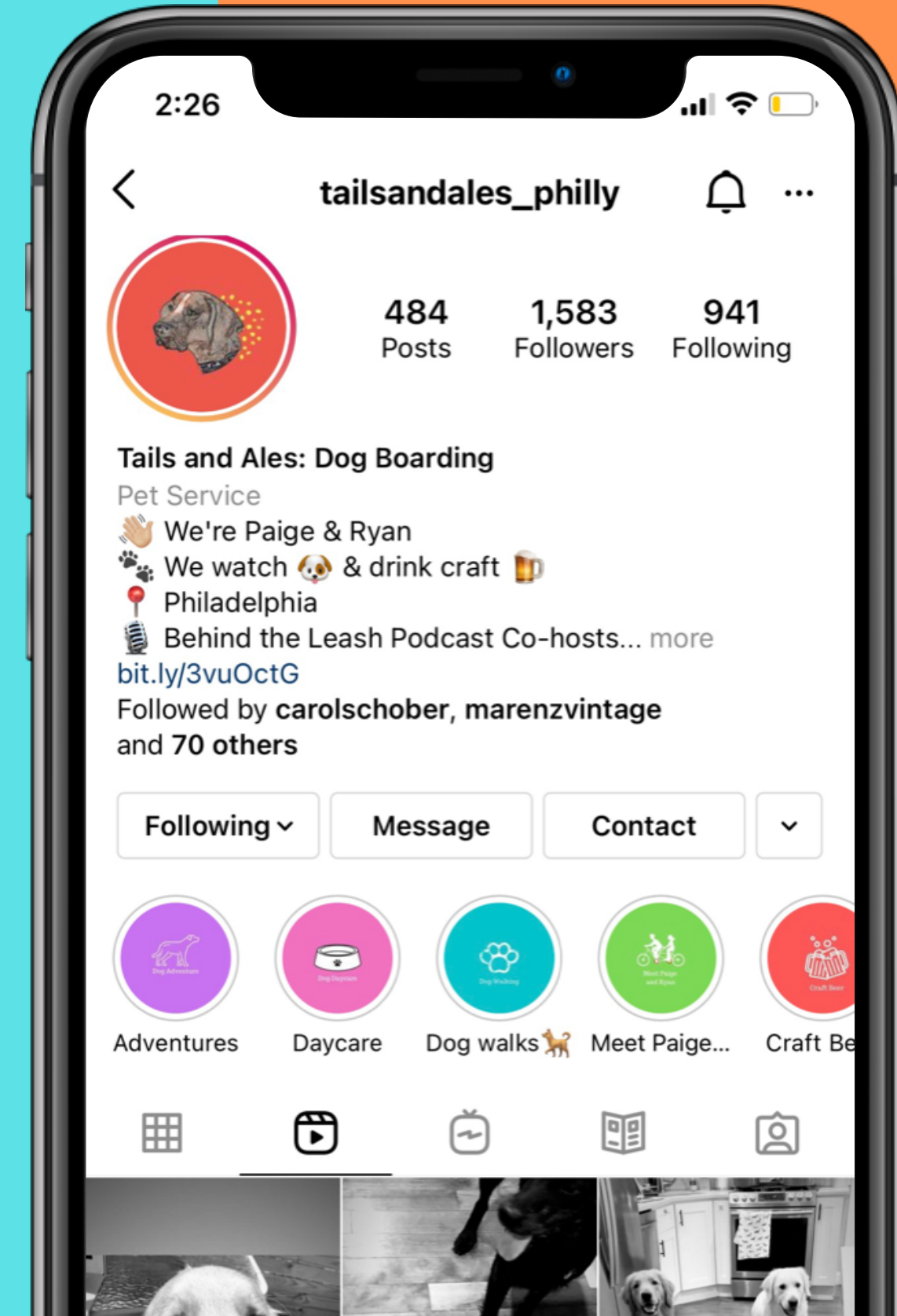




TAILS AND ALES PHILLY

# Planning Instagram Reels Content

→ How to plan and create reels for  
your audience.



# Topics of Discussion?

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- Why should I use them for my business?
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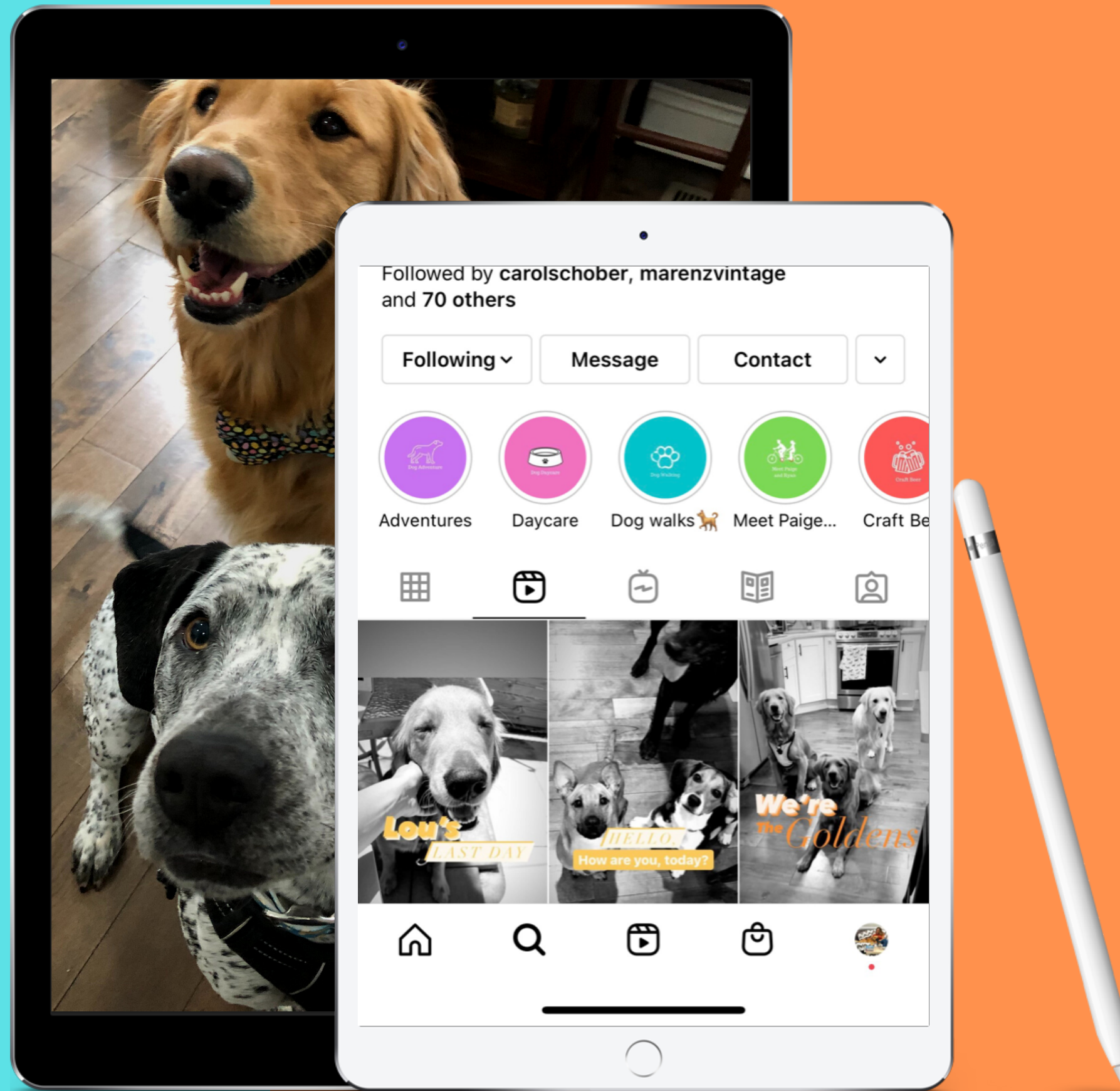


# What is 'Reels'

**In short: 'Reels' is a video feature in Instagram that focus on quick entertainment and/or education.**

In 15, 30 or 60 second increments, you can use Reels for educational, funny or informative messages around your business.

Reels are not just for "personal" accounts, and is an instagram feature that you should be using if Instagram is a social media platform that you use to attract leads or new business from.





# Why should you use Reels for your business?

Instagram is prioritizing reels, video content, IGTV, Lives and educational content before images. They no longer want to be seen or known as just a place to share photos.

## You should use reels because...

- It is quick content for your audience to learn about you, your services or see "behind the scenes"
- Your reel is more likely to show up in your audiences feed vs a picture you share
- It is 'sharable content': when someone sees your reel and it made them laugh, or they related to it, chances are they will want to share with their friend either privately or maybe even on their Instagram Story.

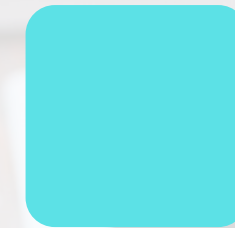




# Tips for creating Reels for your Business.

Follow these tips to create Reels that work for you.

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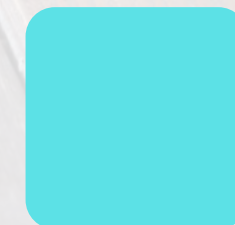
Create Reels specifically for your audience that is related to your biz



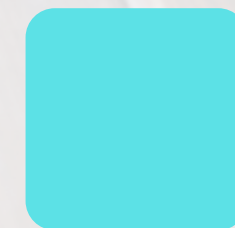
Keep them under 30 sec. (preferably under 15 sec. when possible)



Use transitions & put text on the screen or closed captioning



Use a trending sound or original audio with your voice.



Be intentional, personal, original and stay on brand for your business

# Reels topics & ideas for your business



## Behind the Scenes

Show some Behind the Scenes work of your business. **Example:** If you walk dogs, make a reel about walking dogs and what the process looks like.

## Educational

Create educational content. This content will set you apart from your competition and could be shared to reach a wider audience.

## Remix

You can "remix" someones Reel which will place you next to that reel you choose so you can copy what they are doing or provide more insights.

## Trending Reel

Is there a sound, filter or Reel idea that is "trending" that you can make work for your business, then DO IT.

## Funny

People go on Instagram to be entertained, so providing a funny piece of content that showcases your business, still, will be very effective.

## A Day in the Life

Show yourself and get personal. Give your audience a look at what you do everyday, how much you put into your business while expressing how you can help them.



# Want to Learn More?

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