



REEL INSTRUCTIONS

for promoting churches and events

Creating Reels can seem complex, but with a fairly new smartphone and 7 simple steps, you can make a captivating Reel to help promote aspects of your church or event.

- 1. Open Instagram:** Launch the Instagram app on your smartphone.
- 2. Create a Reels Post:** Tap on the plus sign at the bottom middle of the screen and then tap "Reel" at the bottom right-hand corner of the screen.
- 3. Select Clips:** Tap on each photo or video you'd like to include in the Reel. You can also record clips directly into Instagram by tapping the "Camera" icon in the top left-hand corner. When finished, select "Next."
- 4. Add Audio:** Instagram will prompt you to select from trending audio or you can search for an audio clip you want to use. When finished, select "Next."
- 5. Edit Your Reel:** Tap "Edit video" in the bottom left-hand corner to trim and rearrange your clips as needed to create a cohesive and engaging story. You can also use Instagram's editing tools to add text, adjust the speed, add filters, and fine-tune your video.
- 6. Add Captions and Hashtags:** Write a catchy caption that complements your Reel and encourages engagement. Include relevant hashtags to increase the discoverability of your Reel.
- 7. Share Your Reel:** Once you're satisfied with your Reel, tap the arrow icon to move to the sharing screen. Add a cover image by selecting a frame from your video or uploading a custom cover. Tap "Share" to publish your Reel.

