



How to Make Instagram Reels

WHAT IS AN INSTAGRAM REEL?

- Instagram Reels are short (15-30 second), engaging videos Instagram released in August of 2020. This function was released in order to compete with another widely known social media platform, Tik-Tok.
- Instagram Reels have a higher chance of being seen versus your everyday photo or video post. *If your Instagram account is public
- When you make a Reel, Instagram notices your efforts and will spread it to other audiences that may not be following you. This is good because exposure to new audiences = new business!

WHAT SHOULD I POST?

Content that provides any of the following:

- Value
- Entertainment
- Inspiration

An example would be: “Common misconceptions about the Homebuying process”. In this Reel you would put a few myths about the homebuying process in your video, while mentioning in your caption that those viewing can follow and comment to know the truth behind these common misconceptions.

HOW DO I MAKE A REEL?

Use our WVBK Instagram Reels prompt sheet on the Vault, then get started!

1. Open your Instagram app and tap on the “reels” icon in the middle at the bottom of your screen.
(you should see a Reel playing immediately)
2. Tap on the camera icon in the upper right-hand corner.
3. This will take you to the place where you’ll create your Reel! You can either upload pre-recorded video or create your video within the Instagram App (but remember, Instagram Reels can only be 15-30 seconds long, so make sure you get all of your thoughts collected before filming!)
4. On the left of the screen you will see 5 icons. These are your icons for length, audio, speed, effects, and a timer.

- **Length:** How long you want your reel to be, 15 seconds? 30 seconds? The choice is yours!

- **Audio:** Choose music to play over your video.

- **Speed:** Want to speed up your video or make it into a slow-motion video? Use this tool to do either.

- **Effects:** Have a favorite filter you like to use on your Instagram stories? You’re in luck, you can use them for your Instagram Reel too!

- **Timer:** If you have your phone set on a tri-pod and are sitting too far from your phone to start recording, press this guy before recording and it’ll give you a 3 second timer so you can get situated before the video starts.

YouTube will be your best friend when it comes to editing Reels. There are so many options and ways to edit, so finding your own style is great for this.

This video shows you how to create a reel from start to finish. (skip to time stamp 4:50 for this)

<https://www.youtube.com/watch?v=eOGT4ktjhZc>

Make sure to always use hashtags that are relevant to your content. If we’re using the “Common misconceptions about the homebuying process”, you will want to put some of the following hashtags in the caption. This will help new audiences see your content! (remember, you don’t have to use all of these, and only use hashtags that relate to the content in the Reel.)

#HomeLoan #Mortgage #MortgageLender #Home #RealEstate #DreamHome #HouseHunting #Refinance #CreditScore
#LoanOfficer #MortgageLender #FirstTimeHomeBuyer