



Really Good Reels *Workbook*

Create short-formed video content like a pro!

A NOTE BEFORE YOU START

It's reel talk time. We're going to dish the dirt on how to make a reel that is engaging and will resonate with your target audience. If you've purchased this workbook, you probably know that short-formed video content is quickly on the rise, and you want to see how you can wedge it into your social media. We've got you - we're going to show you how to make really good reels, that you can have fun while making.

Answer these questions for every reel you're going to make. Aim to answer 'Yes' to a third or half the questions when you're first starting, then when you get more practise, aim to answer 'Yes' to all of them so it becomes muscle memory!

While this workbook is designed for making reels, you can also apply some areas of this framework to other short-formed video media forms such as TikToks or YouTube Shorts.

ABOUT THE BUSINESS

Little Black Dress Digital, a.k.a. LBD Digital, is a company that specialises in organic digital marketing growth. We offer social media, website and email marketing services as well as accessible content.



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ABOUT THE AUTHOR

Amy Evans is the founder of LBD Digital.

She graduated from Curtin University with a Bachelor of Commerce, majoring in marketing and advertising. She received a distinction and was awarded a member of the Vice Chancellor's list (top 1% of undergraduate students in a semester) and was in the top 6 marketing students for her graduating cohort.

She has presented at various events including the Diversity and Inclusion Summit on accessible marketing, a topic close to her heart. She also puts the social media strategies into practice via her personal Instagram account (@amy_c_evans), which has over 20,000 followers.

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DOES YOUR REEL USE TRENDING AUDIO?

YES/NO

The best audios to use are the ones that are trending, but don't have hundreds of thousands of uses. Look for a diagonal upwards arrow next to the artist's name to know if it's trending.

HAVE YOU PUT YOUR OWN SPIN ON THIS AUDIO/TREND?

YES/NO

With audios sometimes going viral quite quickly, it's important to keep things fresh, so content using the same audio doesn't get repetitive. When looking at trends, think about how you can remake it from the point of view of you or your customer. For example the audio "I liked it but I got it in another colour" could be used to show different variations of your products. Trending audios, especially when an artist has released a new album, can also be great for doing something really simple like a behind the scenes time lapse or photo dump.

Although it may not come across, businesses partake in trends as a strategy to highlight something that their target audience needs to know. Whether it be your products or services, faces behind the brand or something educational, putting your own spin on trends is a fantastic way to get messages across in a way that doesn't feel like a direct ad.



[Click for audio](#)



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DOES YOUR REEL HAVE A HOOK AT THE START?

YES/NO

Hooks can range from anything to "watch until the end to learn about...", "you won't believe what just happened" or "three things you need to know about". With the average watch timing between 5-7 seconds, you only have a short amount of time to encourage your audience to watch the full reel.

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IS YOUR REEL SHORT AND SWEET?

YES/NO

As mentioned before, the watch time on reels is pretty limited, so don't create something your audience is going to lose interest in and stop watching half way through. In terms of the Instagram algorithm, it's better to have a person watch a 30 second reel twice, than for them just to watch a minute long reel once. So if your reel is longer than a minute, think of some ways you can cut it down or split it into parts.

DOES YOUR REEL HAVE A CALL TO ACTION AT THE END?

YES/NO

Have you seen reels that say "read the caption to find out more"? This is an example of a call to action. This one is great for when you can't fit all of the information into a short reel or you have an idea that you want to expand on. Remember that not everyone reads a reel's caption, so don't rely on having all of your information here. Include key information in your reel or a good hook.

IS YOUR RECORDING QUALITY GOOD?

YES/NO

You don't need high quality camera equipment to make good reels. However, videos that are blurry or poor quality may turn off some viewers. Check your phone's camera's setting to ensure the best quality and try filming in front of a window for natural light. If you're making a reel which includes photos (i.e. a photo dump reel), photoshopping apps like Lightroom are free and user friendly, enabling you to enhance your photos.

DOES YOUR REEL HAVE HIDDEN KEYWORDS?

YES/NO

Instagram knows who to push your reel out to from the keywords and phrases you include. So, besides from the text within your reel, type out some other related keywords and drag them out of the frame. This way Instagram knows about them, but your viewers won't be distracted by them.

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DID YOU SAVE YOUR REEL?

YES/NO

There is nothing worse than creating a reel to post later to then have it disappear from your Instagram account. When on the full screen editing section (where you add text, stickers, gifs and more), click the downwards arrow with a line underneath on top of the screen to save your reel to your camera roll.

DOES YOUR REEL HAVE A COVER?

YES/NO

You want the reel to look good not only when it's being watched but also in your Instagram feed - both the main feed and the video feed. Platforms like Canva are a great way to create a cover. With the video feed being 1920x1080 but the main feed being 1080x1080, create a video size cover but place all of your important/visually appealing content in the centre 1080x1080 section. To upload a cover, click "edit cover" and "add from camera roll". Use the "profile grid" tab at the top to adjust how it looks from a grid view.

IS THERE THE OPPORTUNITY TO COLLABORATE WITH ANOTHER ACCOUNT ON THIS REEL?

YES/NO

Collaboration posts are when it appears on both your feed and the feed of the person who is a collaborator. This enables the reel to get a better reach. To add a collaborator click "tag people" and then "invite collaborators". This feature is still one that Instagram is experimenting with, but at the moment you can collaborate with three other accounts.

HAVE YOU ADDED TOPICS?

YES/NO

Also located in the settings, topics are a great way for Instagram to know who to push your reel out to. It is slightly restrictive as you can only pick from the topics that Instagram has predetermined, but there are still lots to choose from.

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HAVE YOU ADDED A LOCATION?

YES/NO

Location is probably one of the most forgotten about features for both posts and reels. By adding a location, Instagram is then able to suggest your content when people click on that location that they might see in another post/reel. This function is a must for local business/restaurants.

IS “RECOMMEND ON FACEBOOK” TURNED TO ALLOW?

YES/NO

By showing your reel on Facebook, this means that more people will see it.

UNDER “ADVANCED SETTINGS” IS “UPLOAD AT HIGHEST QUALITY” TURNED ON?

YES/NO

Going back to the point about high quality videos, having this turned on will mean that Instagram won't compress the quality of the video.

DOES YOUR CAPTION HAVE HASHTAGS?

YES/NO

Just like keywords, hashtags are still important when it comes to reach. Use a mixture of hashtags that are relevant and “on theme” to the reel as well as location hashtags. Think of any similar topics that people would search where your reel could come up.

ARE YOU UPLOADING YOUR REEL AT AN IDEAL TIME?

YES/NO

Imagine you go to all of this effort to create an amazing reel only for no one to see it! Like all Instagram content, the “golden hour” (aka the first hour that you post something) is still important, as Instagram is more likely to push your content on the explore/reels tab if more people like/comment/share. To view your analytics, you will need a business or creator Instagram account. If you do, go to your feed, “professional dashboard”, “total followers” and then scroll down to see the days/times that your followers are the most active.

This isn't the only important thing. Make sure that you're sharing your reel at a time when you're able to engage with the app for a few minutes after posting and reply to comments you get on the video. Engaging on Instagram straight before and after posting is another way to boost your content in the algorithm.

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HAVE YOU REVIEWED YOUR PREVIOUS REELS?

YES/NO

No one knows your audience better than your analytics! So after implementing all of the above steps, take notes below of which reels/TikToks performed the best and why you think that was. Look to repeat the strategies going forward to assist with the success of your videos. We recommend you do this every week to month for maximum results.

Post 1:

Post 2:

Post 3:

Post 4:

Post 5:

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