

JMK MEDIA'S

GUIDE

TO

INSTAGRAM

REELS



Hello dearest friend! I'm Jacqueline, Owner & Founder of JMK Media. Our mission is to empower our clients by serving them with success stories centered around defining your brand's voice, coaching tips for visually telling your story, and providing tools for building your community through personable relationships with your social media audience that come to be loyal customers

In this guide you will learn best practices for Instagram Reels. I've also included tips and tricks that I've learned along the way. New information can be hard to digest. At the end this guide is a Instagram Reels weekly challenge to ease your way into Reels - I encourage you to give it a try!



REASONS TO CREATE RIGHT NOW



Instagram WANTS Reels to succeed and keep users on their app so they are PRIORITIZING Reels in the algorithm over other types of your content.



They aren't just showing your content to your most engaged followers, but also your least engaged (cold) audience. PLUS a wider/new audience that doesn't follow you.



It's a fun way to create educating, entertaining and inspiring content in a new way.

STEP-BY-STEP GUIDE

Recording

Record within the Instagram app or through your Camera app. If recording within the Instagram app, make sure to select your duration of 15 or 30 seconds - located on the left-hand side middle menu. The time duration is automatically set to 15 seconds.

1

2

3

4

5

Editing

Edit within the Instagram app. Upload your video if taken on your Camera app via the bottom left square. If recording within the Instagram app, tap the *back arrow icon* to the left of the record button to trim, delete, or adjust your clips.

Features to Note

On the Reels editing feature you are provided with music, speed of your video, add effects, touch up, and a timer.

Finishing Touches

Once your clips are edited to your liking, tap the *front arrow icon* to the right of the record button. This is where you can add text (and add a duration of your text by tapping your text down on the bottom left), draw, add voiceover, add/edit the volume of added music & your audio, and add stickers/gifs.

Ready to Publish

Once your video is fully edited, tap *share to* in the bottom right corner. Insert your Reel's caption, you have the option to upload a cover photo from your photo library or drag & choose from your video. Tap *share* on the bottom to publish immediately or tap *save as draft* to save your edits & post for later.

TIPS & TRICKS

1

Caption your videos using a transcribe app such as MixCaptions. Or caption yourself using Instagram's text option.

2

Do NOT post a video with a watermark from another app.

4

Instagram will prioritize Reels videos that have added audio from Instagram's music library. So if you are talking/upload your own audio, be sure to add music from the Instagram library and turn the volume down low for background noise.

3

Use vertical video!!!

challenge

week one

PLAN, RECORD & EDIT

Use a solid week to dip your toes into Instagram Reels. Take time to study videos you like. What do you like about them? Is it the music, how they entertain, or the transitions they use? Use this page to write down at least **FOUR video topics/ideas** that you plan to record. I want you to post at least ONE Instagram Reel per week over the next month. Next, I want you to record your four videos. Once you've recorded your videos it's time to edit. Don't forget to reference the tips & tricks in the above pages!

challenge

week two

SCHEDULE & POST

WELCOME TO WEEK TWO! You've planned your four videos, recorded them, and have them edited. Now it's time to **schedule them**. Your first video will be posted THIS WEEK... eek! Figure out your **highest engagement day and time** of the week and schedule ONE video per week. Don't forget to caption with an eye-catching first sentence & add hashtags!

challenge

week three

KEEP TO YOUR CONTENT SCHEDULE, ENGAGE ON INSTAGRAM, HAVE FUN!

Feeling more confident in posting to Instagram Reels in week three? **Keep to your content schedule**, spend 20 minutes BEFORE & 20 minutes AFTER posting your videos **engaging on Instagram** (DM me if you have questions on this - @jmk.media), and **have fun** exploring on Instagram Reels!

challenge

week four

REVIEW PERFORMANCE

YOU DID IT! You are at the finish line and have followed a SOLID MONTH of consistently attributing towards your Instagram Reels efforts. After you've posted your last scheduled Instagram Reels, I want you to wait 48 hours then check on each Reels performance (you'll need a creator or business account for this). Analyze your views, likes, and comments on each video. *Currently, there is not a way to check a full report on insights with Reels videos (unlike regular posts or IGTVs).* Under your insights, analyze your audience, accounts reached, & content interactions as well. In the past 7 or 30-days you'll be able to note any increases or decreases in interactions, new followers, and reaches to signify if Instagram Reels played into your growth.
