



REELS 101: WORKSHEET

DEVELOP YOUR SOCIAL MEDIA MISSION STATEMENT:

What are your goals for showing up online? *(Remember it can't just be about sales because people will see through it. No one wants to watch ONLY commercials).*

What conversation do you want to contribute to with your content online?

What emotion or information do you want people to feel / know watching your content?



“THE SOCIAL MEDIA SPACE IS SATURATED, AND THEREFORE TO STAND OUT YOUR CONTENT NEEDS TO ADD VALUE”.

REMEMBER CONTENT NEEDS TO BE ONE OR ALL OF THE FOLLOWING:

INSPIRATIONAL / EDUCATIONAL / ENTERTAINING

CONTENT IDEAS

- *Filming a behind-the-scenes / live demonstration*
- *Take users on a journey through your business and/or attraction to set expectations (add additional information and build awareness of your business).*
- *Share what to expect from visiting your business*
- *ASMR videos*
- *Daily Tasks*
- *Lip Sync / Voice Over*
- *Adapt a trending audio to your business offering*
- *Share your business's origin story*
- *Interview / highlight employees*
- *Highlight a new product / item / offering*

3 VIDEO IDEAS I COULD CREATE FOR MY BUSINESS

1)

2)

3)



REELS - BEST TIPS FOR SUCCES CHEAT SHEET

- *Save audio for future videos for easy access*
- *Save videos that you like, so you can come back to them when you don't feel inspired*
- *Make a plan of what you want to create*
- *Keep your hands slow + steady while filming video (or use tripod / gimbal)*
- *For vlog / montage style -- shoot more clips & think from various perspectives*
- *End videos with a call to action "follow for more tips on"*
- *Consider asking questions to create a dialogue and increase engagement (in video and caption)*
- *Always add text and captions (when speaking)*
- *SAVE your videos when creating them in Instagram (with and without font)*
- *Check in on your stats – see where views are dropping off*

Congrats! You've just taken your first step towards making amazing Instagram Reels. I can't wait to see the content you create.



*Let's connect – @shortpresents
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