

WELCOME



Reels 101 – Tips for Creating Short Form Videos to Stand Out on Social Media

June 8, 2023

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER

SHORT  PRESENTS

Kayla Short:

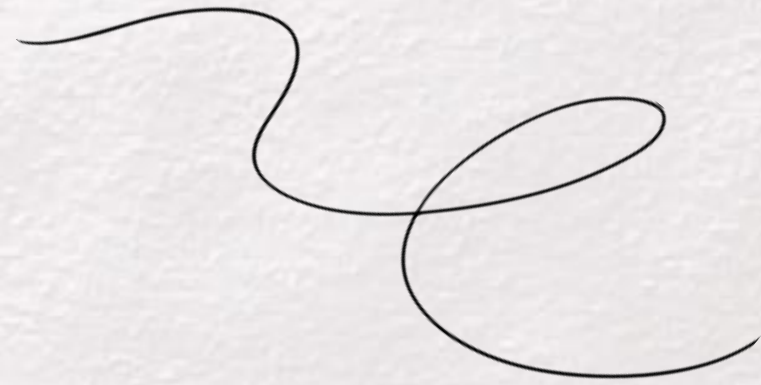
- An award-winning Canadian blogger, full-time content creator, and TV personality.
- Loves documenting her adventures in food, fashion, beauty and travel.
- Contributed to Huffington Post, Fashion Magazine, Flare Magazine, and Profile Halifax.
- Seasoned guest expert for CTV, Global, and CBC.
- Has travelled from province to province, sharing her extensive knowledge of social media and online marketing.
- Chosen as one of Huffington Post's Top 50 Canadians and received numerous awards from The Coast Reader Choice Awards for "Best Blogger."



REELS 101:

Tips for creating short form video

w/ Kayla Short @SHORTPRESENTS

A large, elegant handwritten signature in black ink, appearing to read 'K Short'.

Welcome!

My name is Kayla Short.

I am a trained teacher turned Internet

Grandma 😊

A small, decorative handwritten flourish in black ink, consisting of a simple loop.



You can find me
[@shortpresents](#)

Where I share lifestyle
content with a focus on
food, fashion, beauty and
travel.



Today's Takeaways:

- ✓ Basics on how to create reels
- ✓ Common mistakes to avoid
- ✓ Best Practices for Success in 2023

Let's talk Reels!
What's the point?



Why should we be posting Reels?

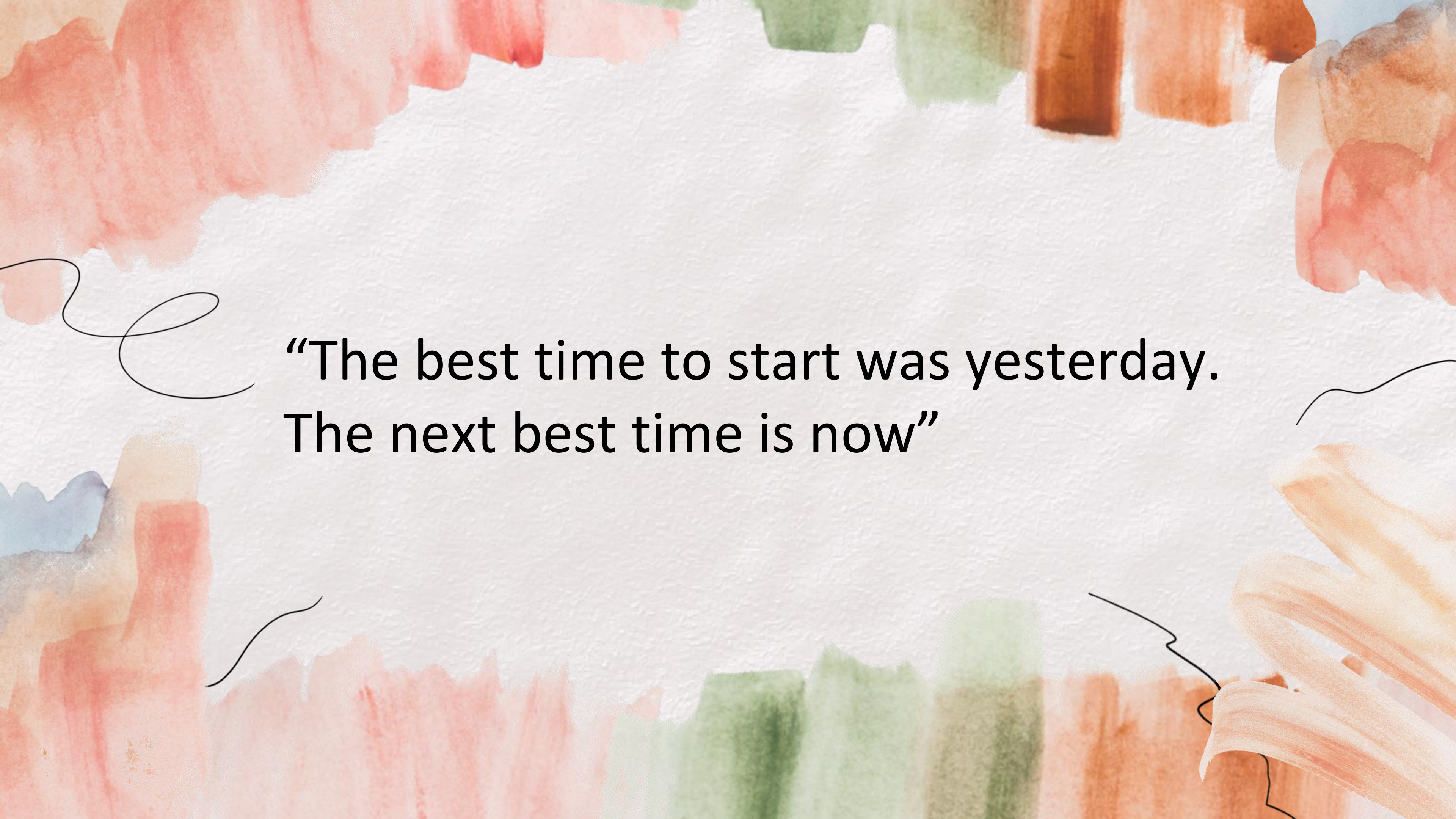
- ✓ We've had reels now since August 2020....
- ✓ It's definitely time to stop putting it off!
- ✓ Instagram has publicly confirmed they are prioritizing videos.
- ✓ Scroll your feed... Do you ever see photos anymore ? That are not sponsored ads?
- ✓ Reels allow you so many more opportunities for storytelling, and to connect with your audience.
- ✓ Ultimately if you want to reach a wider digital audience.... this is the best way to so on social media right now.





- ✓ Best bet at showing up in the explore page = i.e fresh eyeballs on your content (and offerings).
- ✓ Videos get grouped together by audio – *similar to how we used to use hashtags ... RIP hashtags?*
- ✓ Reels are fun!! There are so many ways to share your personality, and it's not all dancing and finger pointing! – *Not that there's anything wrong with that.*
- ✓ *When done well – reels are great opportunity to bond with your audience and create a lasting impression!*





“The best time to start was yesterday.
The next best time is now”



HOW TO CREATE REELS IN INSTAGRAM

RE-CONNECT WITH YOUR WHY/ MISSION STATEMENT

- *What conversation do you want to be a part of, and why?*
- *It can't all be sales -- your audience will see right through it.*

DO YOUR RESEARCH

- *Find content that resonates with you / inspires you.*

SAVE SOME AUDIO

- *Gather audio (about 5-10) so you're ready to go!*

PLAN / SCHEDULE

- *Schedule your shoot time so you are accountable.*
- *Batching content = pull a few shirts/outfits.*
- *Tidy / create your backdrop / figure out best lighting / location etc.*



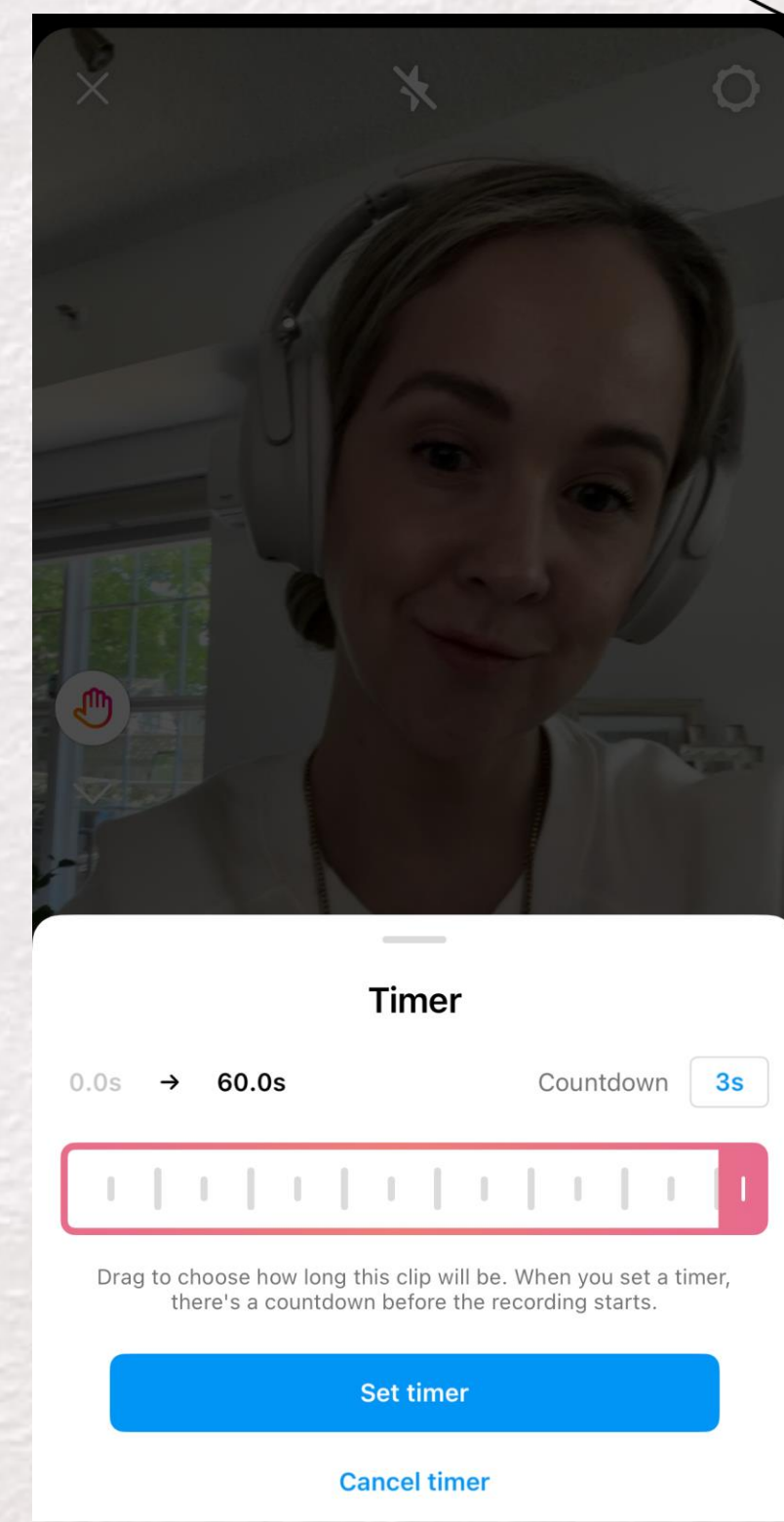
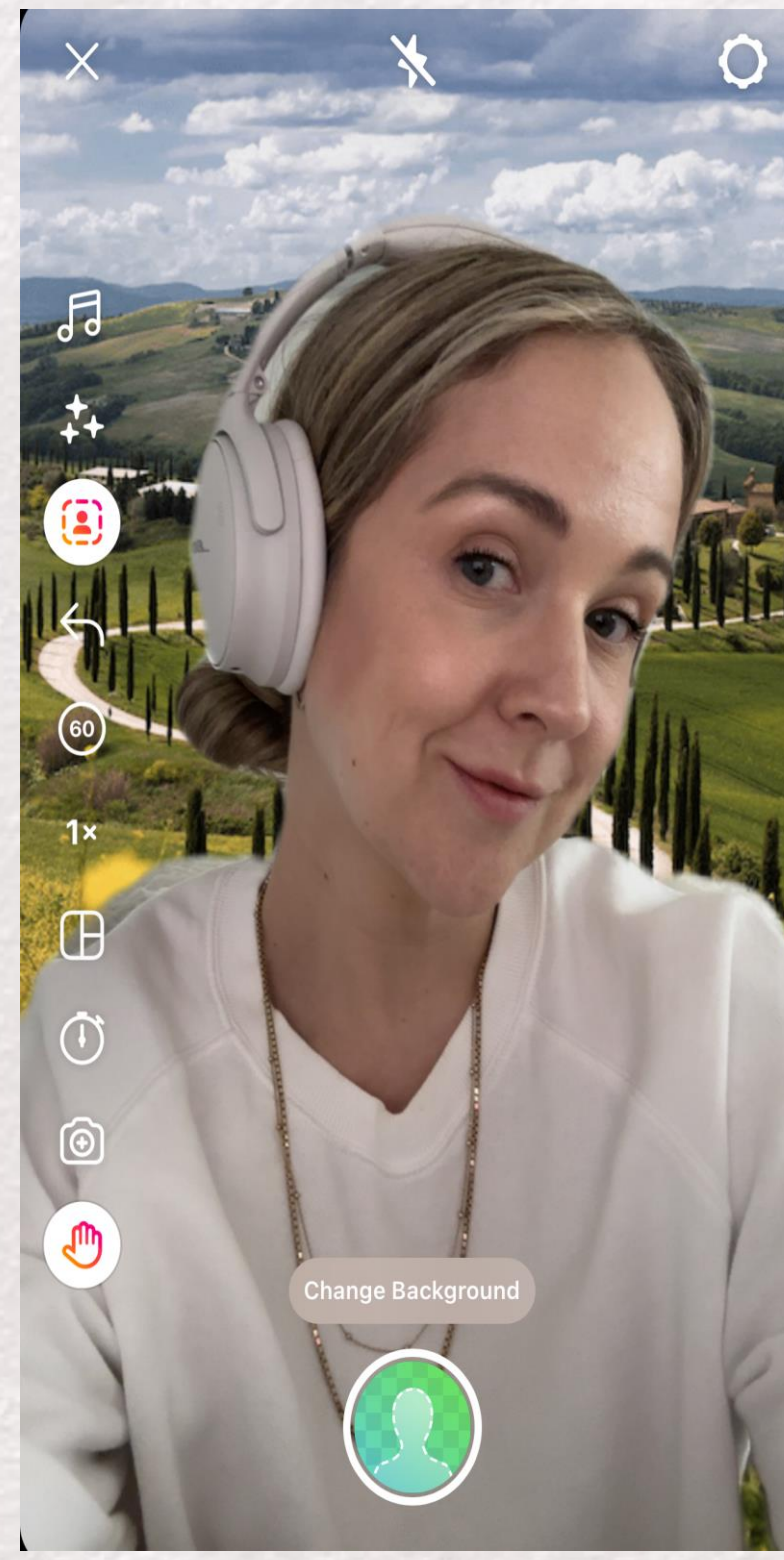
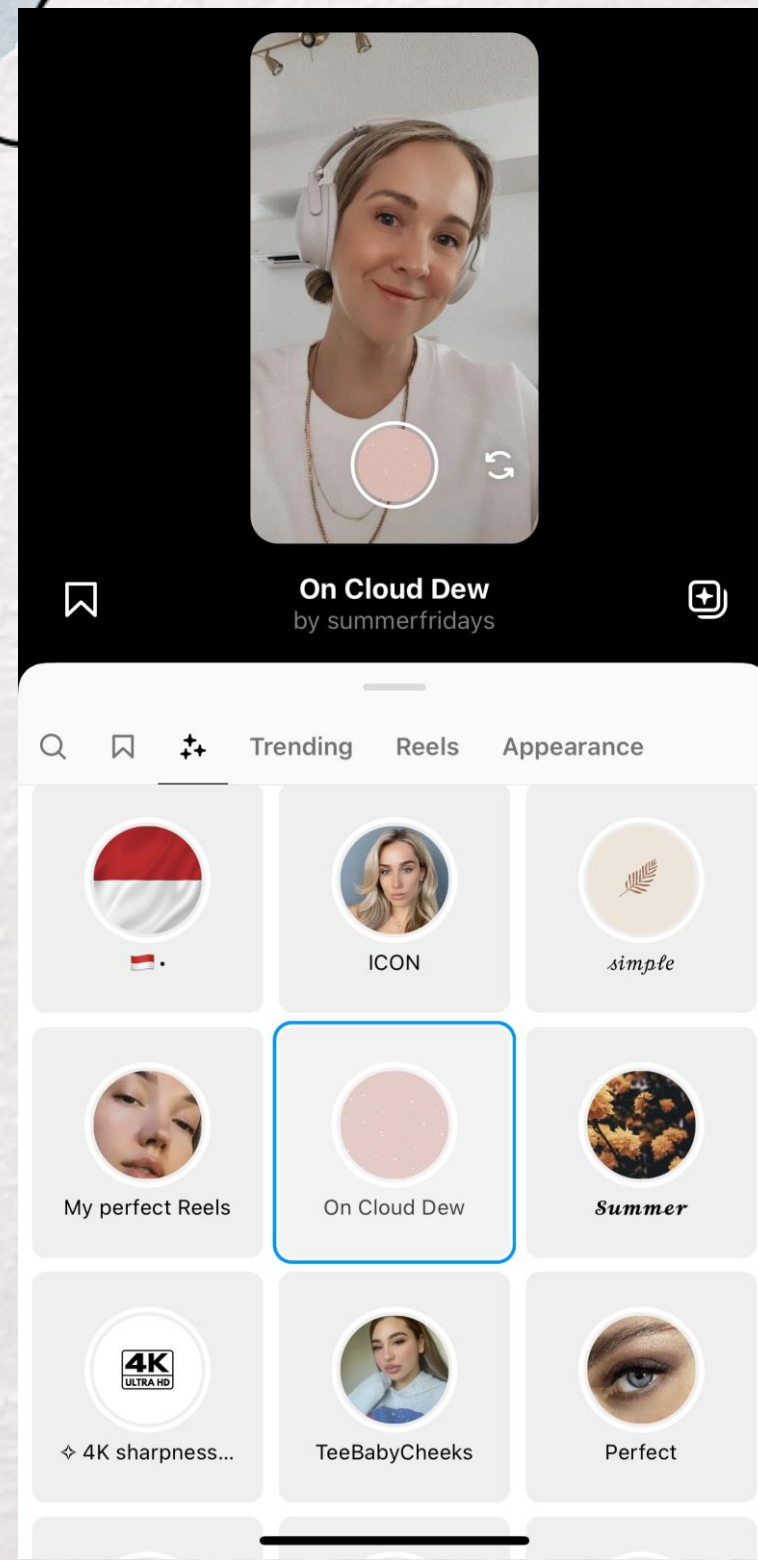
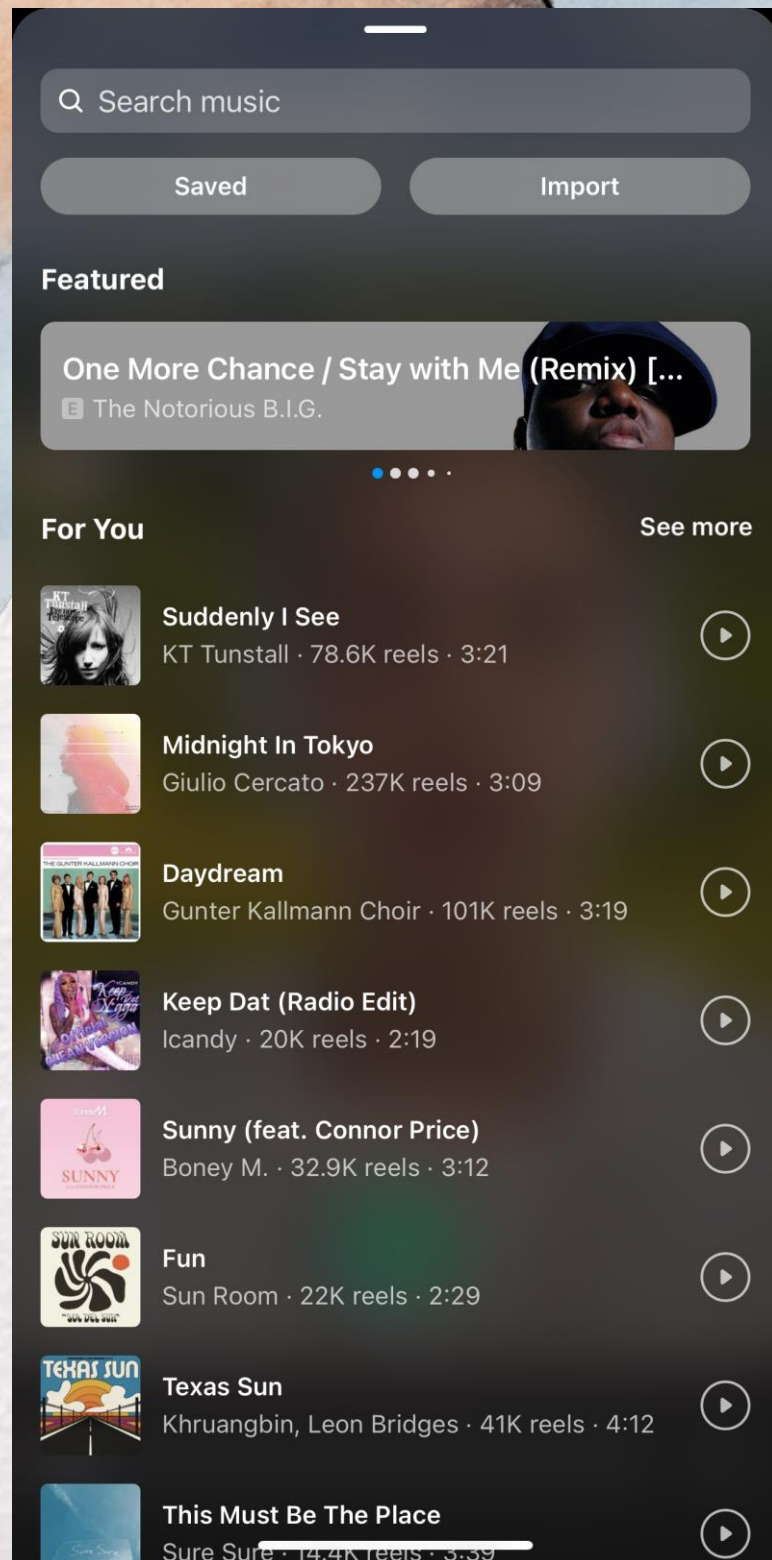


LET'S GO OVER THE BASICS

✓ *Open Instagram* ✓ *Go to profile* ✓ *Select [+] top right hand corner* ✓ *Select Reel.*

✓ *Select CAMERA (to create a reel) or upload a video you've created elsewhere.*





What to expect when adding: Music, Visual Effects, Green Screen, and timer (great for voice overs + hands free)

TEMPLATES

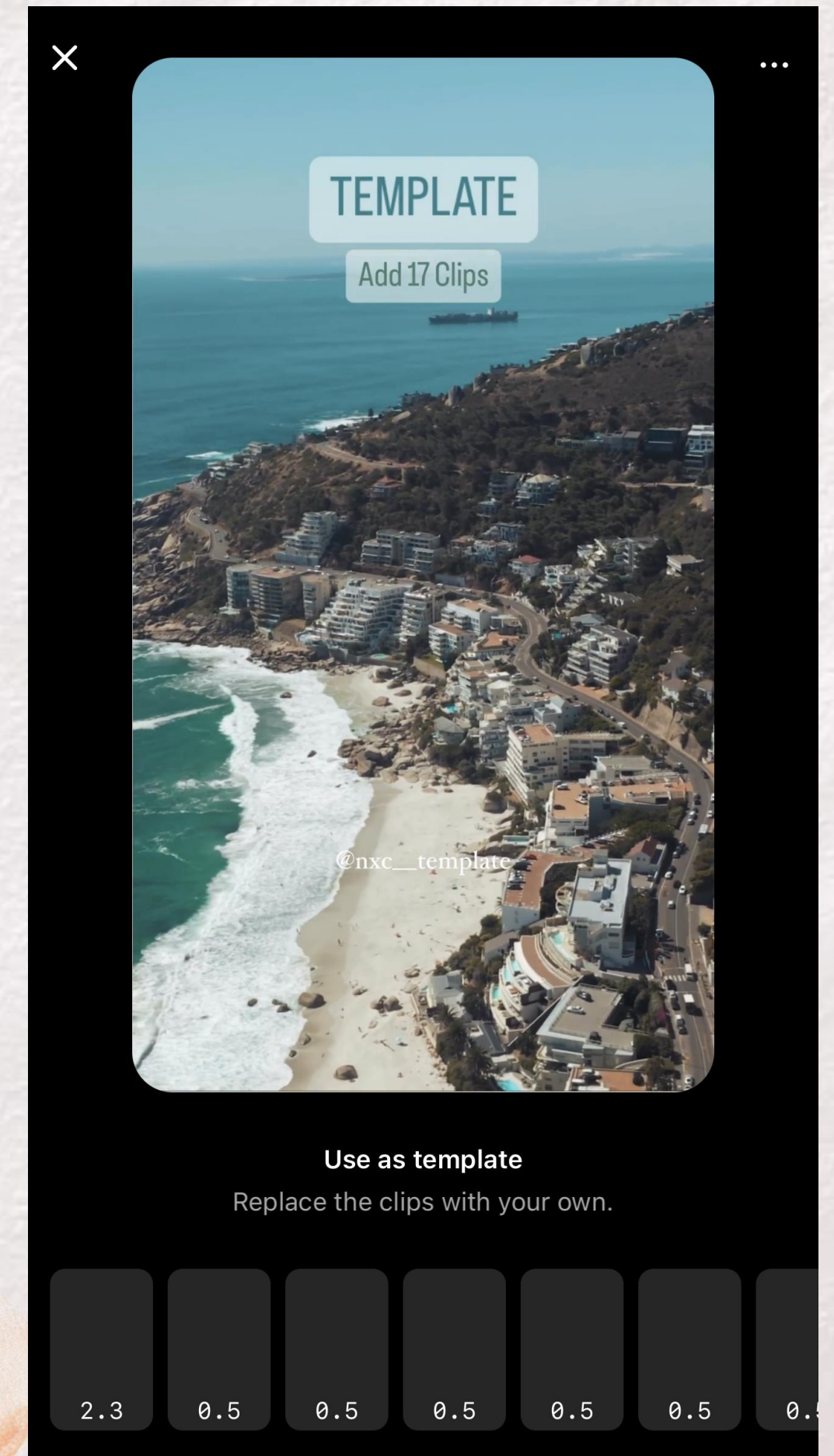
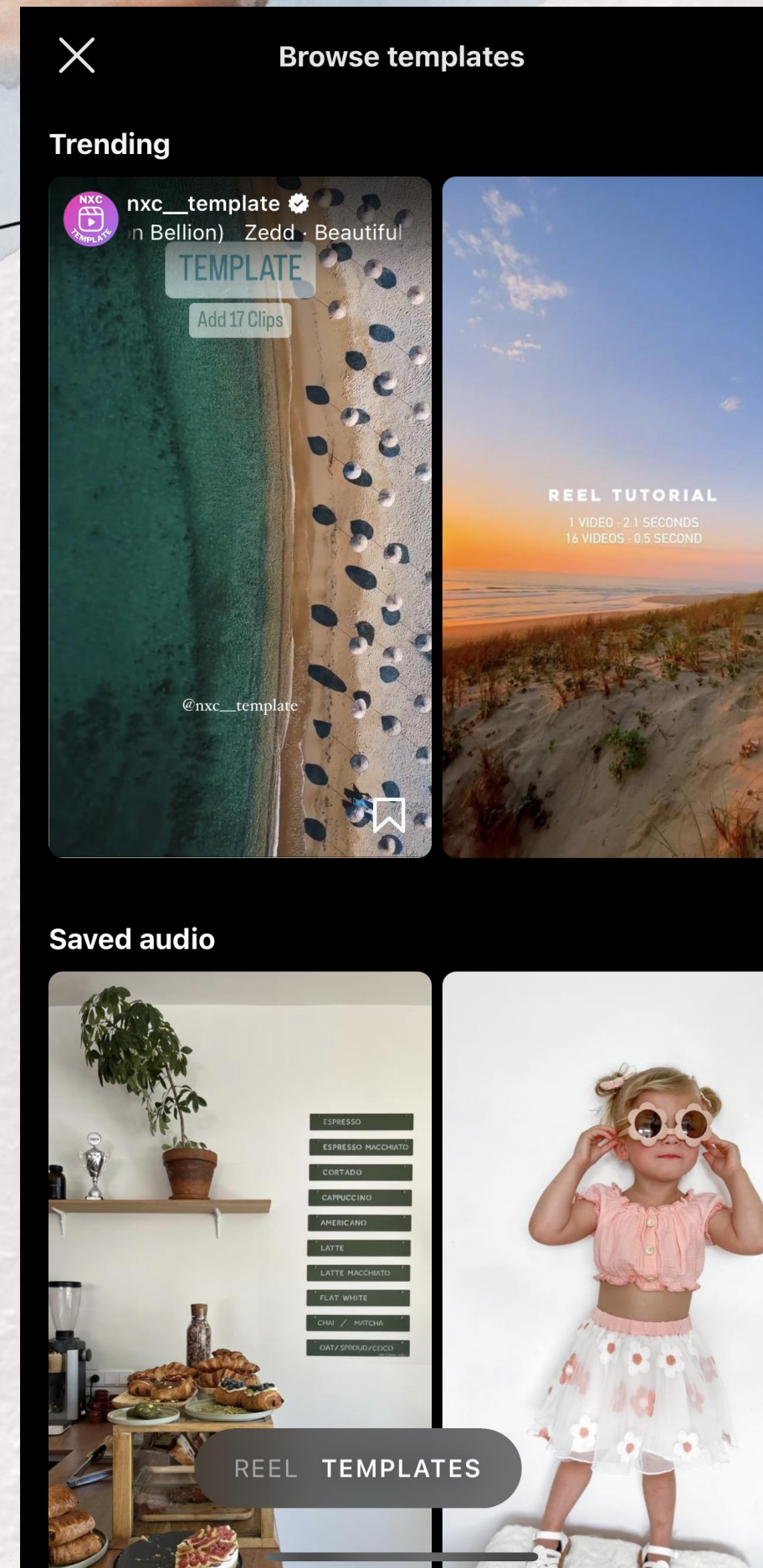
Plug and play video creation!

Simply add your own video clips from your camera roll, and it will create the reel for you!

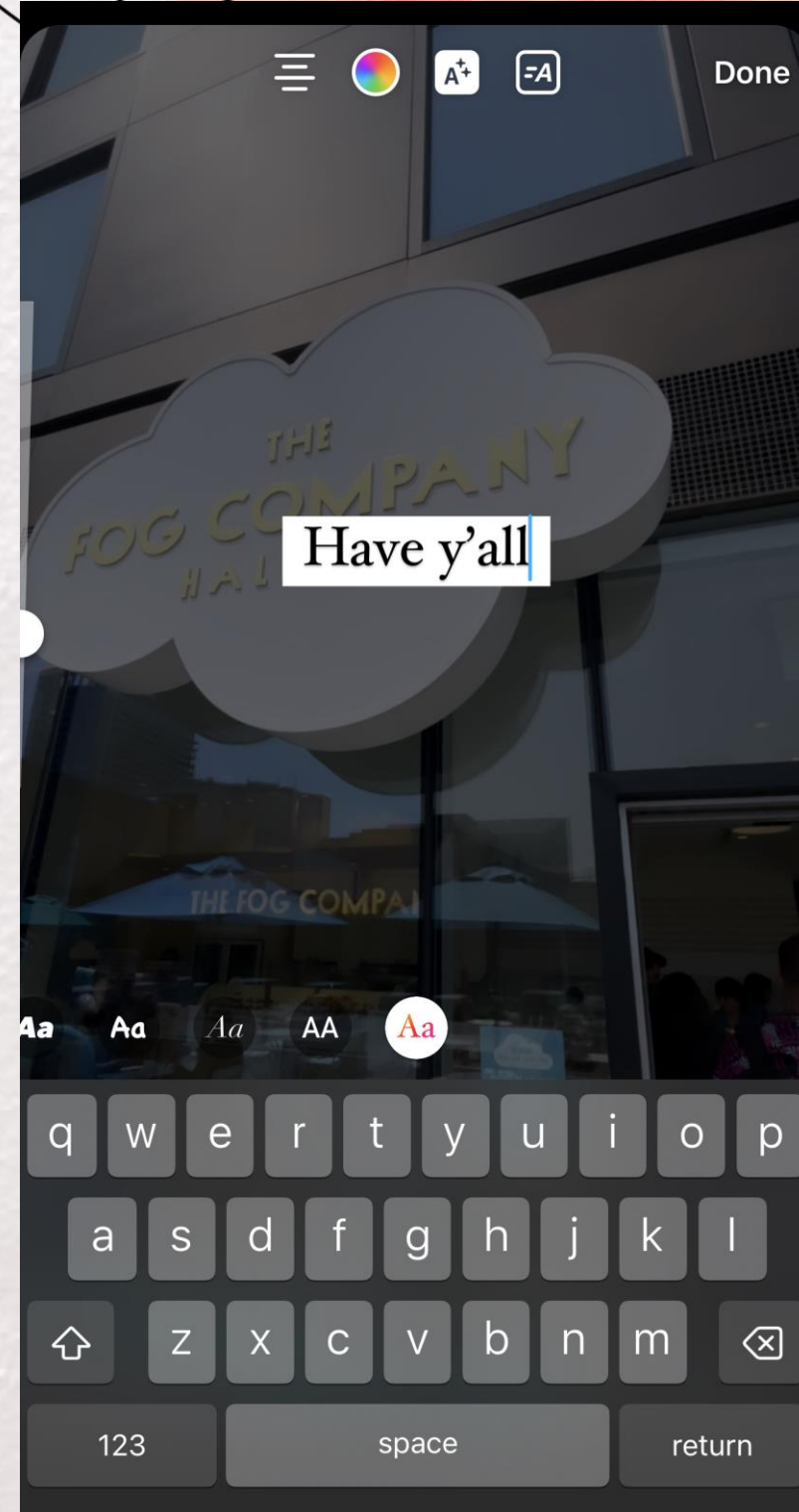
The numbers at the bottom are the suggested duration of the clips (*typically so it syncs with the music*).

Couldn't be easier than this folks!

✓ **DO NOT RELY ON INSTAGRAM TO STORE YOUR VIDEOS. ALWAYS ALWAYS ALWAYS SAVE YOUR DRAFTS.**

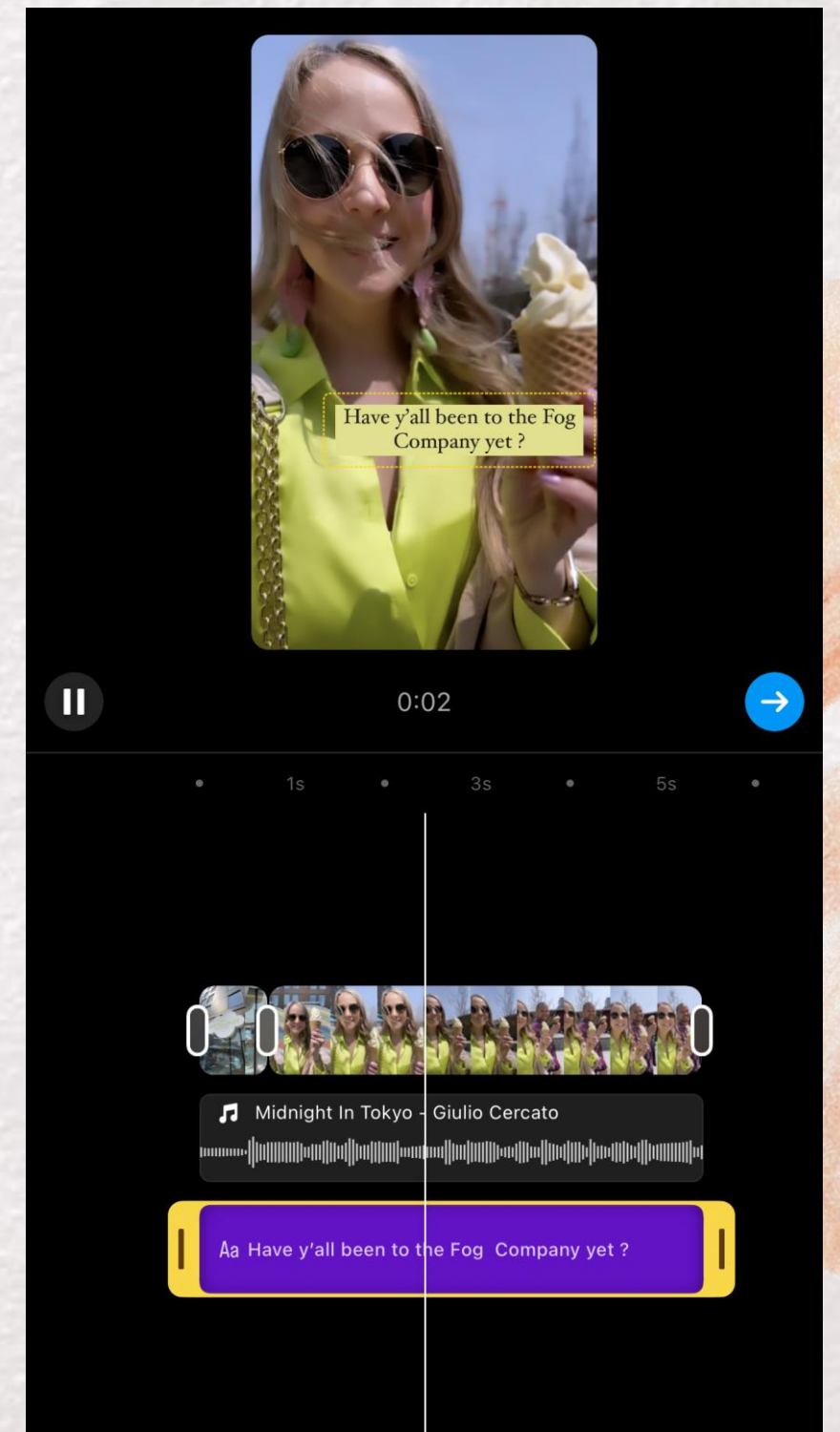
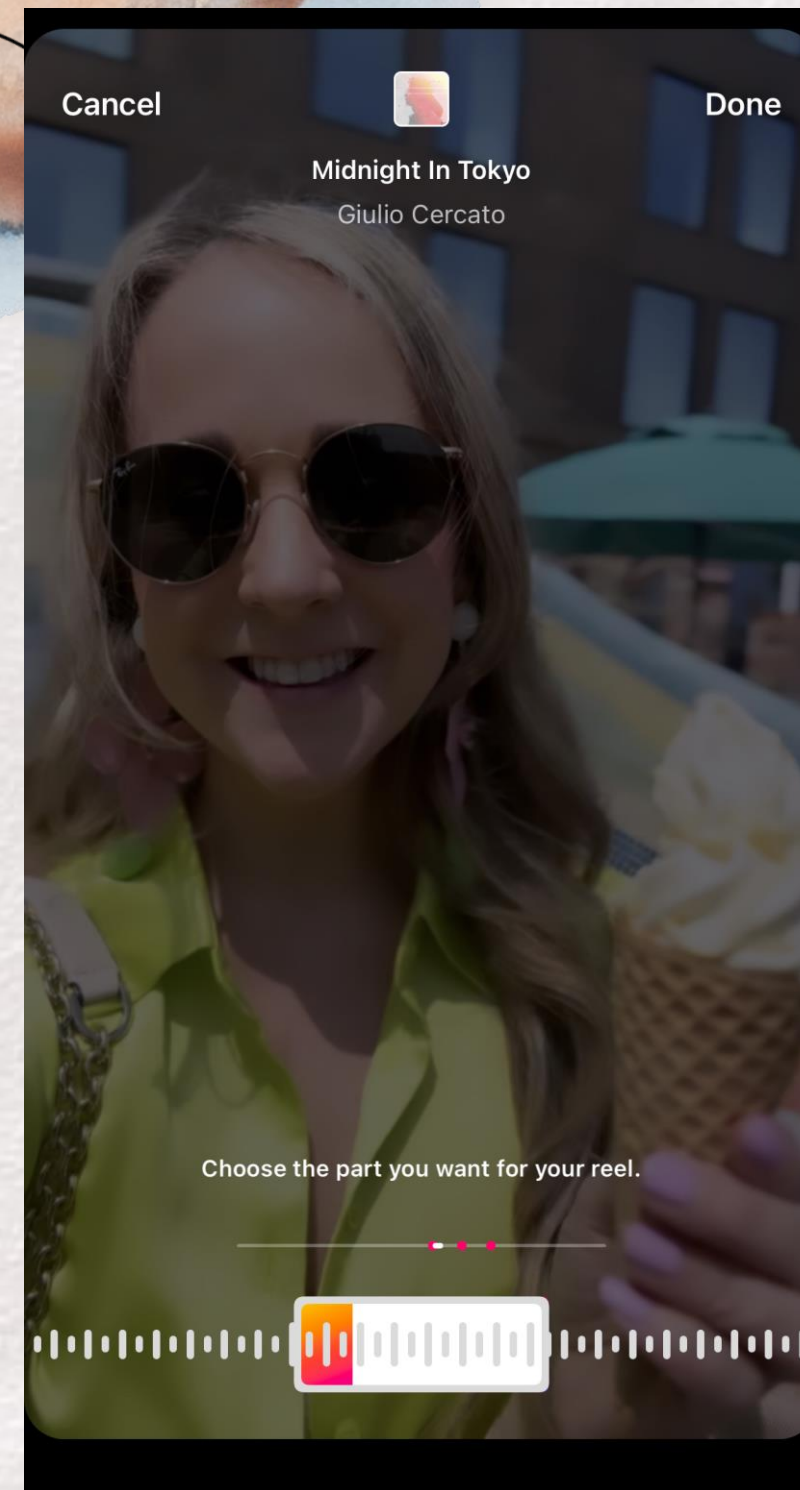
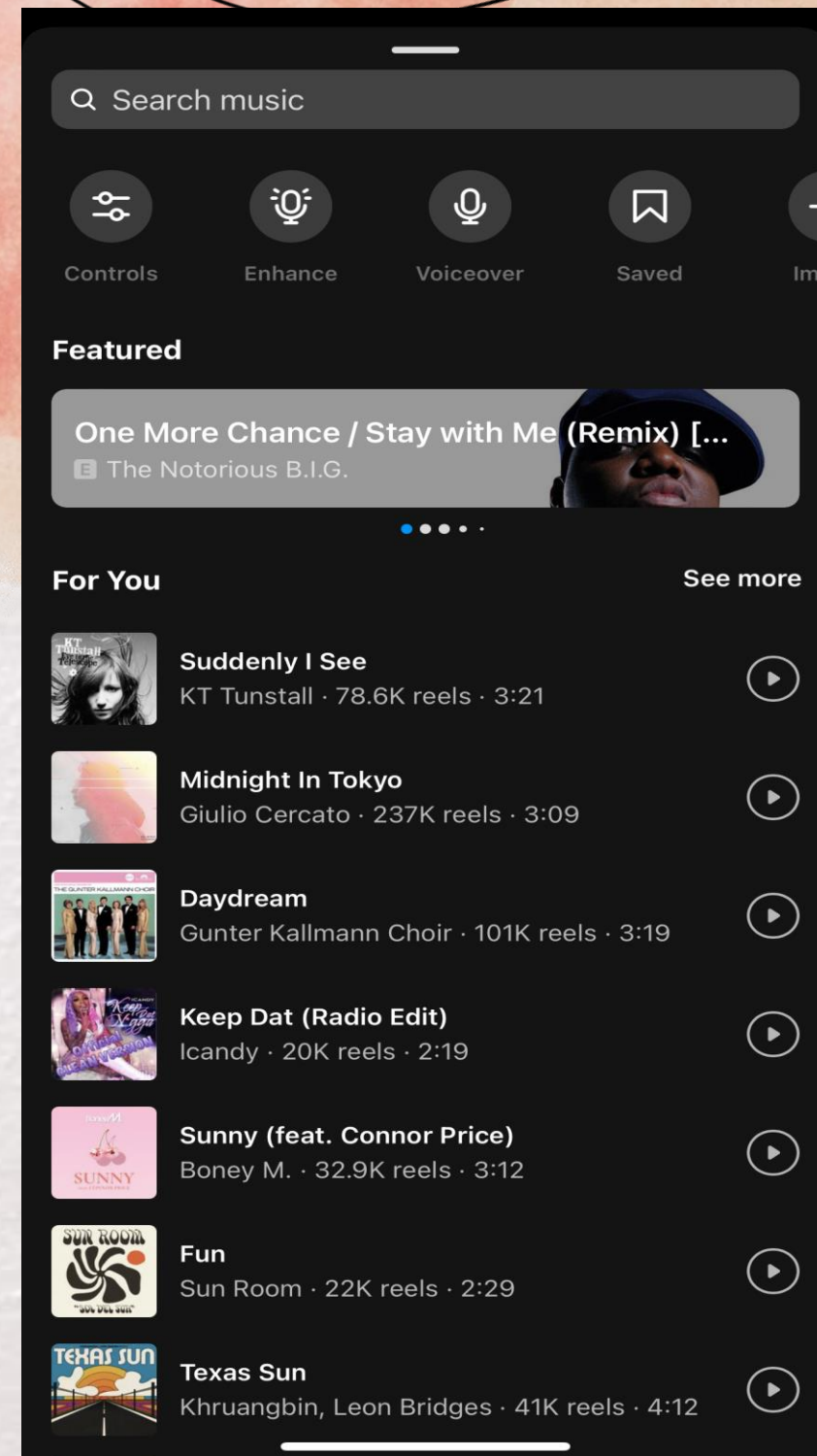


TEXT OVERLAY



✓ ADD text by selecting [Aa] ✓ type what you want to say ✓ select font style, and color (be mindful of placement)!

ADD MUSIC




- ✓ **ADD** music by selecting [🎵] ✓ select a song ✓ toggle the part of the music you want.
- Audio clip will show up underneath the video (same with any voiceover recording, as well as your text overlay)
- ✓ **TO ADJUST** audio select [controls] and ✓ toggle the sound levels of your music + video audio or voice overs

UPLOAD VIDEOS


YOU DO NOT NEED TO CREATE REELS IN IG!

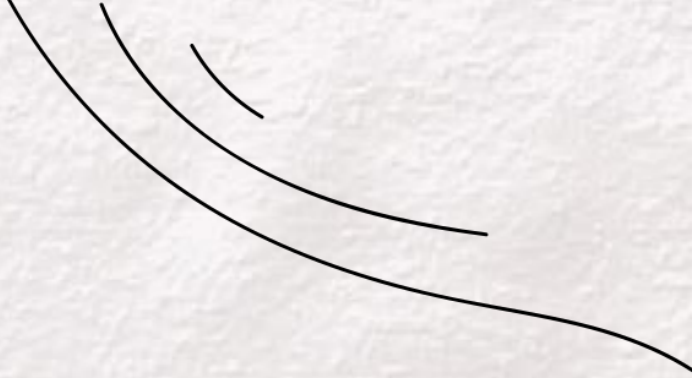


- ✓ **CapCut, Inshot, Splice, Spark** : *great video editing apps for your phone.*
- ✓ **iMovie, Final Cut Pro, and Adobe Premiere Pro:**
Definitely more advanced, but great options for editing on a computer.
- ✓ **BuzzFeed + YouTube** should quickly become your best friends.






Avoid these common mistakes

- ✓ AVOID TRYING TOO HARD TO GO VIRAL
 - ✓ STICK TO YOUR NICHE *-main topic w/ 3-5 sub topics*
 - ✓ ADAPT TRENDS TO YOUR NICHE *-not just about copying get creative*
 - ✓ SAVE YOUR VIDEOS TWICE - *[no font + w/ font] TO YOUR CAMERA ROLL*
 - ✓ ALWAYS ADD TEXT OR CAPTIONS - *most people aren't listening w/ sound and mind your placement/ timing.*
 - ✓ ASSUMING WHAT WORKS ON ONE PLATFORM WILL WORK ON ANOTHER *--Adapt your content for each platform/ shoot your clips outside of Instagram.*
 - ✓ NO WATERMARKS - *IG + TikTok will 100% tank your reach*
- 



Avoid these common mistakes

- ✓ DO BATCH YOUR CONTENT *record videos & save as drafts*
 - ✓ *KEEP YOUR HANDS SLOW + STEADY WHILE FILMING*
 - ✓ *USE A LOT OF CLIPS TO KEEP THE VIDEO MOMENTUM*
 - ✓ *CHECK IN ON STATS (see where in the video views drop off)*
 - ✓ DO ADD A CALL TO ACTION – *“follow for more” ... “comment if you agree” etc*
 - ✓ POST OFTEN
 - ✓ ENGAGE WITH + SUPPORT YOUR COMMUNITY
- 



**BEST
PRACTICES
FOR
2023**



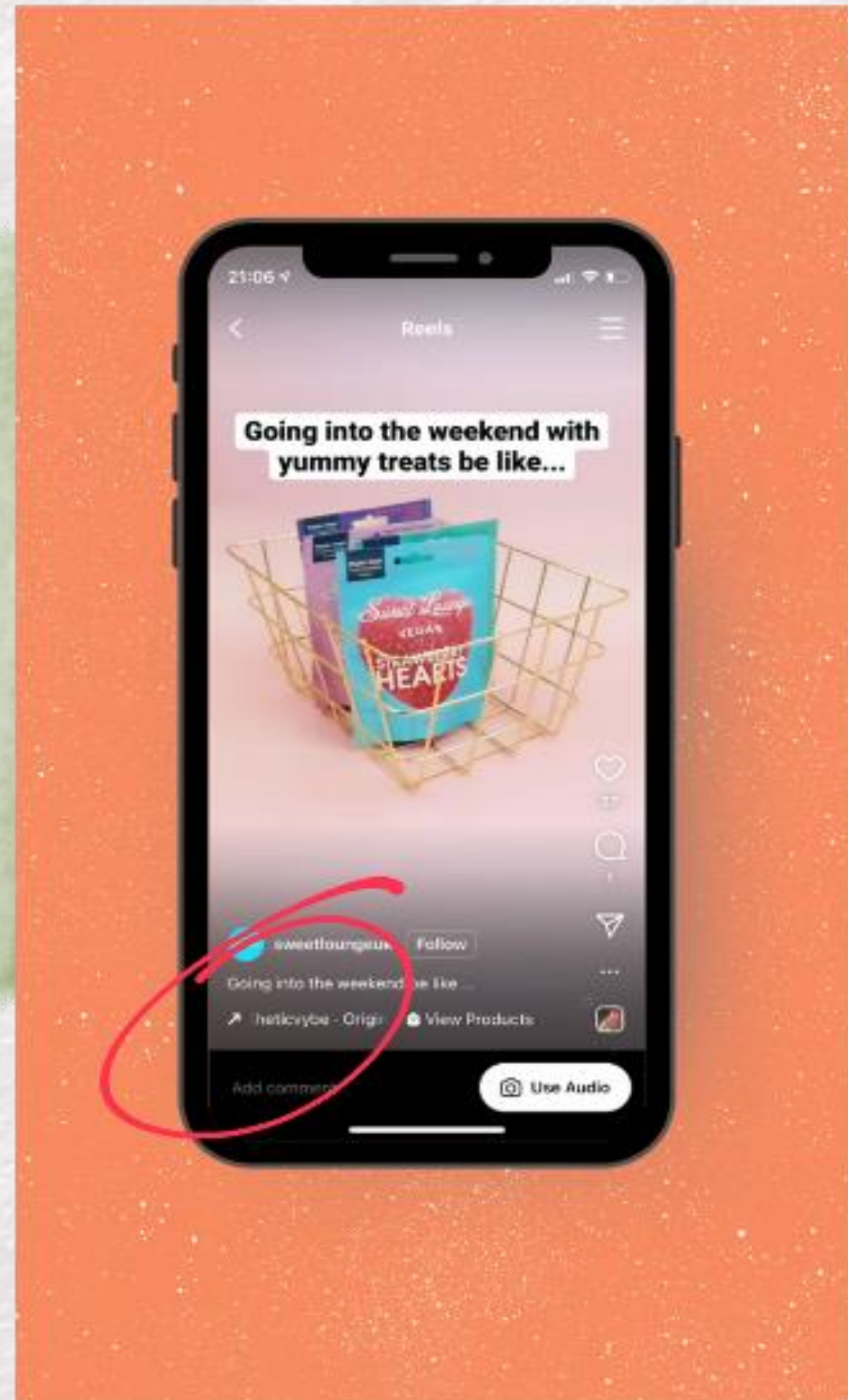
TRENDING AUDIO:

It's not just about trending audio, and copying everything you see online! It can be really refreshing to see a FRESH take.

The little arrow next to the song pointing upward means it's trending. But it's not a magic bullet.

Unless you catch it quickly you could get buried under the millions of other videos using it.

It should always be about telling your story, and making it your own!



CONTENT NEEDS TO PROVIDE VALUE

your content needs to be one or all of the following:



EDUCATIONAL

*Teach us how to do something!
Educate us on how things work in your
business. Own an air bnb? – take us through
your check in processes etc*



INSPIRATIONAL

*Share your experiences. Be vulnerable! Uplift your
audience. Share some behind the scenes of your
business or how / why you started your business!*



ENTERTAINING

*Share a funny experience !
ASMR content, cooking videos, and
even regular daily “chores”!*

WANT PEOPLE TO WATCH YOUR VIDEO? IT'S ALL ABOUT THE HOOK

*Think of your videos like a resume.
You have about 5 seconds to grab your audience's attention.*

Immediately show/tell people why the video is worth their time.

- ✓ *Pose + answer a question*
- ✓ *Opt for a round up "5 reasons to stay at our accommodations"*


When in doubt keep it short! 30s or less



EXAMPLE

@BenjaminBridge: "Ice Rink Update"

✓ Entertaining + Educational



MORE LIKE A SWIMMING POOL THAN AN ICE

benjaminbridge • Following
Elaine Stritch • Are You Having Any Fun?

benjaminbridge Want to know about rink conditions before hopping online to book a skate? Stay tuned to our social media channels for very serious updates, featuring, chief rink reporter and reigning champ of not taking herself too seriously, Devon McConnell-Gordon. Questions about skating? Ask us in the comments, or tag a friend with whom you'd like to lace up your skates!

21w

littlesarahbirch Haha! Makes me want to go skating (!?)

21w 1 like Reply

700 likes
JANUARY 4

Add a comment... Post

EXAMPLE

@thelahavecabin:

“All of this used to be a dream”

✓ Inspirational



thelahavecabin • Following



jrstit • welcome to 2012



thelahavecabin All of this- everything you see on our page used to be a huge dream, which at times seemed so unattainable. We worked so hard and wanted to give up so many times along the way. Yet here we are. We are hoping to share some exciting news with you guys soon. Never stop dreaming and keep chasing your biggest and wildest dreams. It doesn't need to make sense to anyone but you ❤️

3w



curryville_house You guys are great and so inspiring. We have appreciated your support too!



3w 2 likes Reply



205 likes

MAY 11



Add a comment...

Post



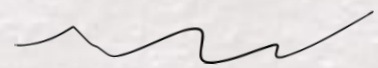
YOU CAN DO THIS

The best part is you already have everything you need! You have an amazing business, you have YOUR individual story! Instagram reels and short form video are simply just a vehicle to help you share that with others! This is the best time to be creating content because people want raw, real, and unpolished content!

ACTIONS TO TAKEAWAY FROM TODAY

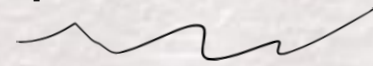
✓ Be inclusive: always use font overlays + captions

✓ SAVE your videos

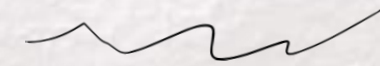



✓ Be original! Tell YOUR story!

✓ Always add value:
Educate, Inspire, or Entertain



✓ Progress over perfection:
no better time to be starting
than right now !





Thank You!
Any questions?!

nl

@SHORTPRESENTS

SPRING TUNE UP: *Weekly Webinar Series*

- **Thursday, June 15 at 10:00 am** – *Where, When, and What to Post on Social Media.* Presented by Ingrid Deon (word-craft).
- **Thursday, June 22 at 10:00 am** – *Email Marketing: Best Practices to Boost Your Business.* Presented by Mariia Souchko (Playground Creative).
- **Thursday, June 29 at 10:00 am** – *How to Use Google Ads to Promote Your Business.* Presented by Liam Tayler (SME Solutions).



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

* NO WEBINARS JULY & AUGUST.
WEBINARS WILL RESUME IN SEPTEMBER.

TOURISM DIGITAL ASSISTANCE PROGRAM

Work with a digital expert to improve your online presence and digital services.

- Receive up to **\$5,000** in services from a qualified digital consultant.
- Services can include website design and development, search engine optimization, digital marketing strategy, social media strategy, online booking systems, audio and podcast services, photography and videography, and e-commerce tools.

Extended deadline:

Thursday, June 8, 2023, at 4:00 p.m.

<https://tourismns.ca/tourismdigitalassistanceprogram>

EXPORT Travel Trade Program

Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

Application deadline:

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>



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