

Basics of Instagram Reels

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Reels:

- Quick, entertaining, or informative video clips (up to 90 seconds)
- Creation only available on phones

To create Reels, you can't have a personal account. You must switch to business.

Settings and Privacy >(Creator tools and controls)>Switch account type

- A business account can add purchasing links
- Get insights and feedback

Reels features

- Audio (music notes) - two ways to choose.
 - Search for a song
 - Already-made reel
 - Effects (three little stars)
 - Green screen
 - Add yours (curved arrow)
 - Reel length, 15-90 seconds
 - Speed (1x)
 - Video layout (grid)
 - Timer (stopwatch)
 - Dual (cameras)
 - Gesture control (hand)
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- Download your reel to your phone so you can check for accuracy of text.
 - Create a cover with your phone's picture program.

Posting your Reel

- Hook question
- Personal anecdote
- Hashtags
- Share on your stories
 - Add an interactive sticker, like a poll or question, that relates to the reel

Tips for Making a Reel

- LOOK at the camera, not at yourself!
- Be brave!
- Copy someone else's idea.
- Save reels you enjoy, then use the audio for your audience.
- Make a few reels at once (maybe change outfits) and save them to your drafts. Then you can post more consistently because you're already prepared with content.

Reel ideas

Back and forth with author of different/same genre (Jaime Jo Wright/Pepper Basham)

Commiserating about writing (#writinglife)

Images that represent your current work-in-progress (book trailer)

Trying to find time to write as a parent/spouse/employee/etc

Have conversations with your characters

Book recommendations

What you're reading right now

Your TBR (to-be-read) pile

Glimpse into a writing conference you're attending or book store you're visiting

Text-only reels: Your book's first line; favorite Bible verse; favorite quote; good line from a book