

HOW TO CREATE A REEL CHECKLIST

1. Planning & Pre-Production:

- Define your niche and audience.
- Determine your Reel's goal (e.g., brand awareness, drive traffic, increase engagement).
- Brainstorm content ideas (e.g., educational, entertaining, inspirational).
- Create a content plan/strategy to ensure consistent posting and visual branding.
- Outline your story or message with a clear beginning, middle, and end.
- Plan your hook to grab attention in the first few seconds.
- Choose trending audio or original sound.
- Develop a call to action (CTA) for the end of the Reel.

2. Filming & Production:

- Shoot in a vertical format (9:16 aspect ratio). Ensure high video quality (4K 60fps recommended).
- Use good lighting to avoid dark or grainy footage. Utilize a clean background.
- Keep camera steady (use a tripod if possible).
- Film from various angles for visual interest. Record clear audio minimizing background noise.
- Speak clearly and enunciate.

3. Editing:

- Use Instagram's built-in editing tools or external software. Add music or sound effects
- Include closed captions or on-screen text. Use transitions and effects to enhance visuals.
- Trim and edit clips for pacing. Create a loop at the end (optional) to encourage replays.
- Ensure resolution is 1080 x 1920 pixels.

4. Posting & Optimization:

- Choose an engaging cover photo. Write a compelling caption with a clear CTA.
- Use relevant hashtags (mix of broad and niche).
- Share your Reel to your Story to increase visibility.
- Engage with comments and messages.
- Analyze your Reel's performance using Instagram Insights.
- Post consistently to build an audience.