envida

SOCIAL / MEDIA

EVOLVE WITH ENVIDA

HOW TO CREATE IG REELS

THE NATION'S LEADING
multifamily MARKETING AGENCY

5,000+ PROPERTIES
leased in over 500 cities

15+ YEARS
in Multifamily

HIGH-TOUCH & HYPERLOCAL	PERFORMANCE BASED	CUSTOM & CREATIVE

MANAGEMENT PLANS

premier

LEASE & INFLUENCE
The fastest growth with the most traffic

PRE-LEASE
Stand out before your doors even open

STABILIZATON
For communities with an already strong voice

just the basics

SOCIAL BOOST
A maintenance-focused campaign with a paid content boost

JUST COOL POSTS
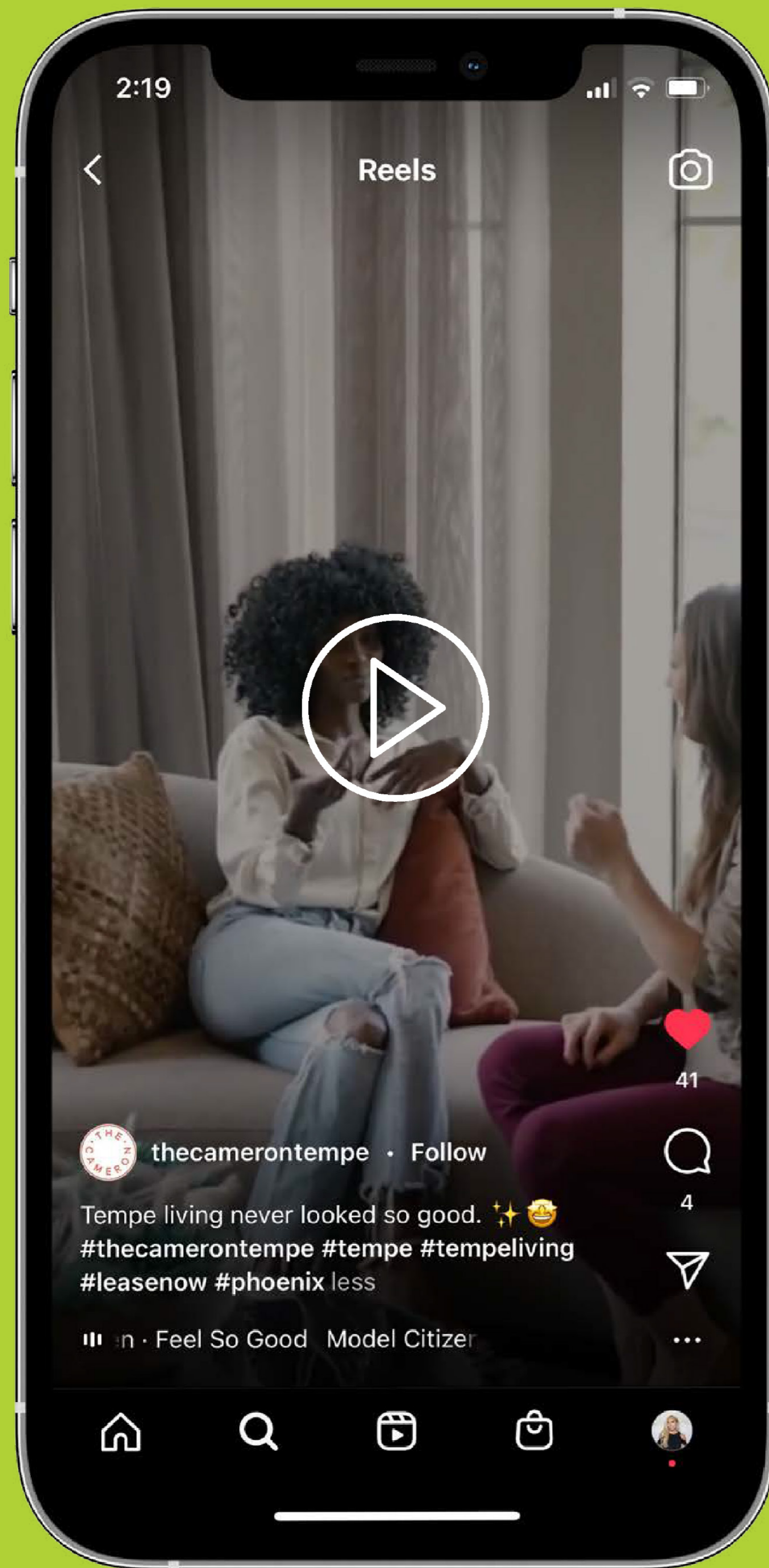Organic content posting for well established communities

plan add-ons

+ Copywriting
+ Pitch Services
+ Video Editing
+ Instagram Reels
+ Instagram Stories
+ Influencer Marketing
+ And more!

WHAT YOU'LL
LEARN

1. WHAT ARE REELS?

2. HOW TO CREATE IMPACTFUL REELS

3. BEST DIY TIPS

We are RiNo raised

VOX
GATHER MOMENTUM
VOXATCUMULUS.COM

WHAT ARE
INSTAGRAM REELS?

+ Up to 60-second vertical video clips set to music
+ Appear in the Feed, Reels tab & the Explore page
+ Fun, engaging, & shareable

BENEFITS

+ Larger Reach
+ Higher Engagement
+ Showcase Personality
+ Ultimate Visibility

BEST
PRACTICES

+ Show off your brand's personality
  (i.e. grab attention, use humor or entertainment)
+ Educate your audience with expert tips
+ Use creative tools like text, filter or camera effects
+ Use vertical video
+ Use music from the Instagram music library and/or
  original audio you create or find on Reels
+ Use hashtags & a descriptive caption
+ Try something new, be yourself, and see what works
  for your brand!

BEGINNER-FRIENDLY APPS:

+ Splice   + Videoleap

+ InShot   + Beatleap

WHAT TO
AVOID

+ Low-resolution or blurry videos
+ Video borders
+ Excessive text
+ Watermarks
  (i.e. Don't repost your TikToks on your IG Reels. Videos with the
  TikTok logo will likely get dinged in the IG algorithm. This is because
  Instagram doesn't want to promote another app that may pull the user
  away from Instagram.)
+ Don't use audio that isn't from the Instagram music
  library, your original audio, or music you've obtained
  a license for.

HOW TO CREATE
INSTAGRAM REELS

+ To access through the Instagram home screen, tap the "+" on the top right and locate the Reels tab at the bottom right of the screen.

+ From this screen, you can select your audio by tapping the music icon.

+ Choose the speed of your video by pressing the play icon: Decide how long you'd like your video to be by tapping the circle with 15-seconds on the left-hand side. When you press, shuffle between 15 seconds and 30 seconds.

+ Once you've decided on your video length, you can choose how long your clips will be by selecting the stopwatch icon. When you set a timer, there's a countdown before the recording starts. You can choose between a 3 second and 10-second countdown.

+ Change the countdown duration by tapping the number next to "Countdown".

FLATZ|432

Get in Touch!
flatz432.com/contact

HOW TO CREATE
INSTAGRAM REELS CONT.

+ Similar to Boomerang mode, you can scroll across to apply effects or AR filters to your Instagram Reels video. You can choose to use any previously saved filters or you can scroll to the end and tap "Browse Effects".

+ Either hold down the record button to capture footage or upload video footage from your camera roll.

+ Much like on TikTok, you can start and stop recording multiple times during your video by pressing and holding the record button.

+ If you want to trim or delete any of the clips you've filmed, tap the back arrow to the right of the record button. Press into the individual clip you want to edit. When you tap into the clip of your choice, either tap the scissors to trim and the trash to delete.

HOW TO CREATE
INSTAGRAM REELS CONT.

+ Once you're happy with the result, you can use the draw and text tools and select from a number of Instagram Stickers.

+ If you're creating a video with a voiceover or dialogue, be sure to add closed captions to your videos. Not only does it help with those watching your videos without sound, but it's also helpful for those who are Deaf or hard of hearing.

+ When adding text to your videos, keep the text placement in mind. This is because when you share an Instagram Reel to the feed, Instagram crops it to 4:5 dimensions. To avoid important text from being cropped, keep your text close to the middle of the screen.

+ When finished, you can edit the cover photo with a video thumbnail or add a cover from your camera roll. If you'd like to keep your Instagram aesthetic in place, opt for uploading an on-brand image from your camera roll.

+ Now it's time to share your masterpiece! You can share the Reel to your Stories, Explore Feed, and the new Reels tab on your profile.

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Thank you!

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