

GET *Reel* ON SOCIAL MEDIA



A step-by-step workshop
to level up your brand
on social media

By Josie Osborne

What is a Reel?

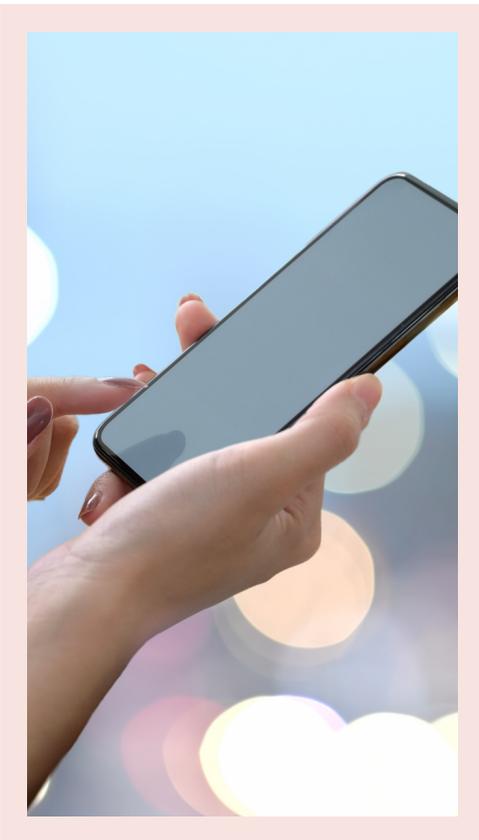
"Reels invites you to create fun videos to share with your friends or anyone on Instagram. Record and edit 15-second multi-clip videos with audio, effects, and new creative tools. You can share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore. Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage."

source: Instagram



"Go from a blank screen to a beautifully made REEL by YOU!"

What we will explore in this class

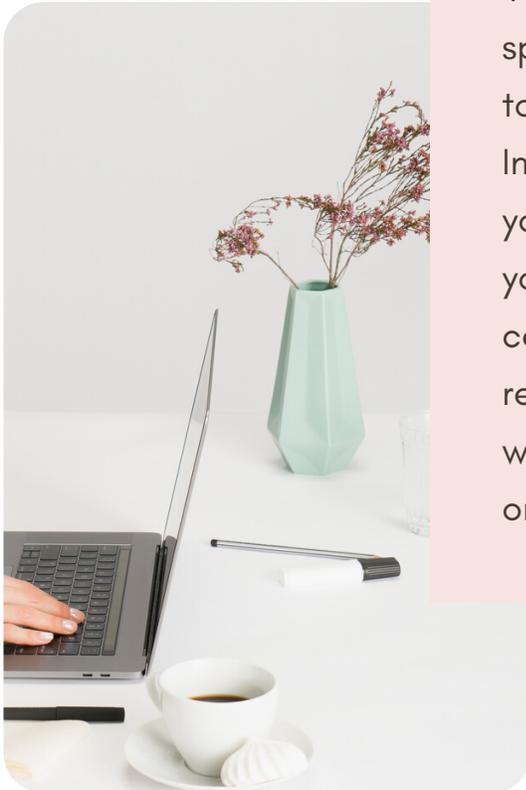


1. Your account setting
 2. Research what you like
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 5. Steps on Instagram
 6. Share on multiple platform
-

Your account setting

Public Account

You can share your reel to a dedicated space in Explore, where it has the chance to be seen and discovered by the wider Instagram community. You can also share your reel with your followers by posting it to your Feed. When you share reels featuring certain songs, hashtags, or effects, your reel may also appear on dedicated pages when someone clicks on that song, hashtag, or effect.

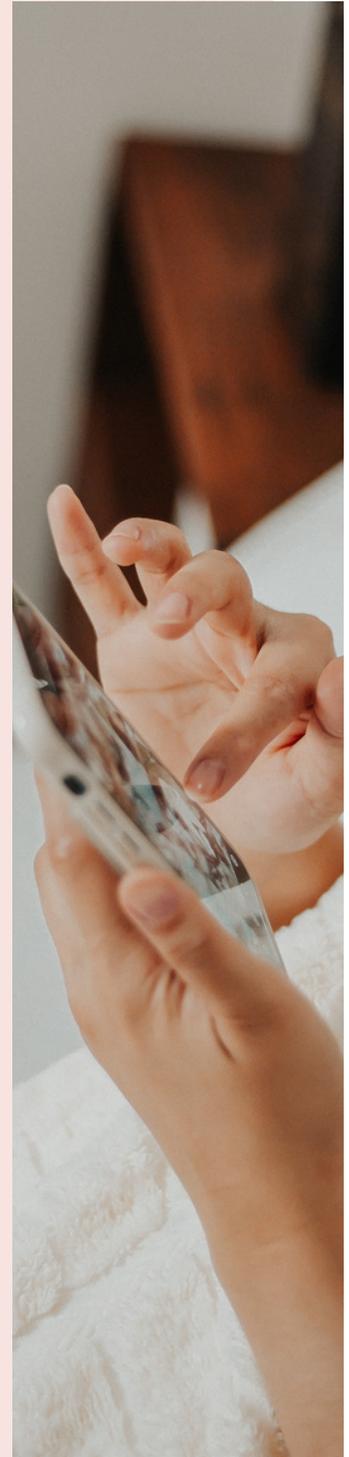


Private Account

Reels follows your privacy settings on Instagram. You can share to Feed so only your followers can see your reel. People will not be able to use original audio from your reels, and people cannot share your reels with others who don't follow you.

Research what you like

1. Go look at other artist and see what you like, what gets your attention for the entire video and what makes you scroll right away.
Save the one that inspire you!
2. While looking at other artist and friends, save audios that are inspiring to you. Look if they are trending, this can help boost your reach. ↗
3. Like and share videos from your peers.
We are a small community and helping each other is important.



Tools I use

- *Camera from my phone*
- *VN app*
- *Instagram App*

1. **Make your videos with your phone**

2. **VN APP**

First go on VN app, it is a free video editing tools and it's easy to use!

We will explore some features during the live class.

You can definitely use the tools right in instagram, this is a personal preference. To me VN is easier to use.

3. **INSTAGRAM**



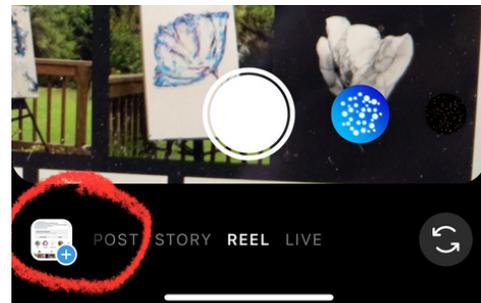
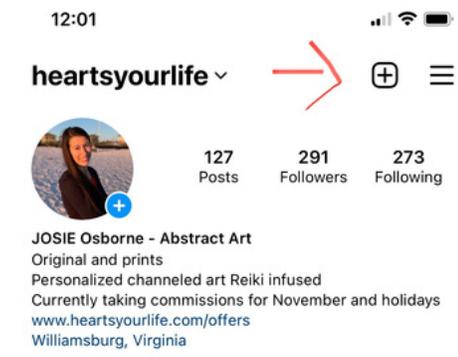
Create your own Reel

We will create 3 REELS!
2 together and one on your own!

1. Slow turn
 2. Make your artwork appear on a table or ground while dropping tools
 3. Make your artwork appear on the wall as you touch the wall
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Instagram Steps

1. Click the + button on the top right of your screen
2. Choose REEL
3. Click the small icon bottom left of your screen and choose a video from your camera roll
4. Go in your saved audio
5. Choose the one that goes with the video
6. Add a description
7. Valuable #
8. Your location
9. Mention @
10. Send into the world



Align feature on INSTAGRAM can also create seamless frame.

Share on Multiple Platform



- **Tik Tok**
- **Facebook**
- **Pinterest**

Save your end result video on your phone
And spread your art!
