

Insta Reels Cheat Sheet

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Things to note:

Your account must be public. Reels won't be shared anywhere else but with your followers if your account is set to private.

To start a Reel:

At the top of the screen, click on the **Plus** to enter create mode.

You will see several options, select **Reel**.

You will have three options, audio, effects and a down arrow.

Click on the arrow, to display more settings.

Here is where you can decide on the length of your reel. Click on it to display 15, 30, 60, or 90. 30 is the default.

If you want to be able to set a time in order to allow you to get in front of the camera before your reel starts, select timer now and choose 3 or 10 seconds and click set timer. (This is helpful because book covers will display backwards when you take a reel in selfie mode)

NB: Other things to decide before you start a reel.

Do you want to have your reel recorded in time to music?

Do you want to add the music after?

If you want to record the reel to music as it plays in the recording, select the **Music** notes, search for your music and click on it.

·Your music will play in a white bracket, which will default to the amount you have chosen for your reel. You can select what part of your music you play by moving the stream along. You must let your music play to the whole bracket, ie 30 seconds until the white bracket completes and then click Done.

·If you want to use music that is trending on other reels, find that reel and the music that is playing will be scrolling across the bottom. If you click on where it scrolls, it will pop up with Use Audio. if you want to go ahead and use it right then, or up the top there is the option to

Save Audio for later use.

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- Once you have your music in place, you can then progress to your video. It will give you a timer and then once your music is playing, your reel is recording, as evidenced by the pink flashing circle. If you want to make a transition, just touch the red circle to stop recording.

Touch **Add Clip**, and you can keep recording, but it will only allow you to record for the duration of the reel. If that happens and you want to record another transition, you can **Edit Clips**, by reducing the brackets.

This gives you more time in your reel to record again. Once you have finished, the reel is done, click **Save It To Draft**.

- Sometimes the audio will not sync, even though it looked like it did.

The fix for this is to go back into your reel, click **Edit**, then on the top panel, **Download** your reel to your phone camera. It will automatically do this without audio. Once you have it downloaded, you can create a new reel, add the same music, and add the clip from your camera. This will sync the video and the audio. It's stupid, but it happens all the time and all the influencers list this as the only fix.

- If you are taking it in selfie mode, you will see a pink circle counting down to completion. You can stop your reel at anytime and then decide if you save or delete and restart your reel. (I **do not** at all advise selfie mode if you have book covers in the reel, because they will be backwards)

- Once you have a reel you are happy with click **Preview**, you can now add in text that can be timed.

- To add text, click on the **AA**, and select the font that you like. You can also add colours and effects in this setting. Type in your text and decide on the font sizing by the vertical arrow slide up and down. You can move your text anywhere in the image, and when you have it in the place you want, click **Done**. Be sure to add your text as close to the middle as possible, because Instagram crops images. When you add your text, if you are too close to the top, Instagram will give you a blue line.

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So many creators seem to forget this and add text right at the top of their reel, forgetting that once it is published, it will be cropped. What results is the text being displayed with the reels audio or other settings and you cannot read it, which is basically a waste of a reel.

- Once the text is in place, you can then time it. The text will pop up in a bubble at the bottom of the reel. By clicking on the text box, you are engaging the timing setting. A white bracket will appear with your reel which will play with the music. Touch to shorten the bracket to where you want your text to appear.
- To add more text, just repeat the step **AA** above and click **Done**. Make sure you write your text in the sequence that you want it to fall, and then begin to set your timings.
 - You will know that your text is not in view during that part of the reel, when it fades out. This helps you to not overlap your text in your reel.
 - You can add effects to your reel, by clicking on the **Three Stars** icon. Scroll across to see what effects you want to add and click **Done**.
 - You can edit your reel at any time and you can save it as a draft if you want to publish later.
 - Once you have your reel ready, click Next.
 - Now is the time to add some text in the caption, to explain your reel, or to add hash tags or tag specific people, so that your reel will be noted by your audience.
 - Remember, when a reel displays, you will only see the first line, so try to make it count. After they click on a reel, then they will see the rest of your caption.
 - Before you share your reel, make sure you have a **Cover Image** you are happy with. I find that if I have text in the cover image, I am more likely to have people click on the reel. To change your cover, click **Cover**, then scroll across to the real time image you want to use.

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- Many people use other apps to create reels, but unless you want to spend more money, you can simply do it in the Instagram App.
- FYI, something to check, once your audio is in place you may need to reduce your video audio to zero, and increase your reel audio to maximum, so that your reel music will play entirely without any background noise from the original reel recording. Alternatively, you can have music playing at a low level and increase your voice to 100% which in essence allows you to use trending audio, with a voice over.
- If your Reel will not load after you have captured your video, there are a few things you can try. Go into **Settings** in your Instagram account, click on **Security**, then **clear search history**.
 - If that doesn't work, try deleting the app from your phone and re-installing. Note this will delete all of your drafts.
 - If that doesn't work, try to download a new version of Instagram.
 - If that doesn't work, try updating your IOS.

A couple of fun things. If you see a reel you like, and want to reel it side by side, go to that reel and click on the ellipses (the three dots) It will give you the option to **Remix** this reel. You can do this with your friends or anyone, as long as their reel option enables remixing. It can be fun to do the same reel side by side and the reel that you use, will garner attention again as well as bring you along for the ride. Be prepared to have your reels remixed, unless you turn off remix in the settings.

If you want engagement, you will need to ask a question and or direct people to your caption below with text during your reel.

Also, bloopers are a huge hit, so don't try to be perfect, post your bloopers, keep your stumbles in, people love that stuff and will engage with you even more.

I hope this is helpful when creating an Instagram Reel, and do remember to follow me on [middle_grade_mavens](https://www.instagram.com/middle_grade_mavens) and shoot me a comment every now and again. Happy reeling, Julie Anne Grasso