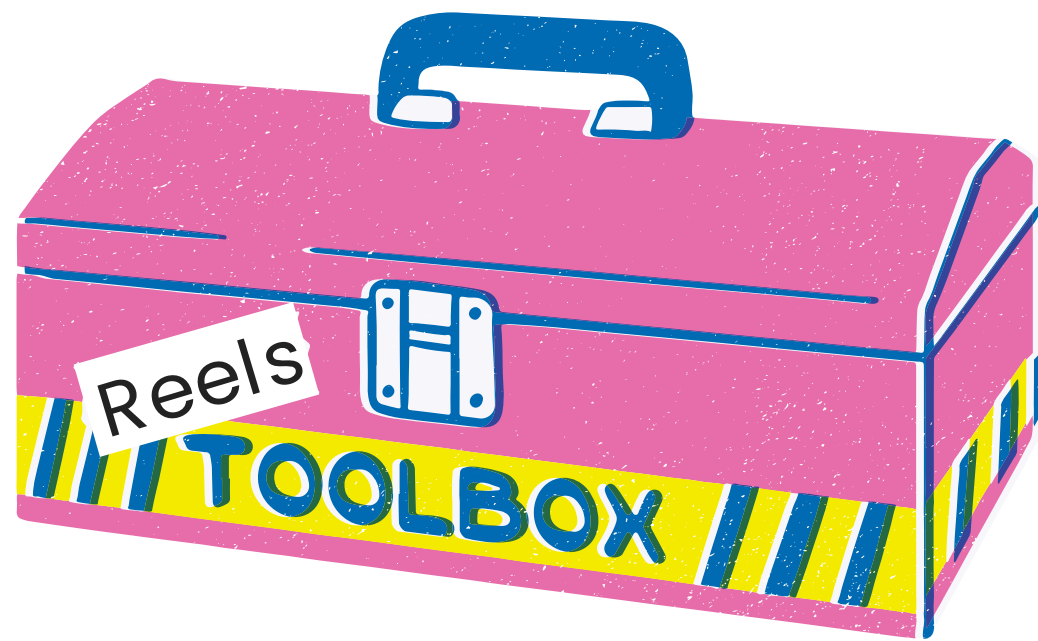
- Plus sign in upper right corner
- Choose Reel



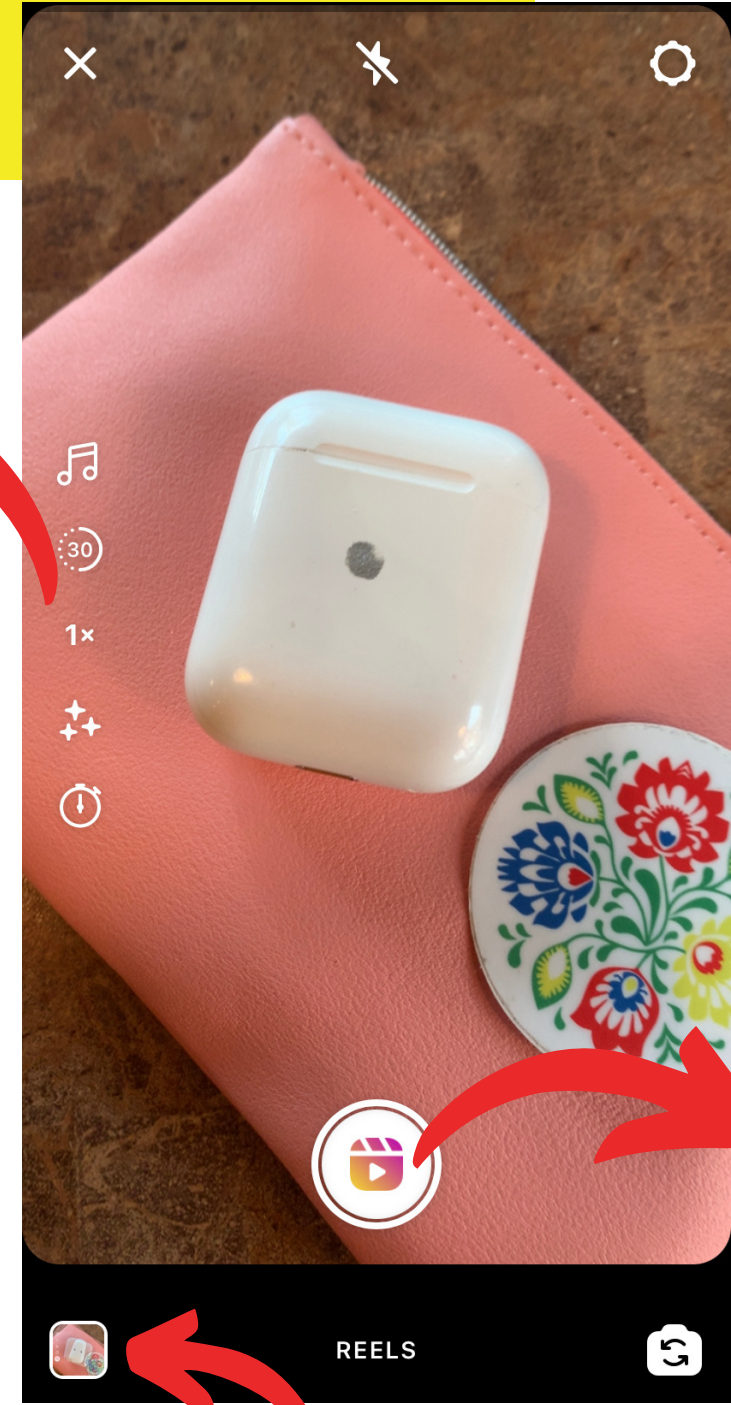
TOOLBOX



TOOLBOX




Audio
Length
Speed
Effects
Timer

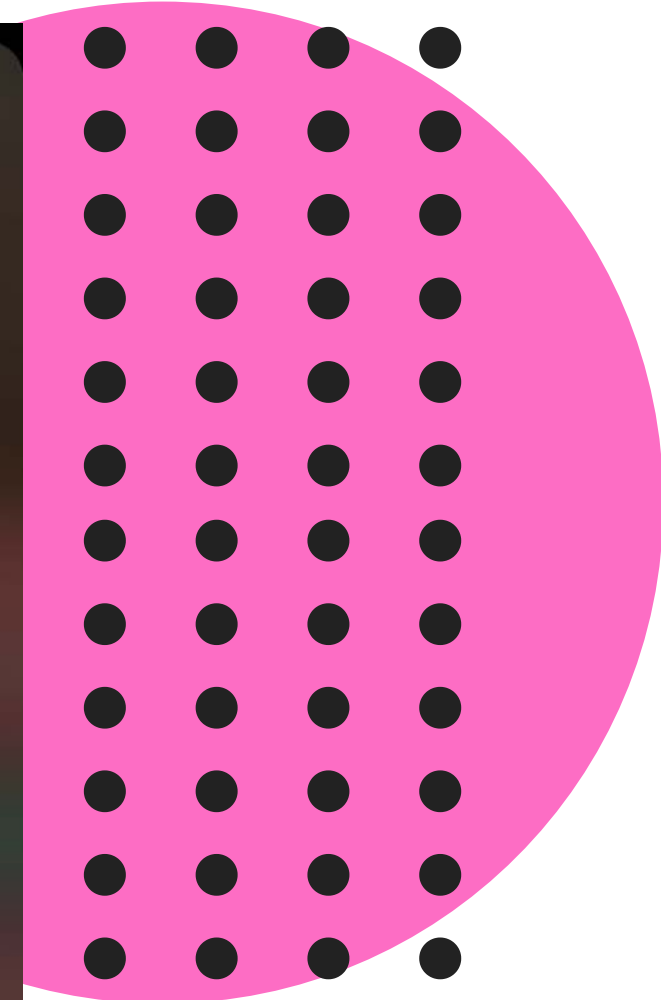
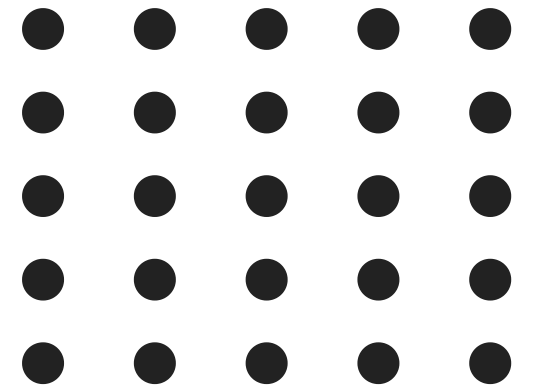
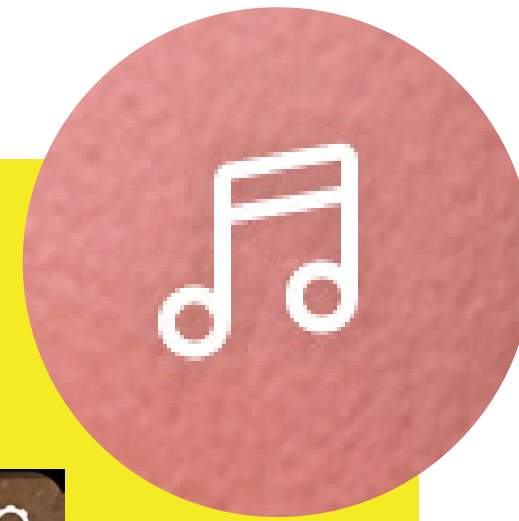
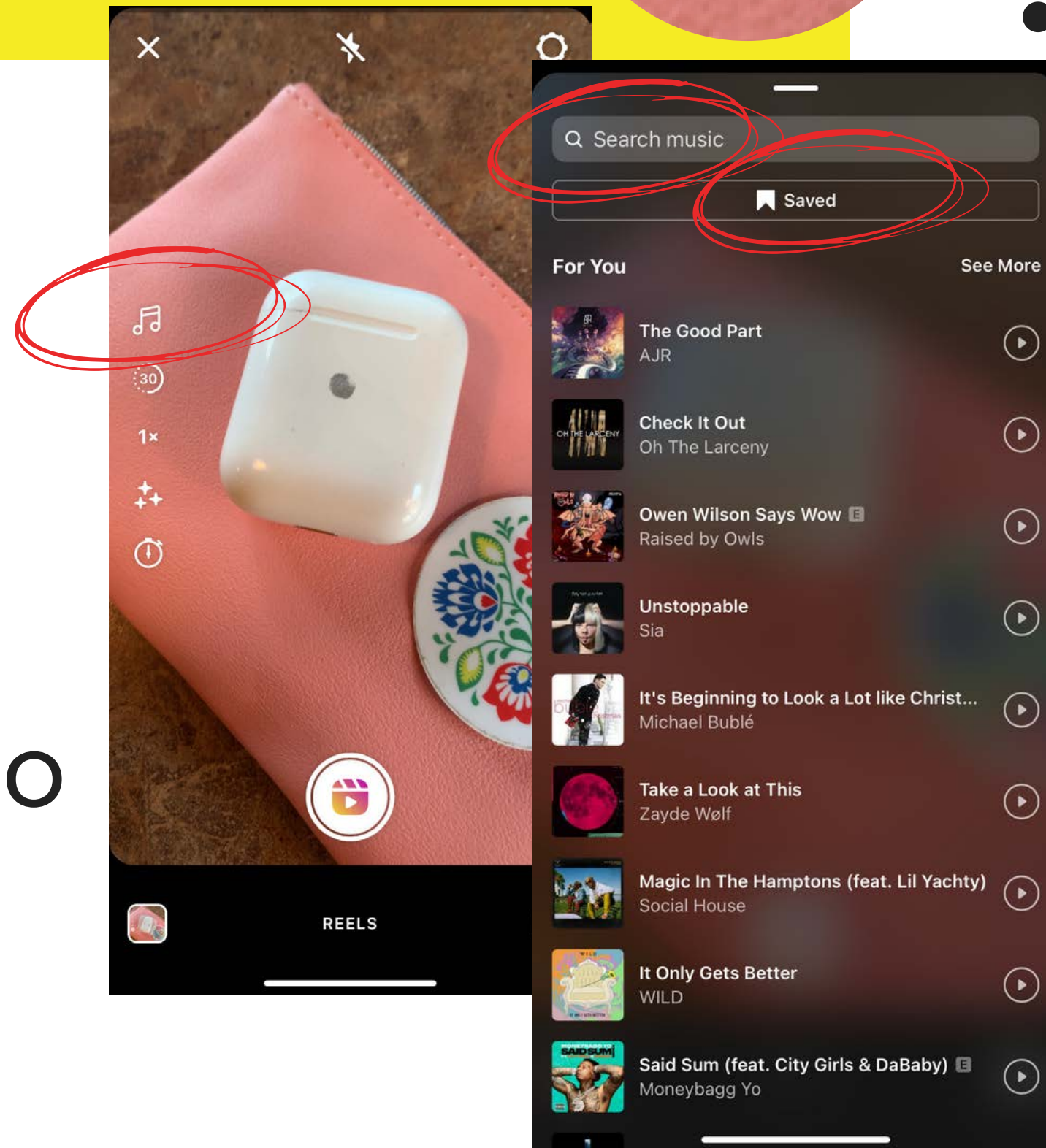


RECORD

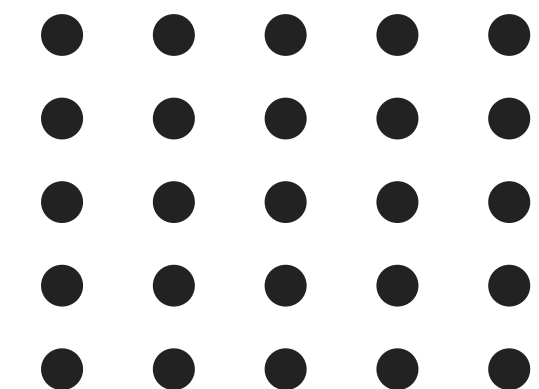
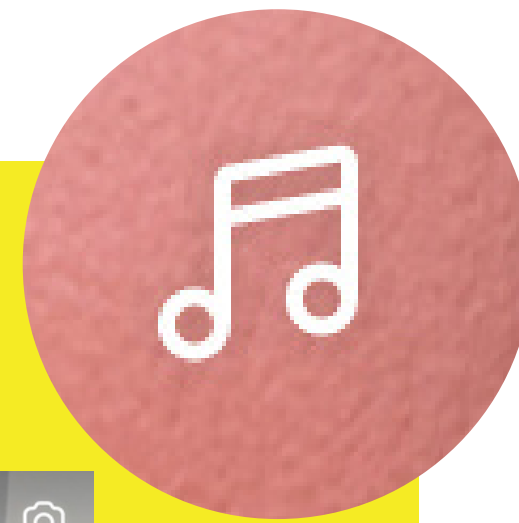
Phone Photo Bank

AUDIO

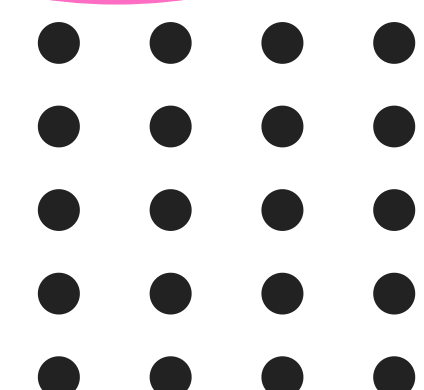
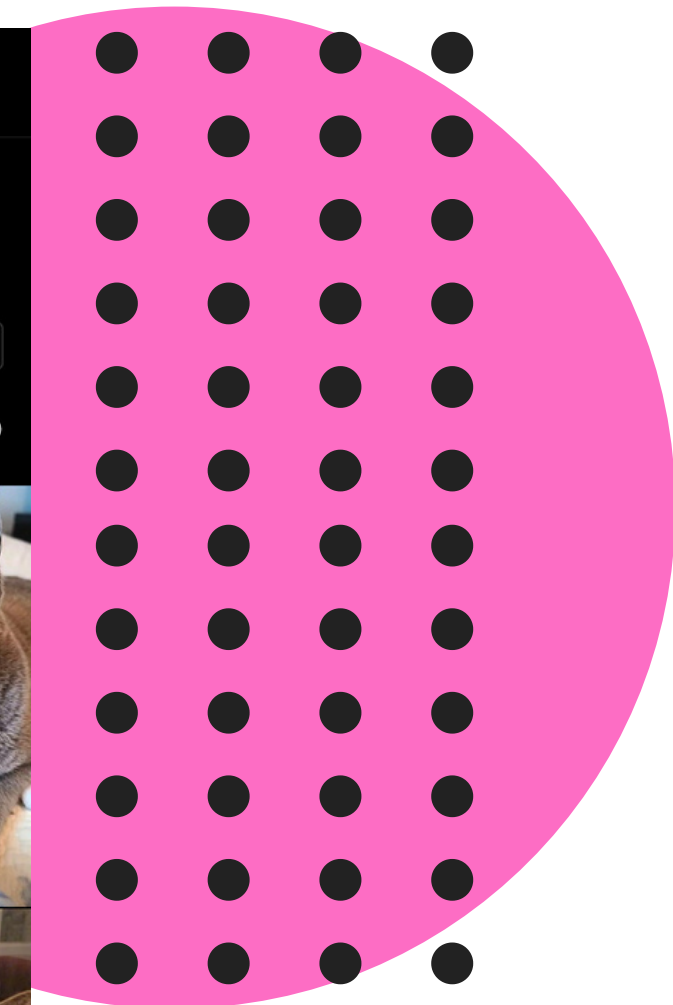
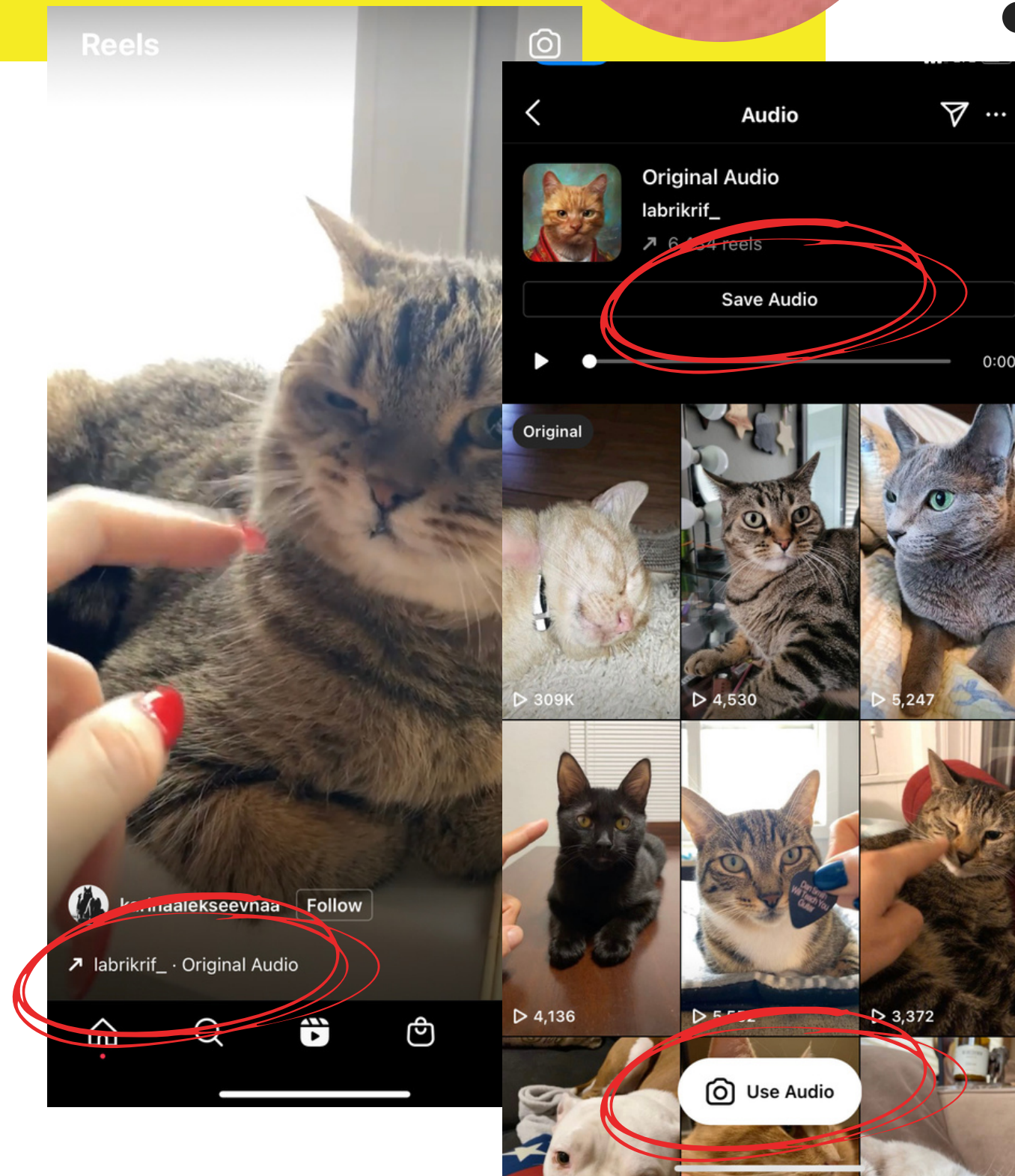
- Search
-  Saved
- Blocked from Trending Audio?
- How do I save Audio I want to use?



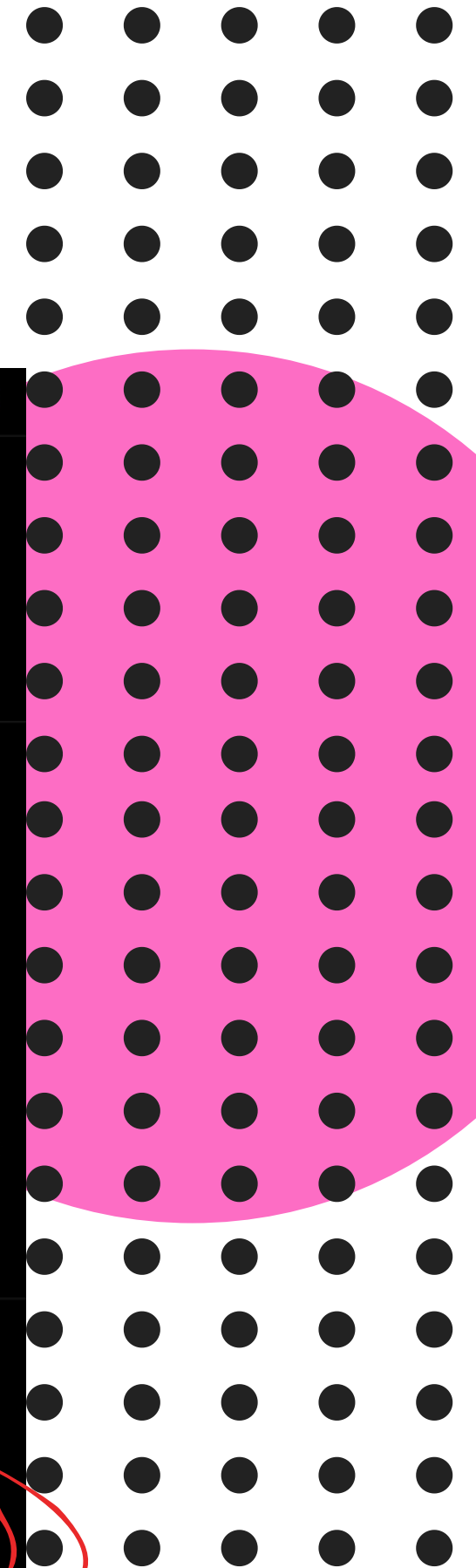
AUDIO - How To Save



- Click the Audio text at the bottom of the Reel
- Select "Save Audio"
- "Use Audio" is also an option!



AUDIO - Trending

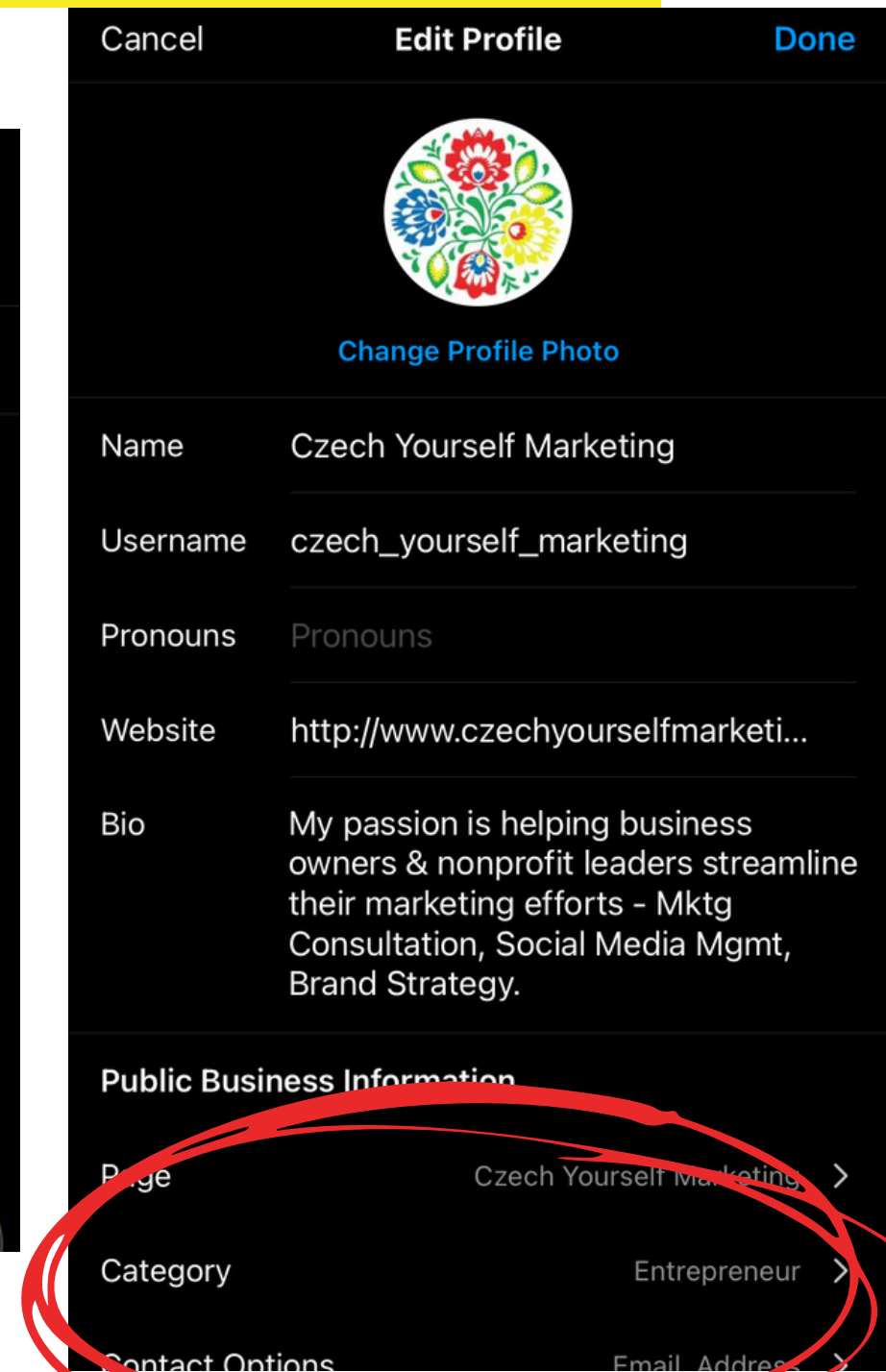
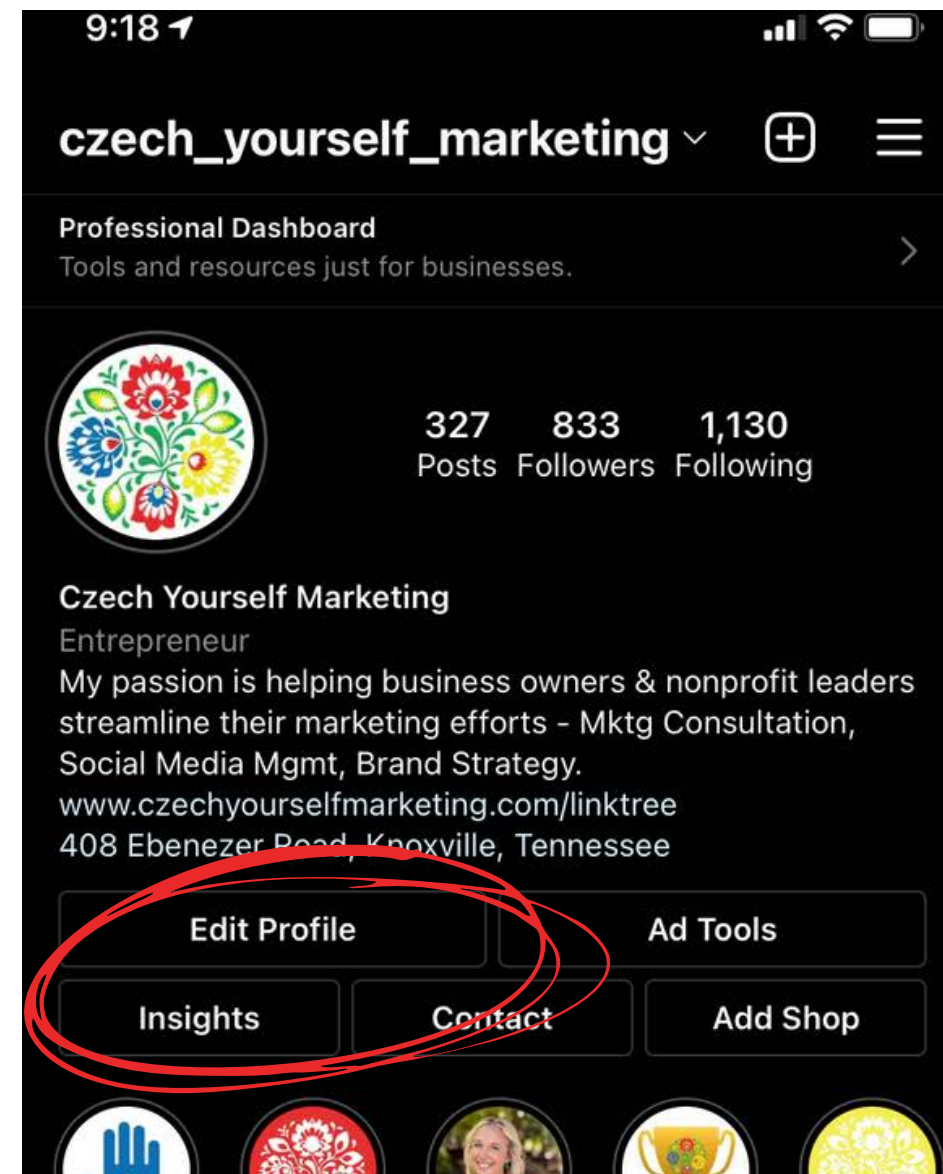


Edit Profile >

Category >

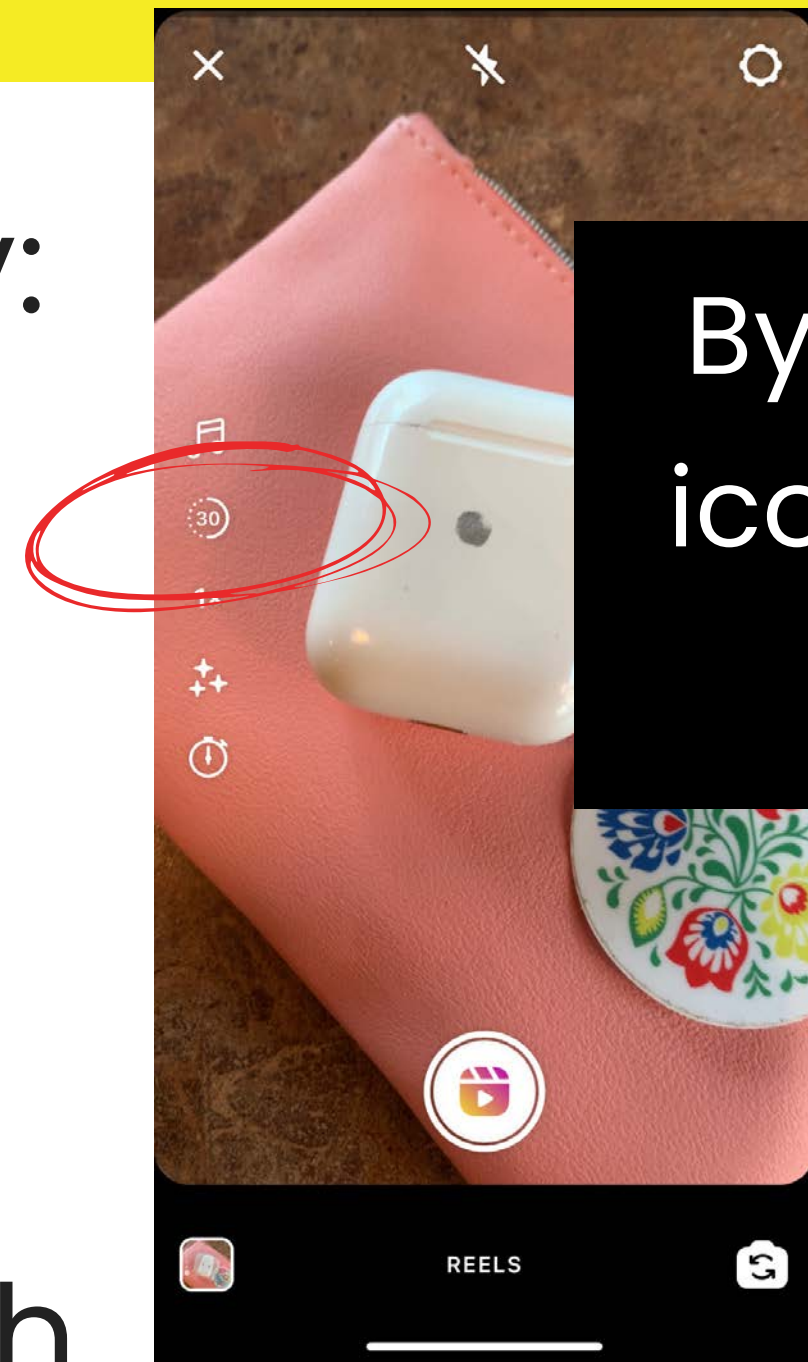
choose

"Entrepreneur"



LENGTH

- 3 Options Currently:
 - 15sec
 - 30sec (default)
 - 60sec
- Some Audio is already a set length

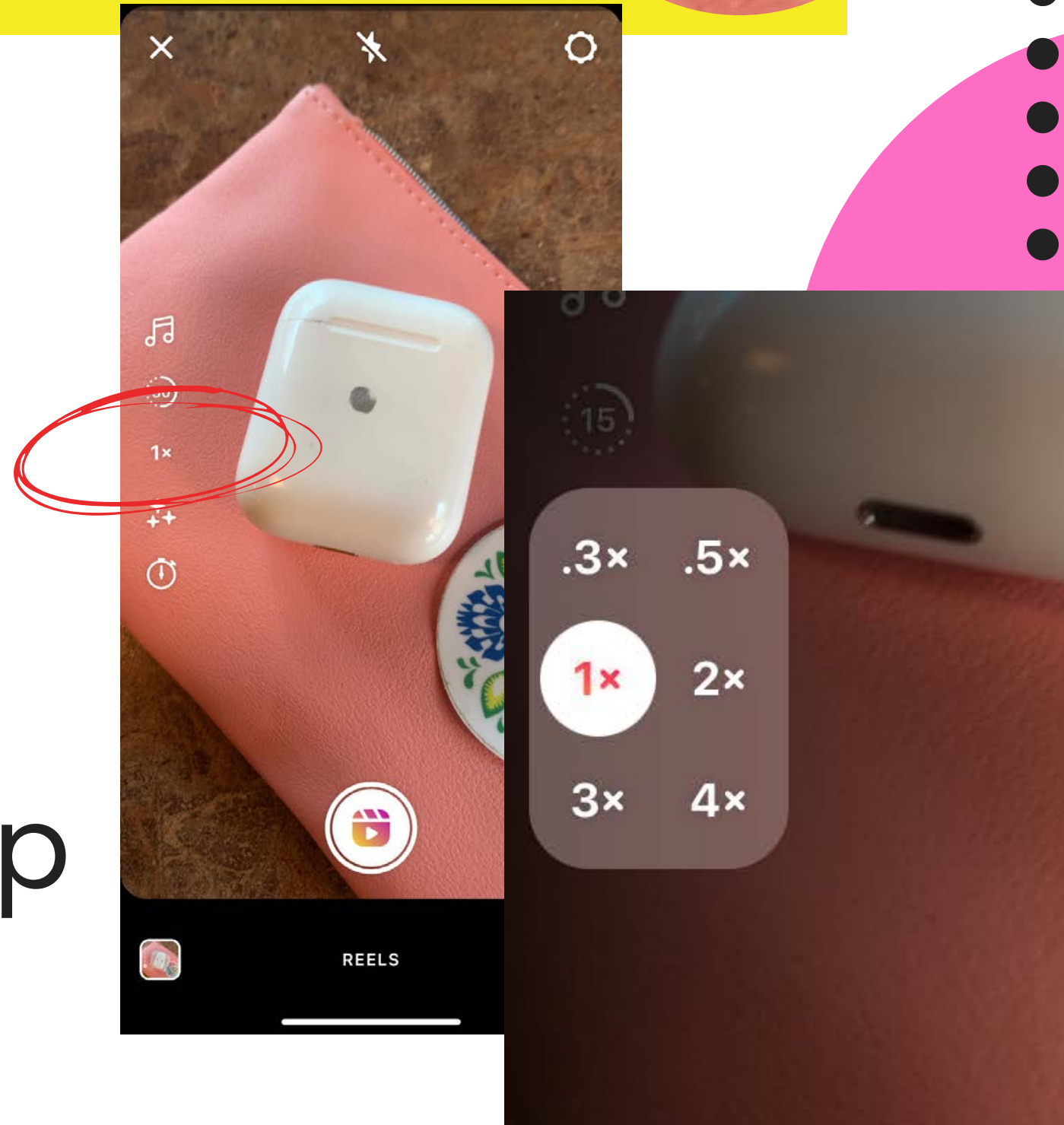


By clicking the 30 icon it will change to 15s or 60s



SPEED

- 2x-4x makes it **FASTER**
- .3x-.5x makes it **SLOWER**
- Must record in app to use this tool

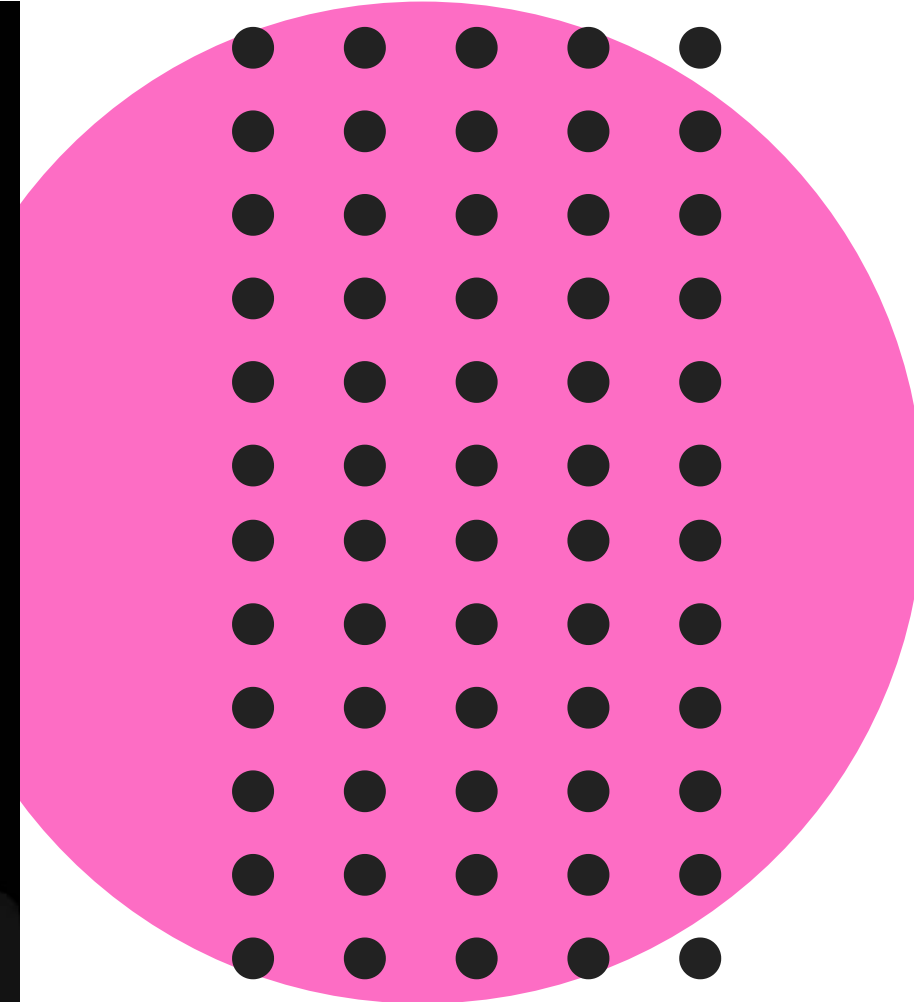
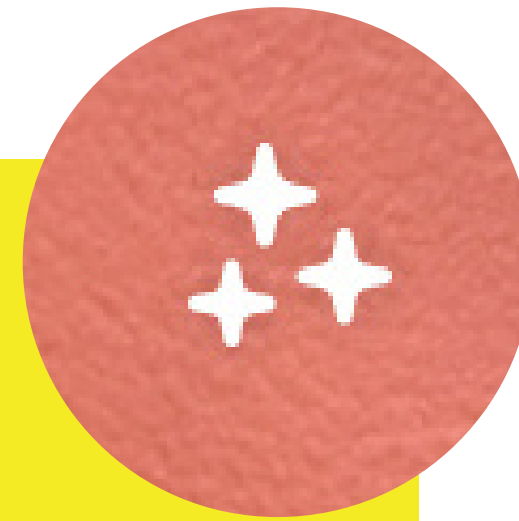
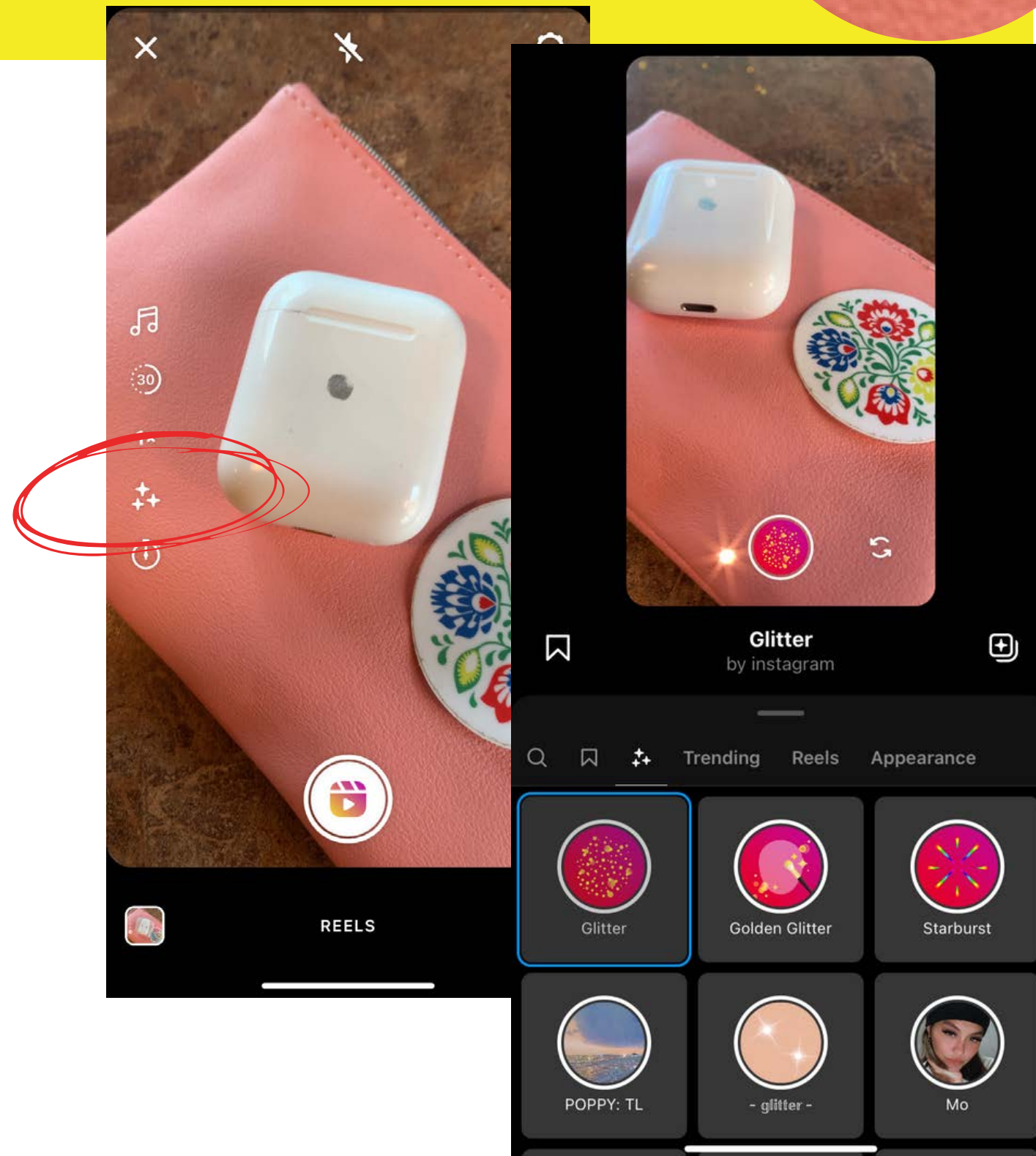


1x



EFFECTS/FILTERS

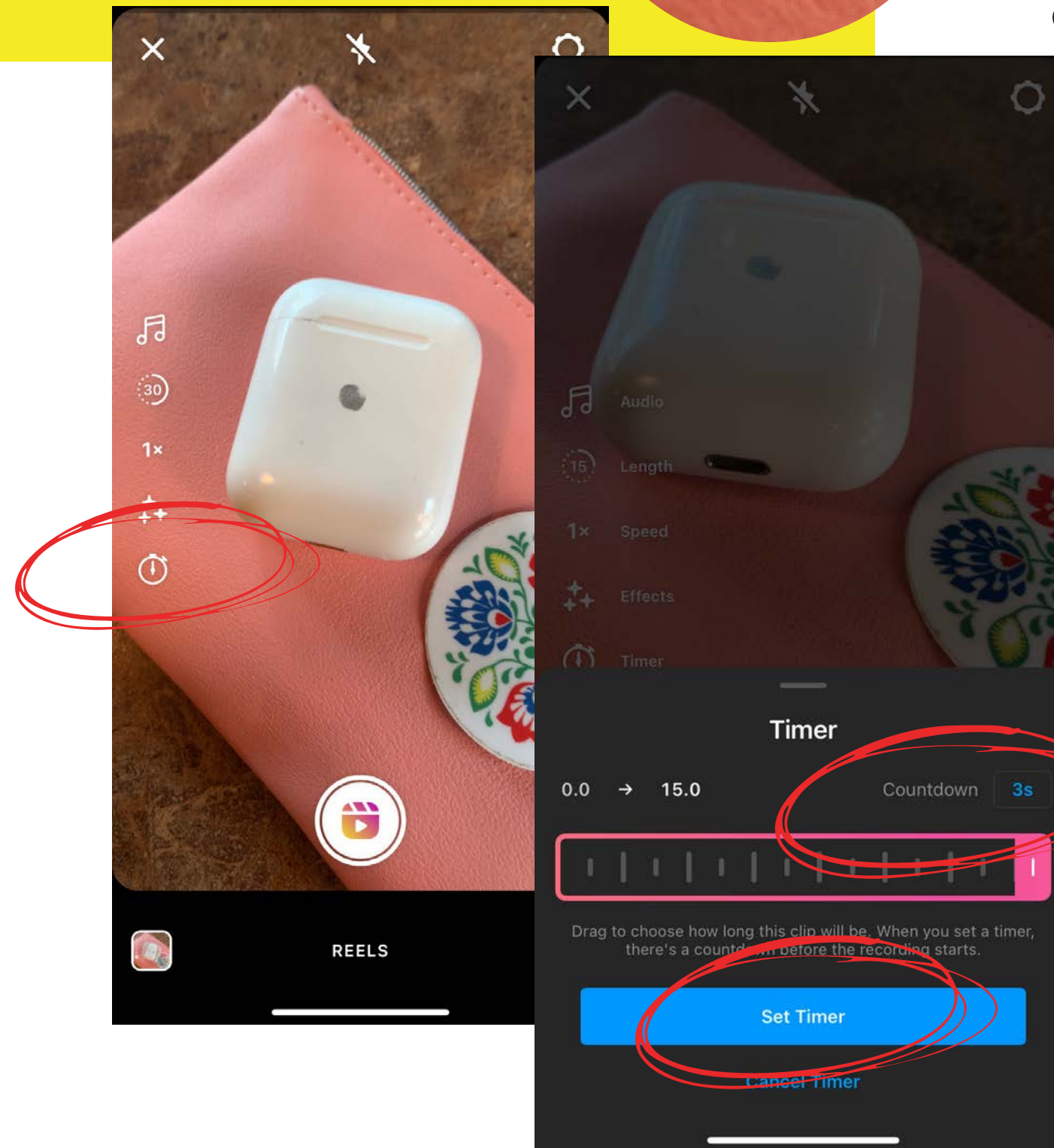
- Filters
- Voice Effects
- Green Screen
- TABs:
 - Trends
 - Reels
 - Appearance



TIMER

YOUR BEST FRIEND!

- Set to 3 or 10 seconds to get in place before recording starts

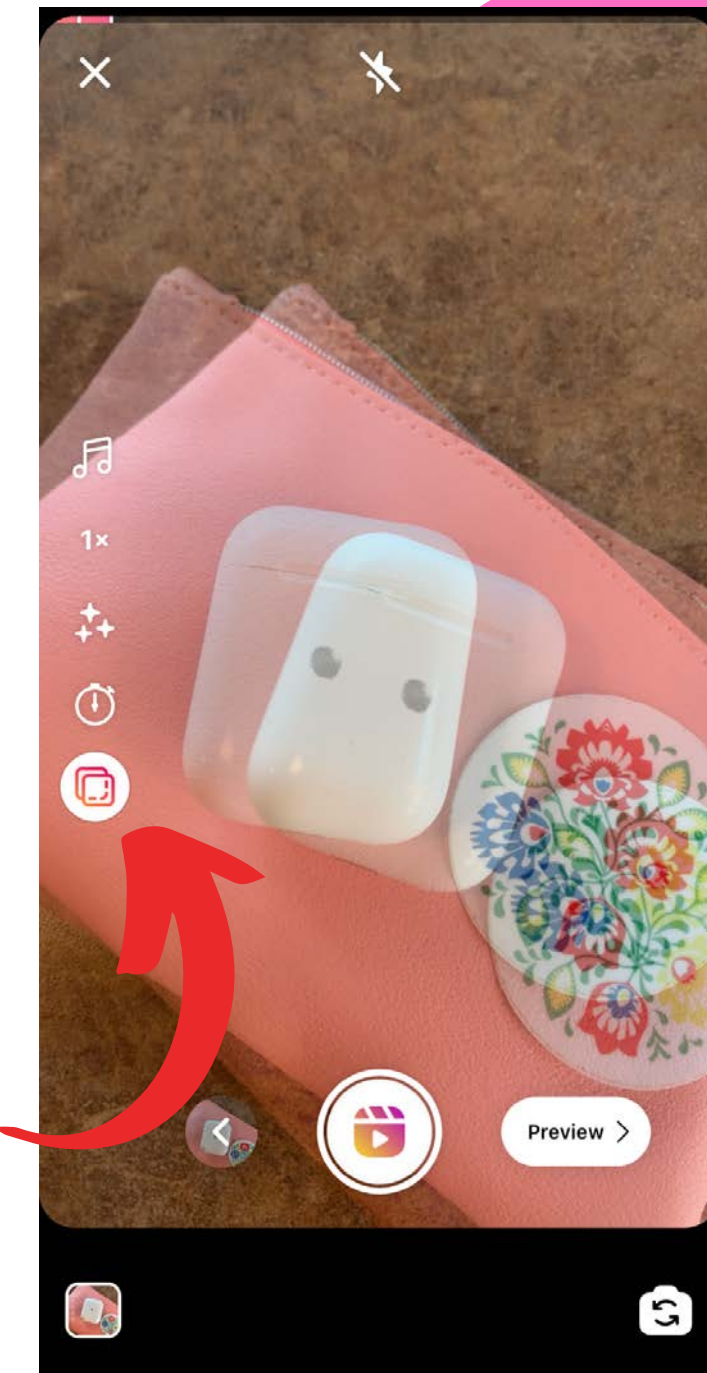


CREATE & EDITS



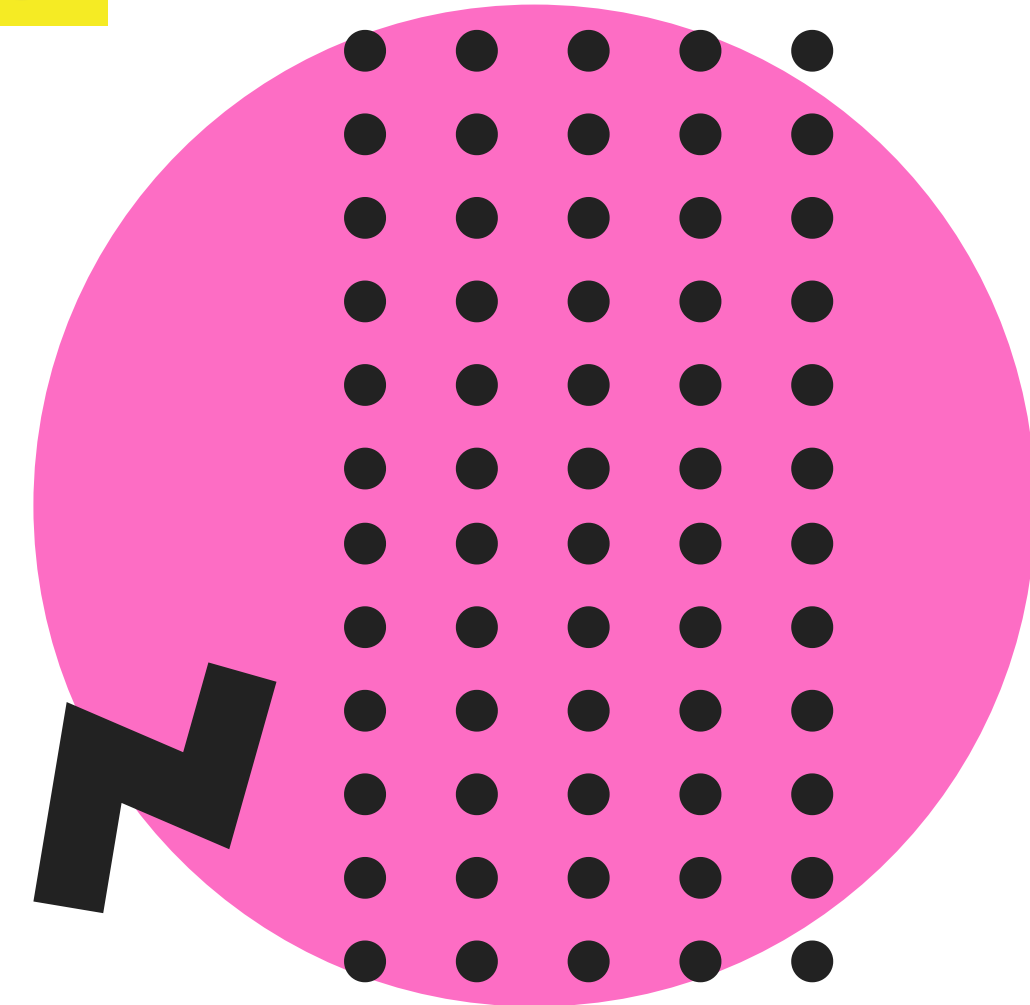
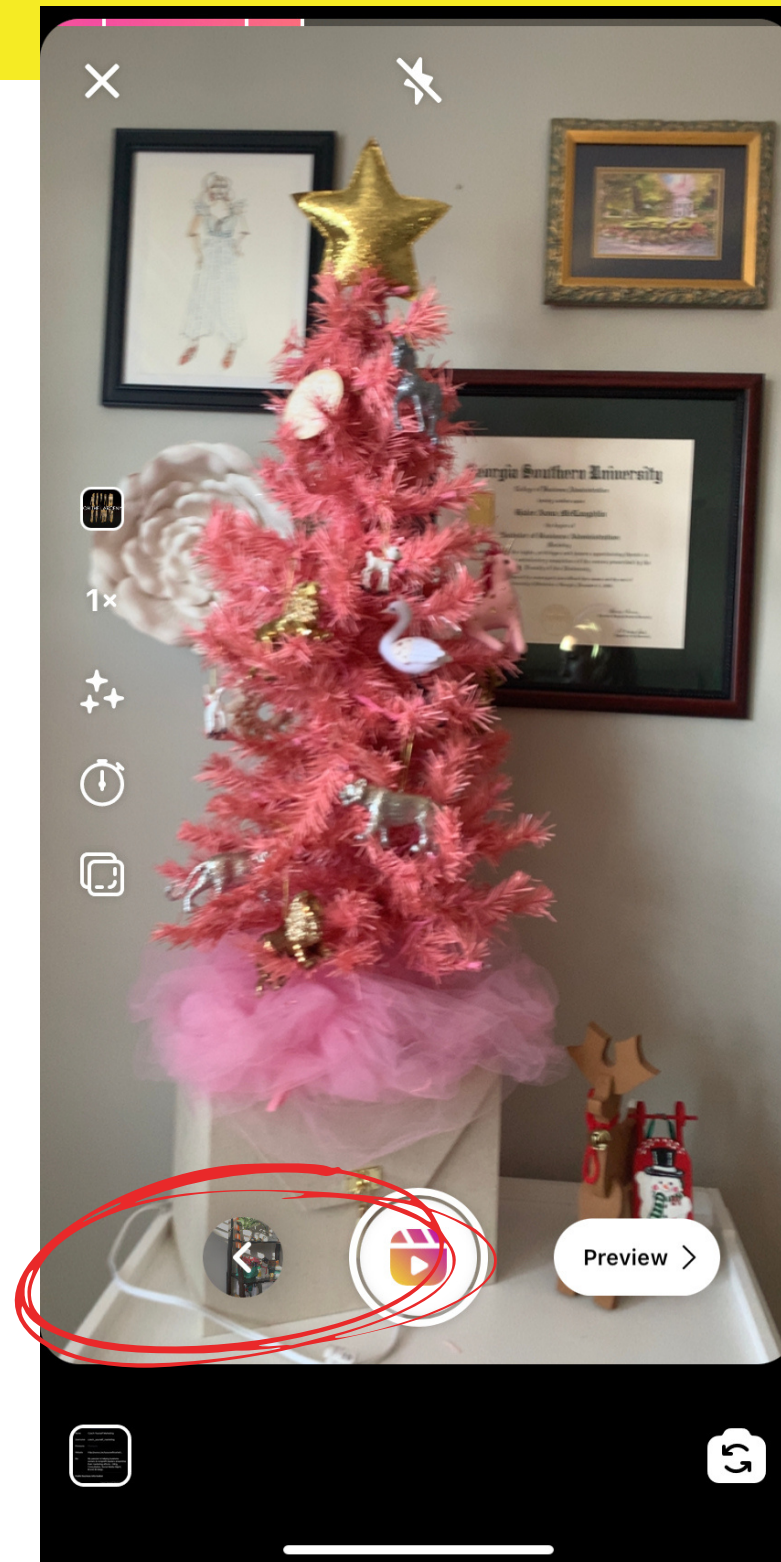
ALIGN

- When creating transitions the ALIGN tool is your best tool!
- It will appear once you take the first image/video segment.



TRIM/EDIT

- Once you add an image(s), video(s) or record natively you will see a new icon appear to the left of the record button.

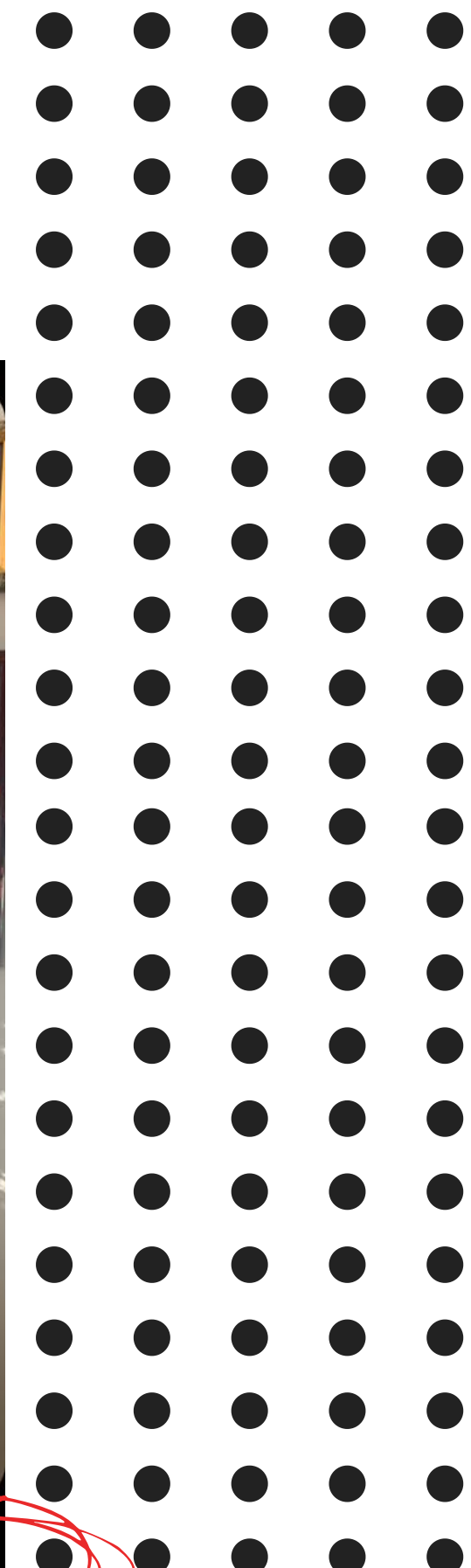


CREATE



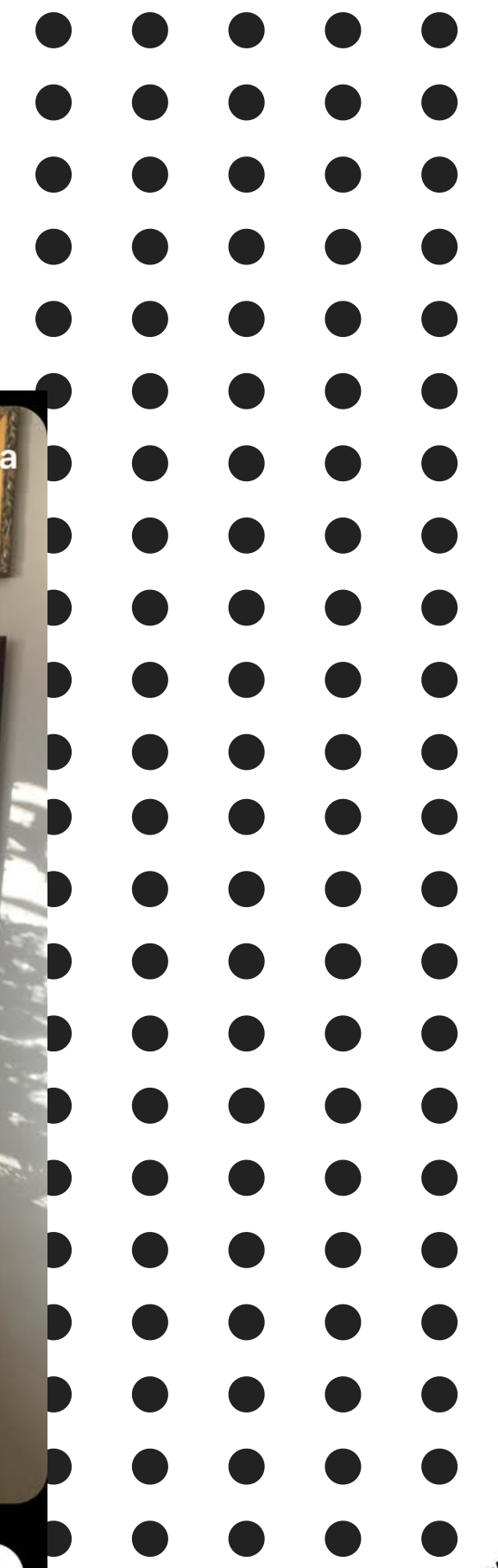
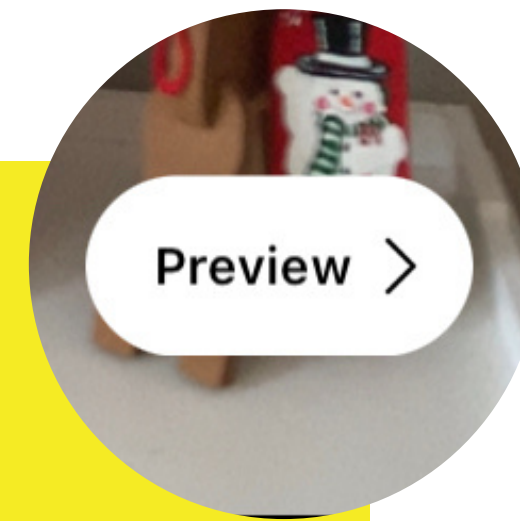
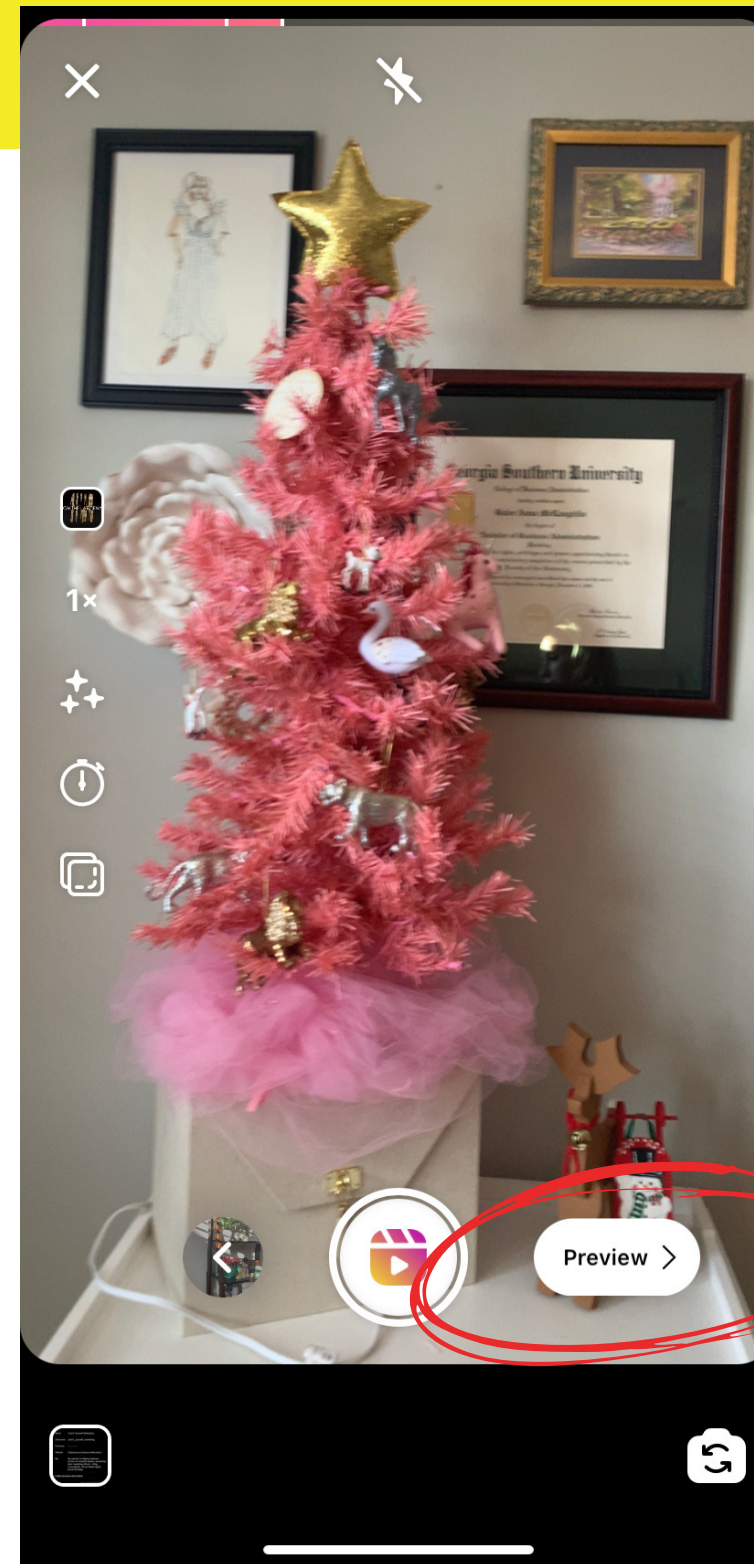
TRIM

- You will see your content appear which you can individually trim
 - Simply move the outer white edges in to trim from either end



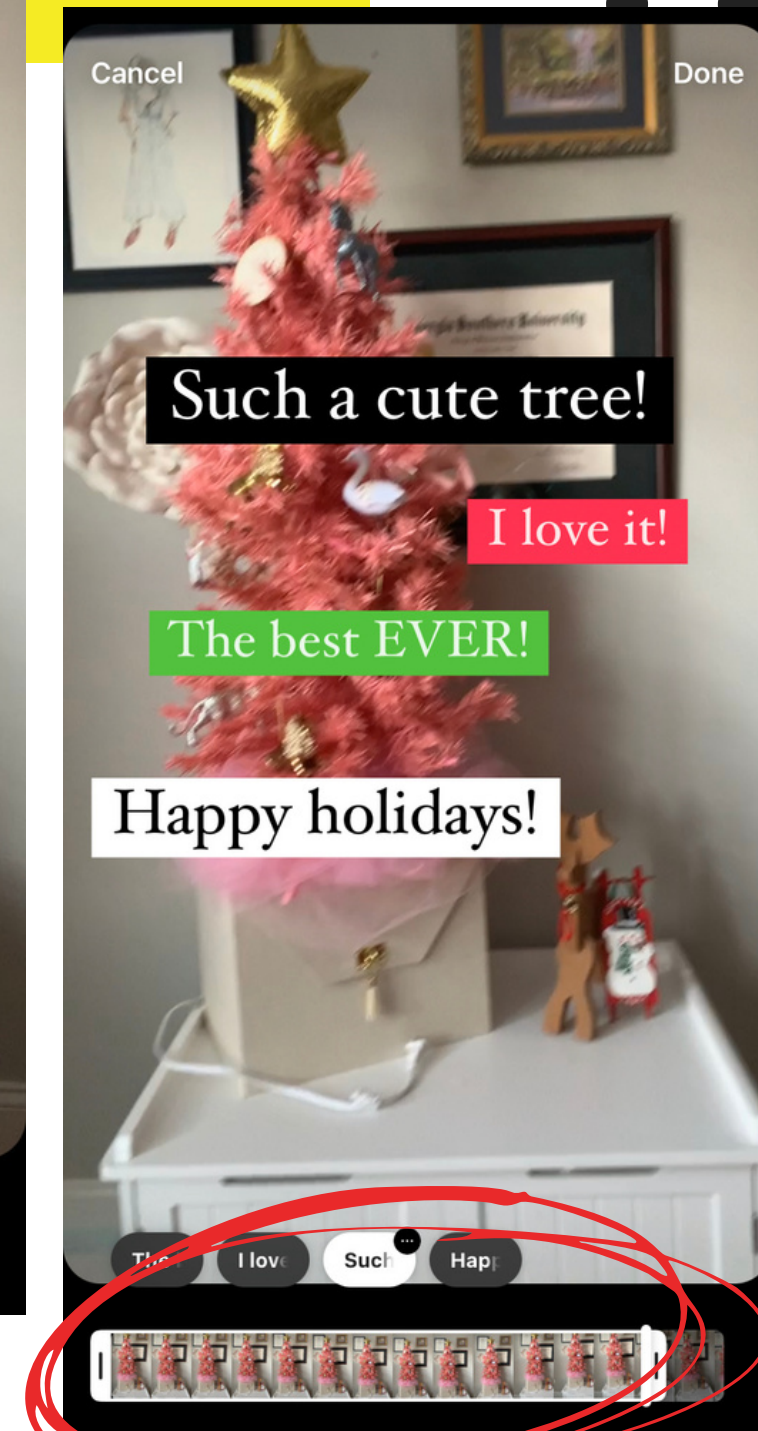
PREVIEW

- Once you add images/video you will see "Preview" icon appear.
- Here you can add stickers/text overlay/and preview your creation thus far!



Text Overlay

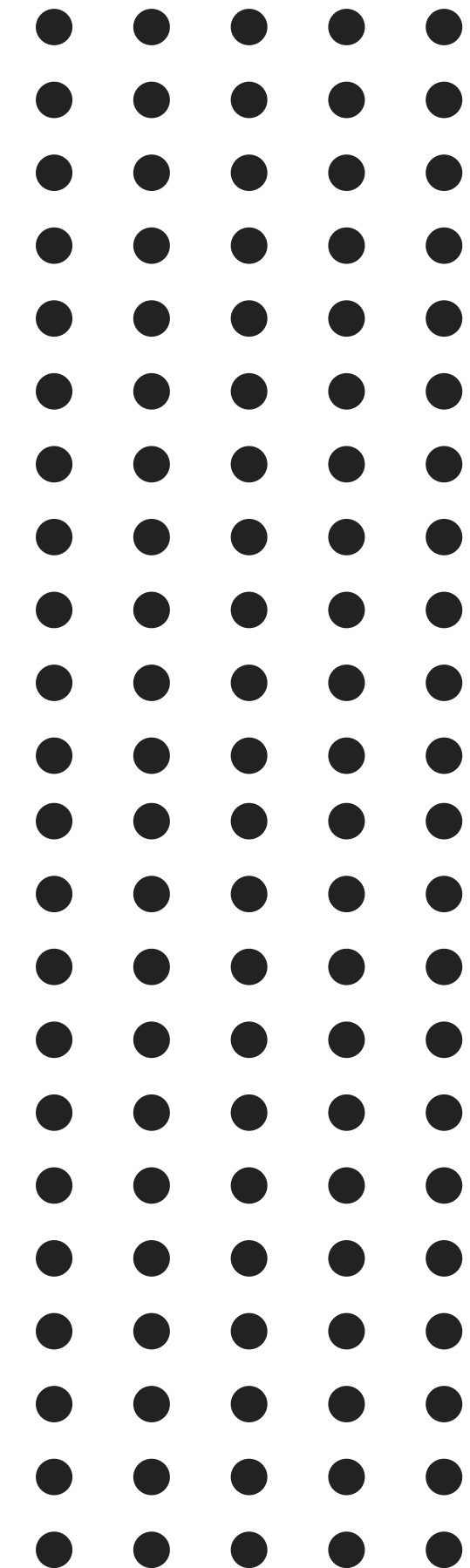
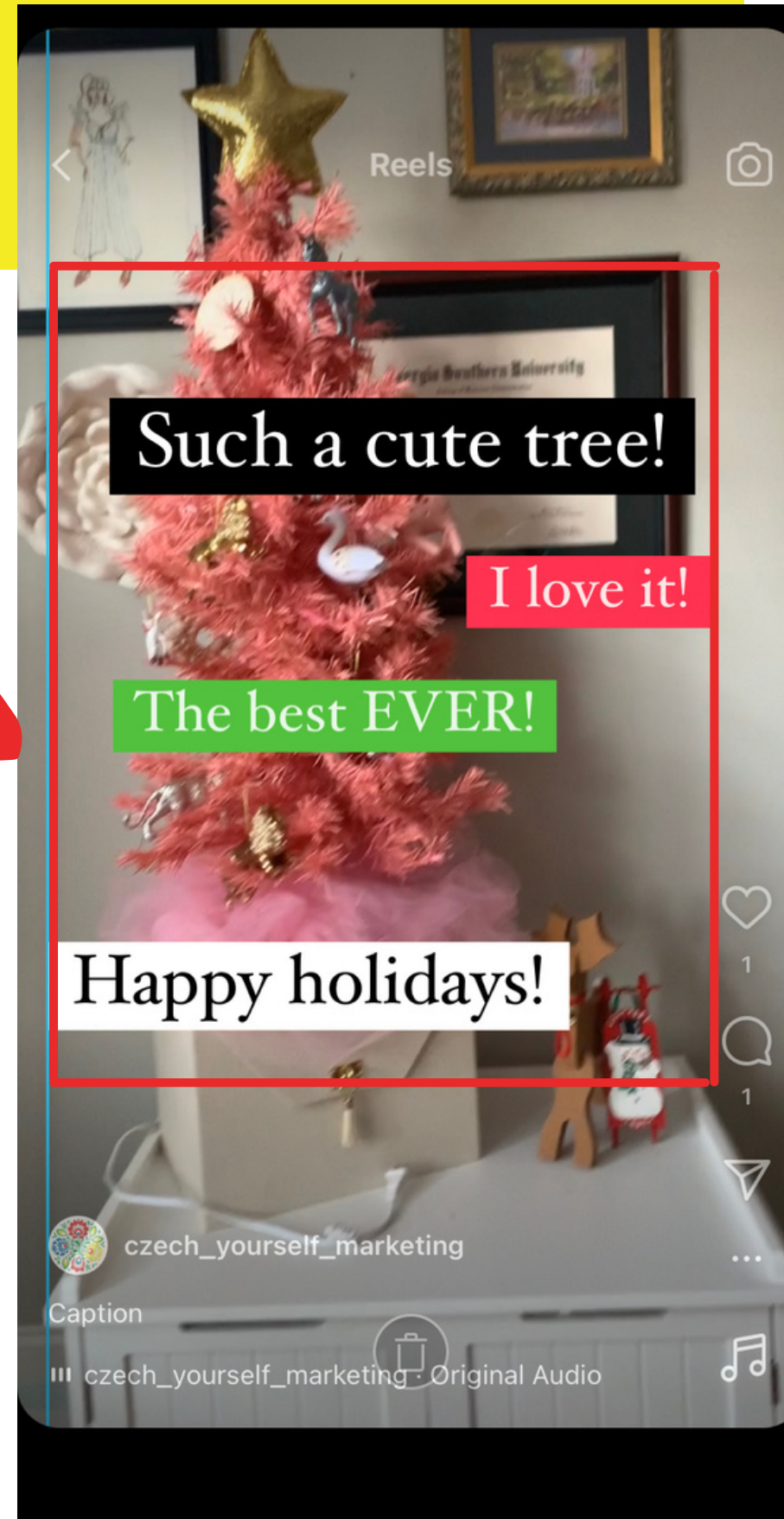
- Adding text that comes and goes:
 - Type in various text boxes what/where you would like on screen
 - Select text box at very bottom and trim to where in audio track you would like it.



Text Overlay

- Try to avoid:
 - Placing text to high
 - Placing text to low or on left hand side
 - Transitioning to quickly

Safe Zone

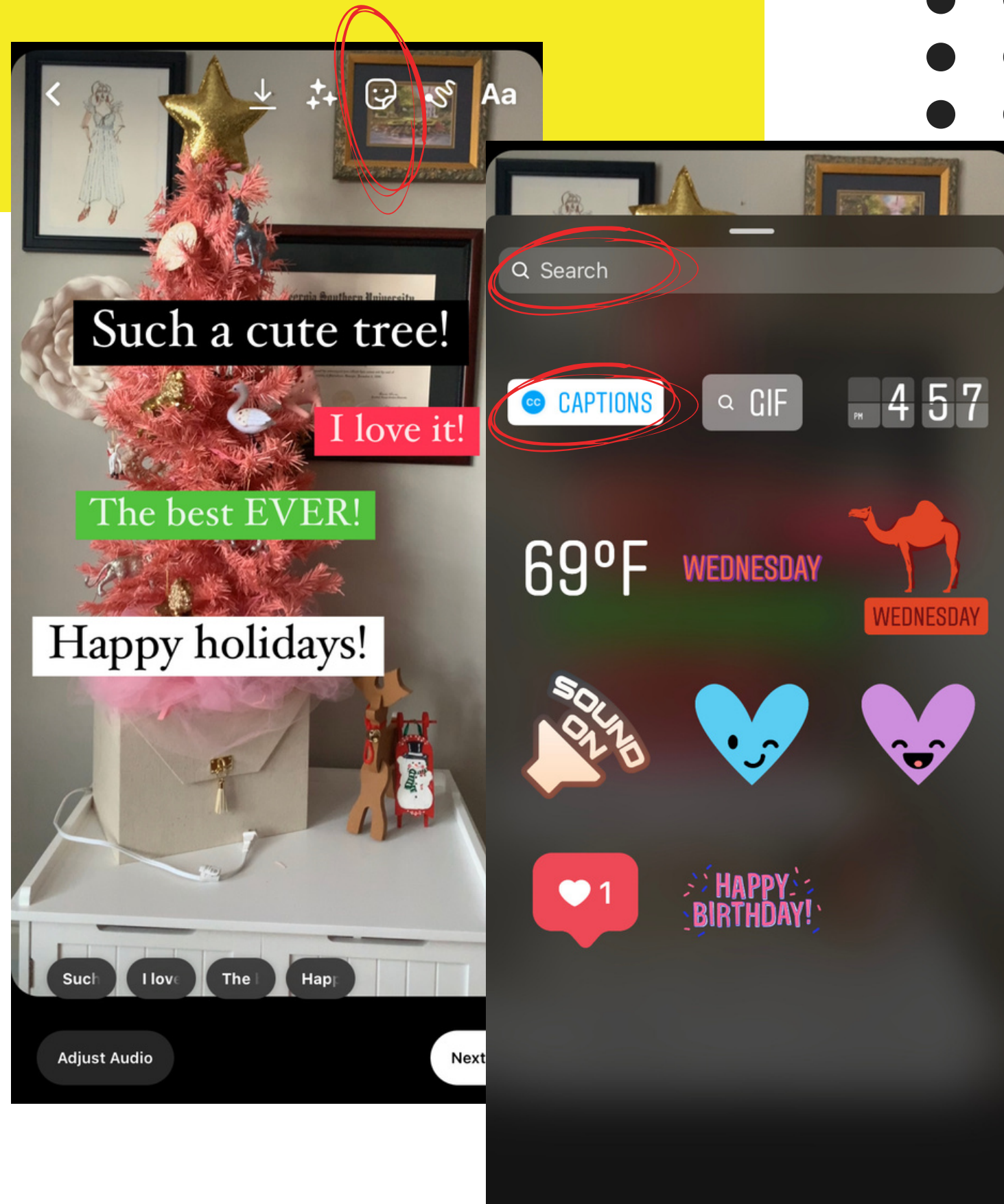


CREATE



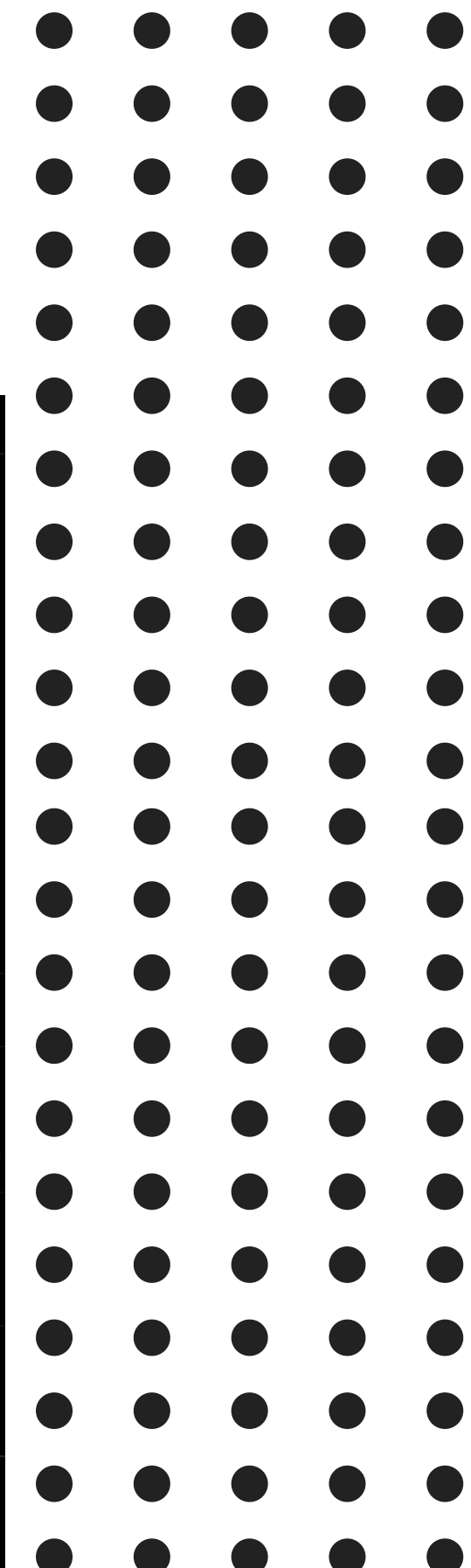
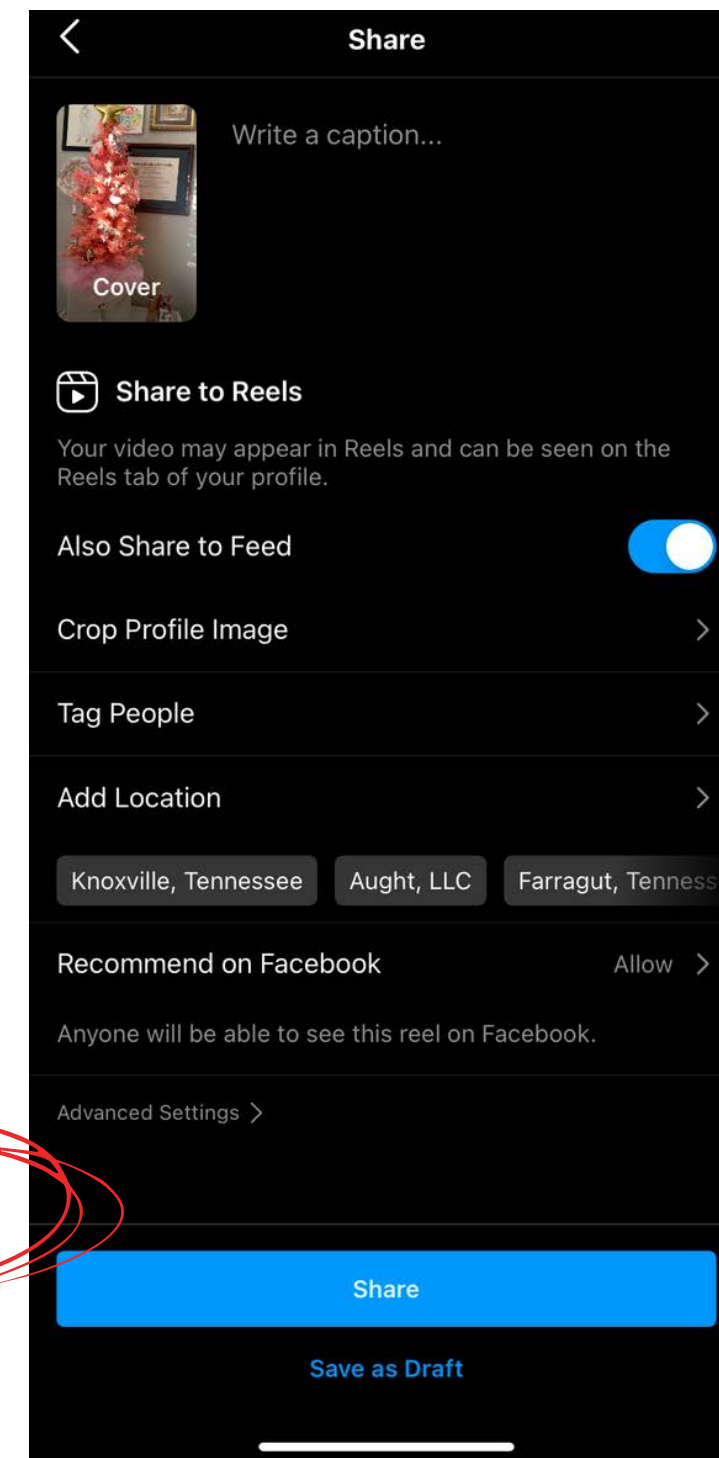
STICKERS

- Stickers
- Gifs
- CLOSED CAPTIONS
 - Check & Edit as needed
 - Place in same "safe zone" as text overlay



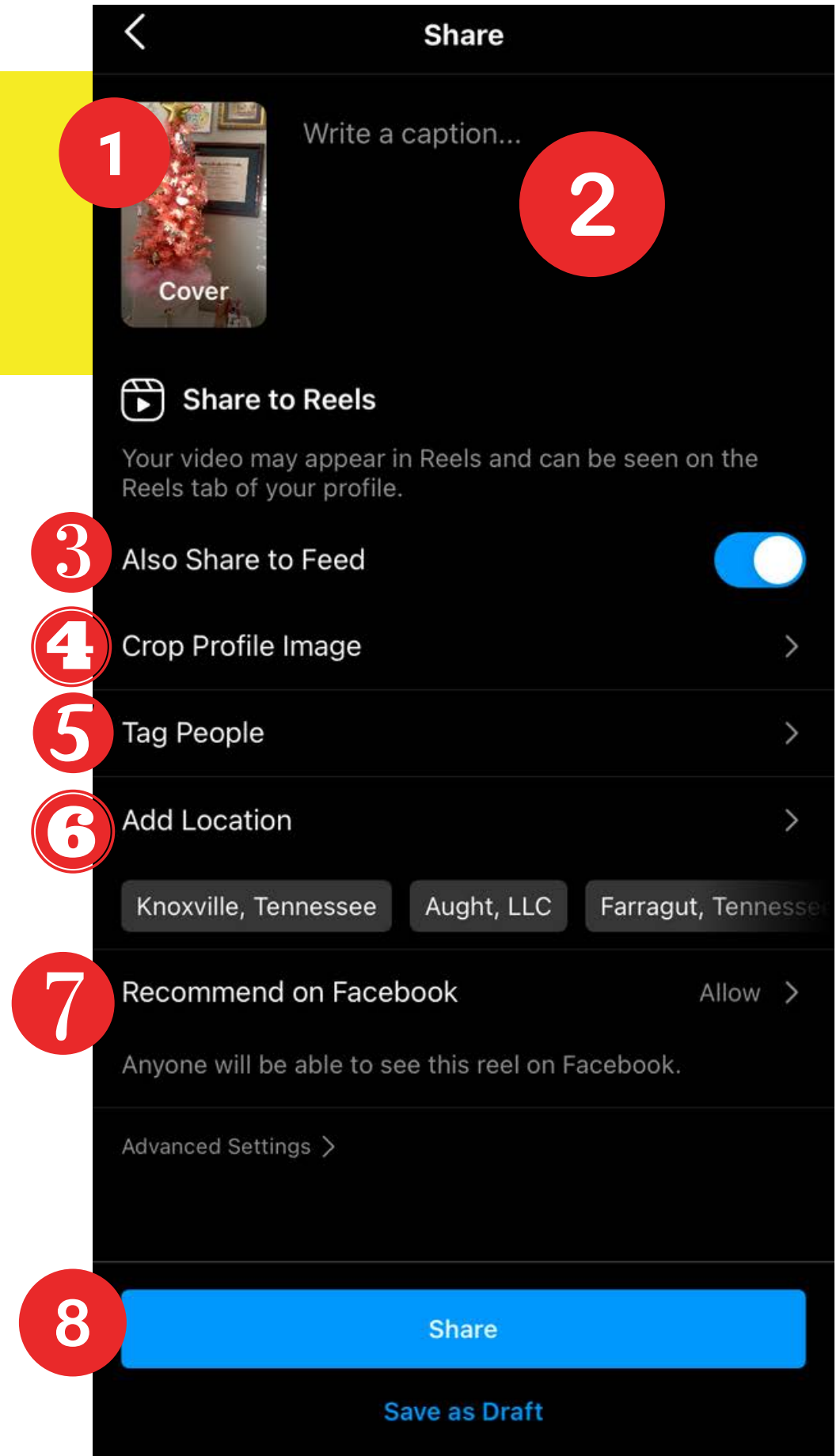
NEXT

- Once you are ready for final stages you will select Next.
- Here you add your copy, location, etc.
- **BE SURE TO CHOOSE COVER IMAGE!**



NEXT – Final Stage

1. Click "Cover" to update image or upload one
2. Add caption with hashtags!
3. "Also Share to Feed" toggle on
4. Crop Profile Image
5. Tag accounts/people if relevant
6. Add Location if possible
7. Recommend on Facebook – Allow
8. Triple check all and then click SHARE!

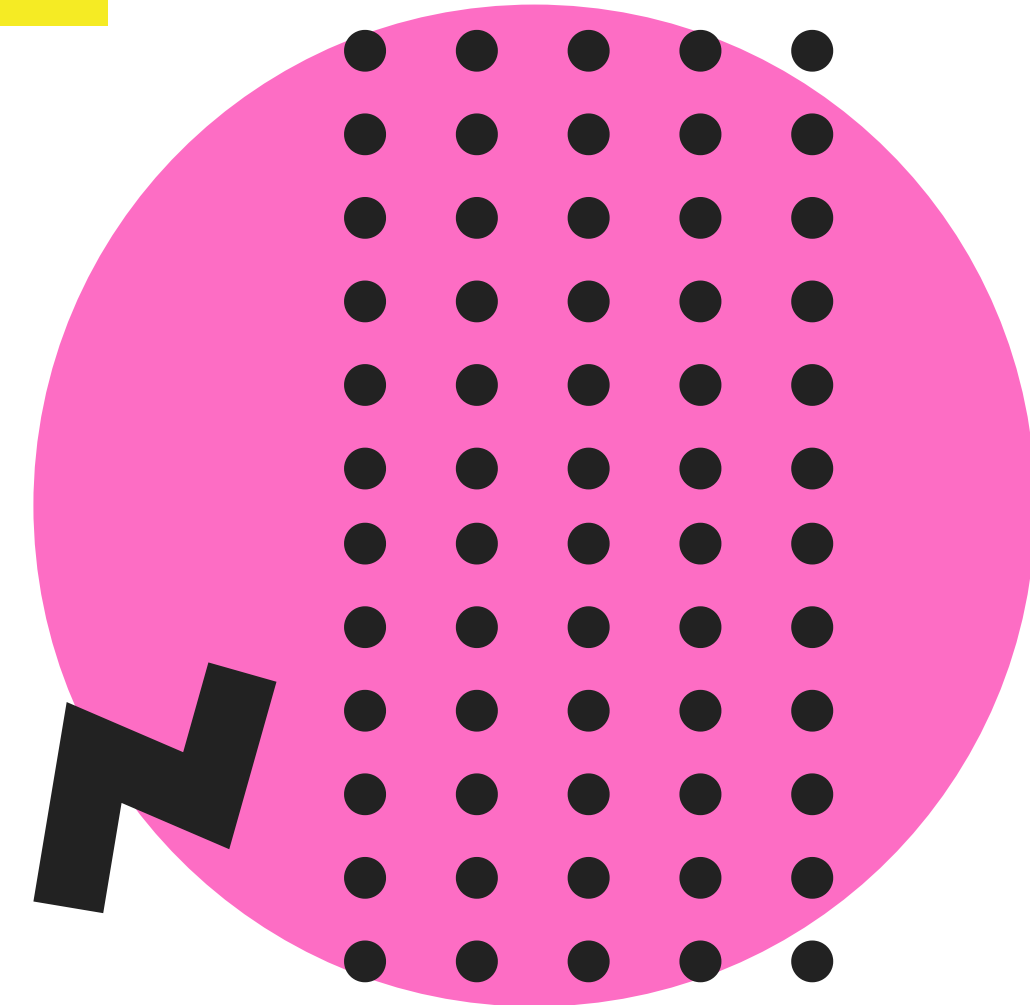


TIPS



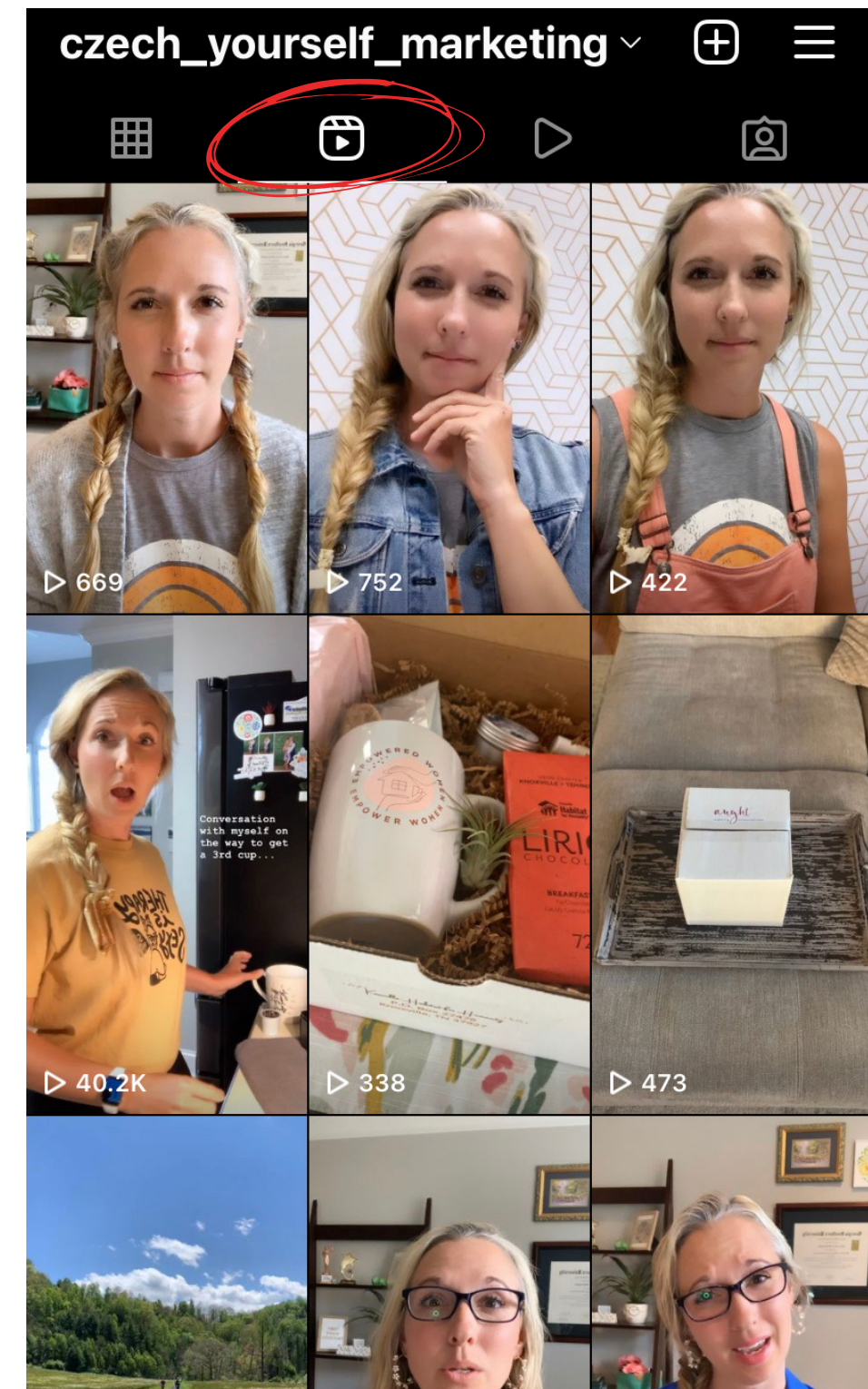
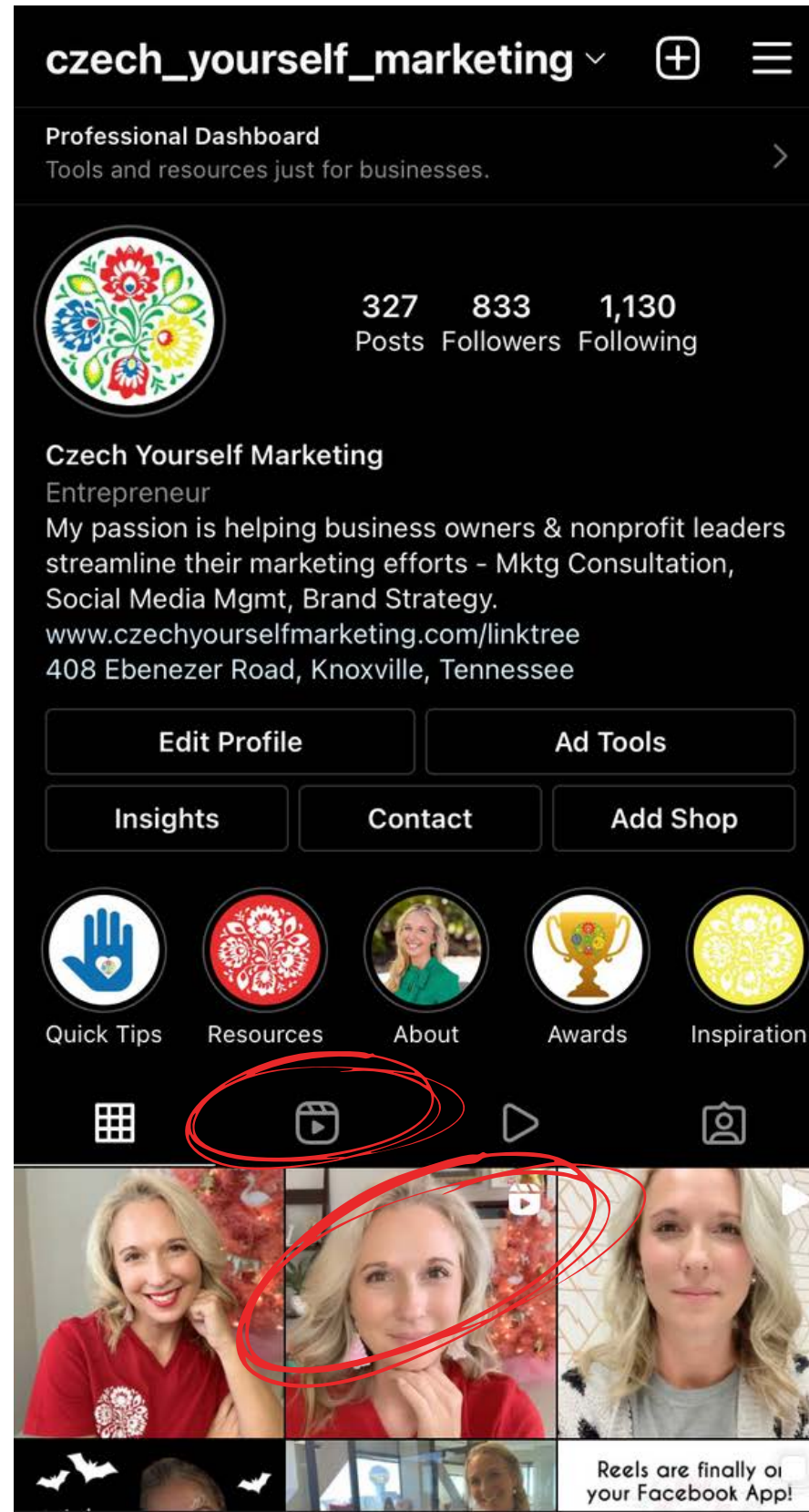
Diversify Content!

- Post your Reel to your News Feed
- Share to your Story
- "Share to Facebook" turned on!
 - Settings > Privacy > Reels & Remix
 - Toggle on "Recommend on Facebook"
- Tag other pages when relevant so they can share!



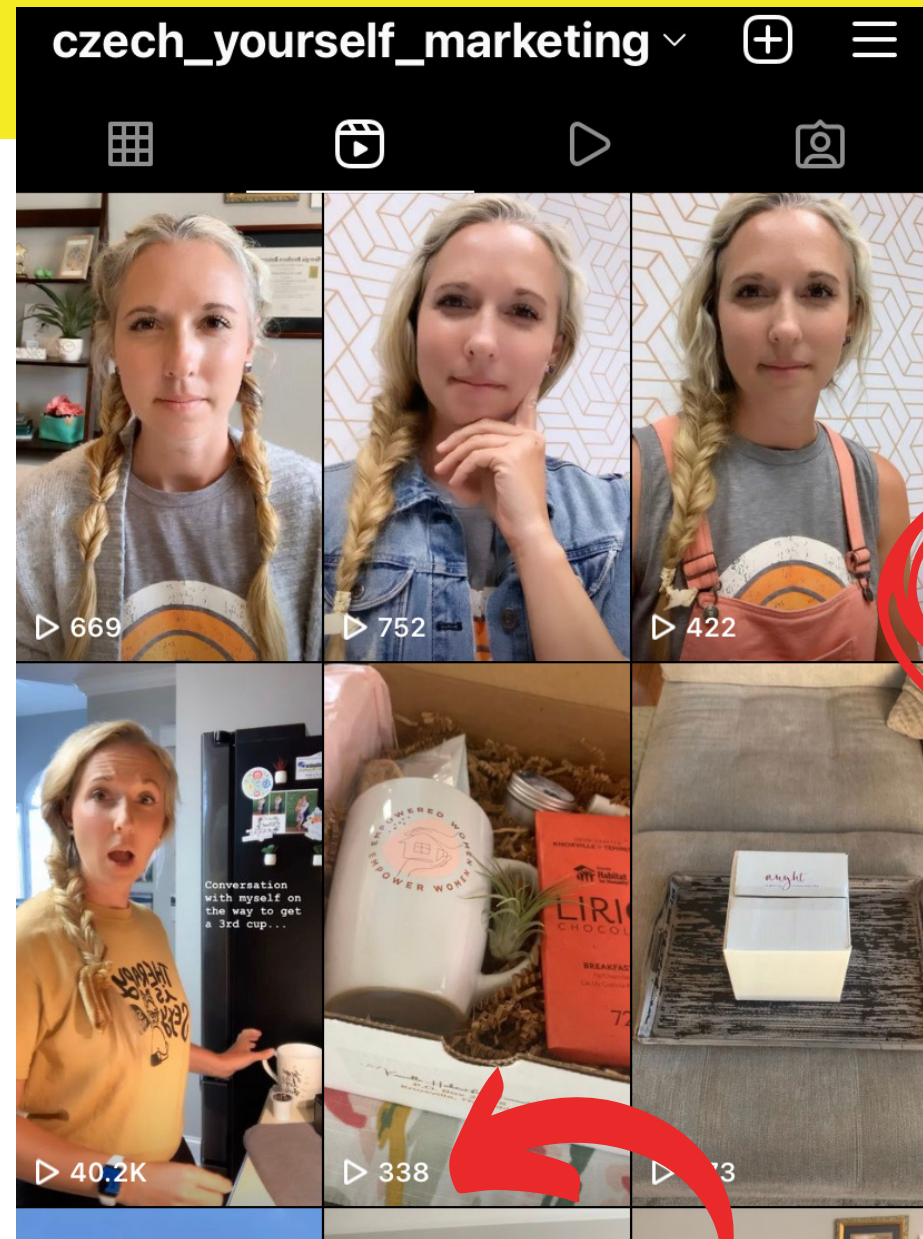
Where can I see my Reels?

- Reels Tab
- News Feed
- Story Highlights

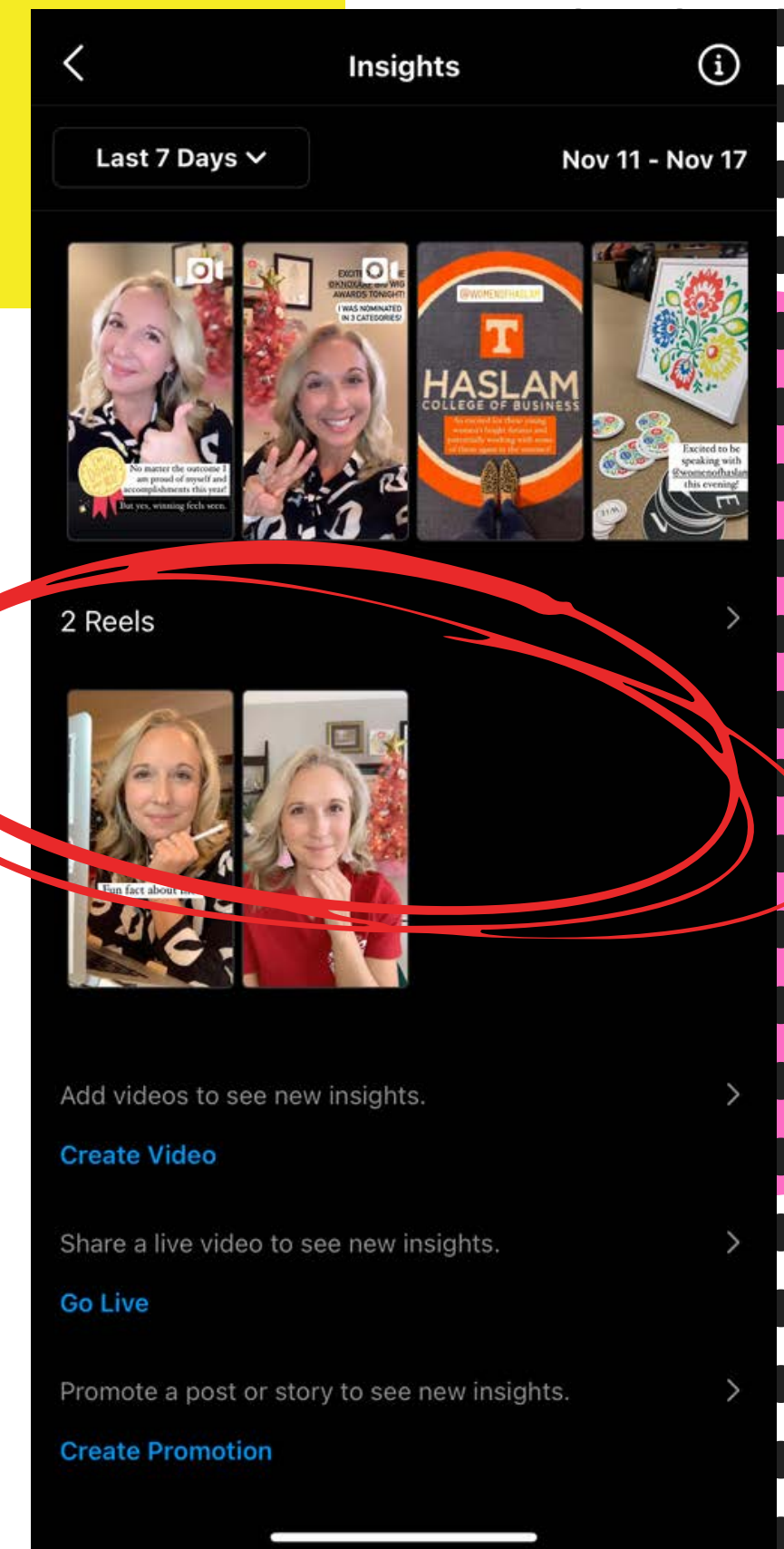


INSIGHTS

- Plays/Views visible in Reels tab
- Hamburger>Insights> scroll up to Reels
 - Two Tabs up top to adjust to see various Insights
- Engagement!!!
 - Likes, Comments, Shares, Saves



Number of plays/views

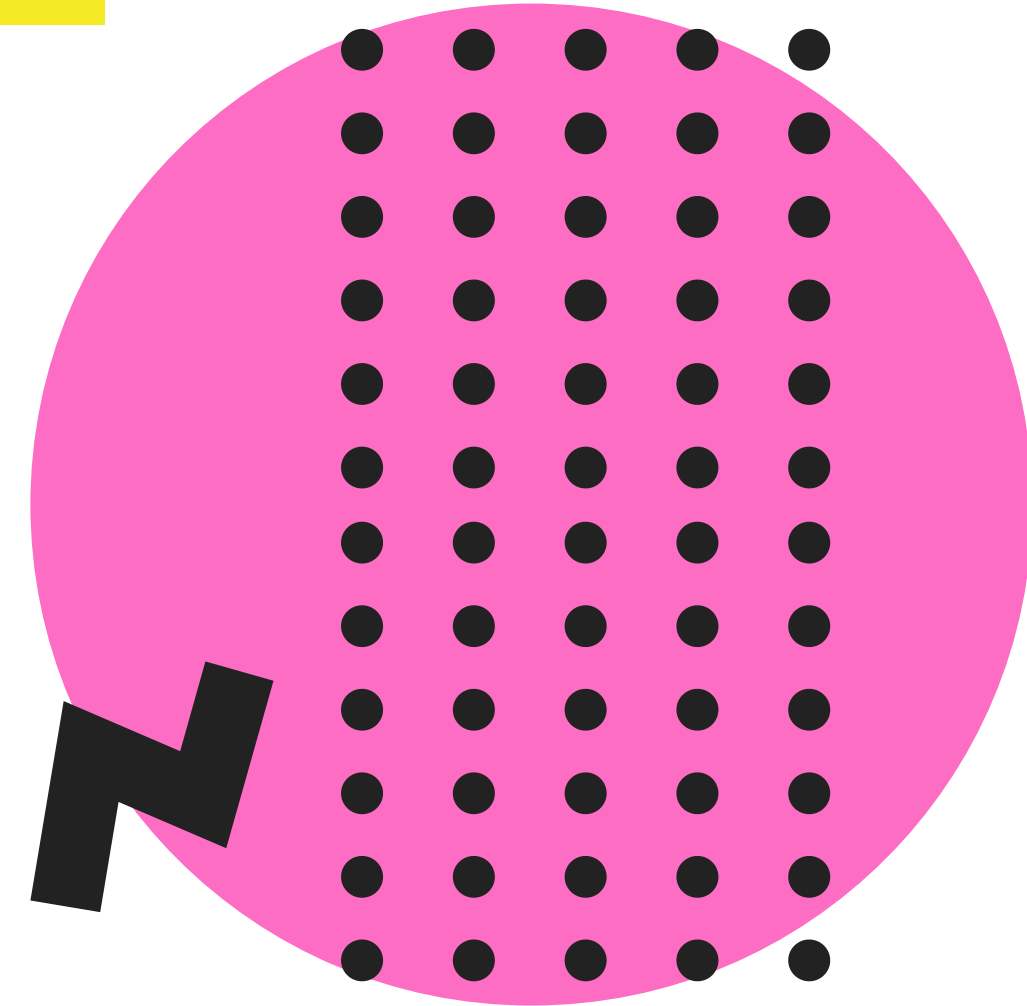


TIPS



Double Check!

- Text overlay isn't too fast
- All the share toggles are set
- High Quality Uploads turned on!
 - Settings > Account > Data Usage
 - Toggle on "High Quality Uploads"
- Choose your cover & profile image



CHOOSE YOUR COVER & PROFILE IMAGES!

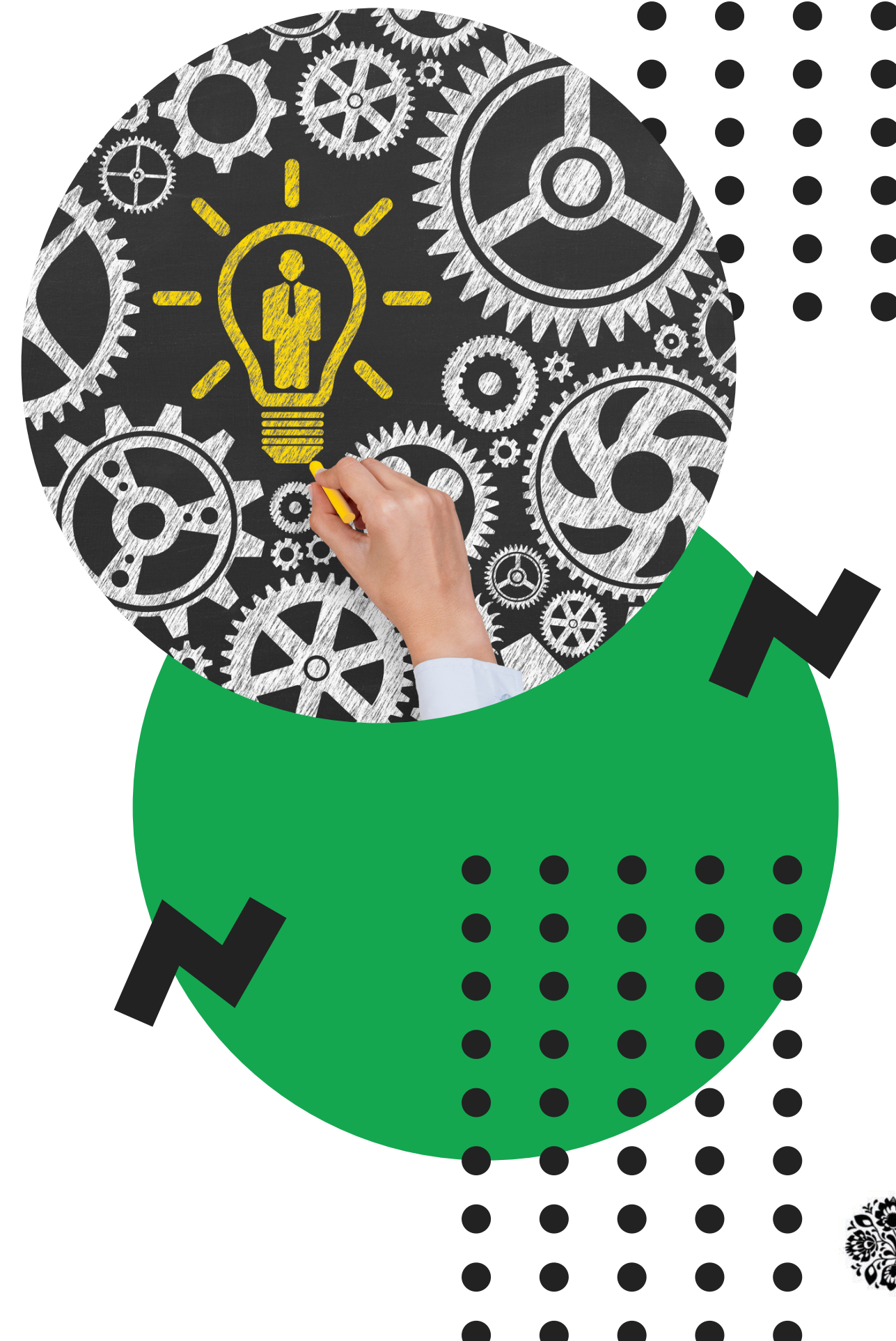


RESOURCES



Resources

- IG Resource: @brittneybalta
- Trending Audio:
 - tokboard.com
 - Tik Tok Discover tab
 - Spotify TikTok Playlist
- 3rd Party Apps:
 - Canva
 - InShot
 - TikTok



ANY QUESTIONS?



@CZECH_YOURSELF_MARKETING



@CZECHYOURSELFMARKETING

EMAIL ADDRESS

HALEE@CZECHYOURSELFMARKETING.COM

OFFICE

AUGHT COWORKING, by Appt Only

Contact
Information

