

NAKED PRGIRL

BEHIND THE SMOKE & MIRRORS OF THE INDUSTRY

Reels - The 1 Second Rule



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Hi dear friend,

Welcome to my introductory guide to Reels. It's going to be fun, fast and simple.

I've been making Reels for myself and clients since they launched so I've gotten REALLY good at editing quickly.

My aim is to get you creating and sharing a Reel within an hour.

Remember, everything on Instagram is about practice. The more you post, the more you learn. The more you edit, the better your posts get. You can't get 'good' at Reels overnight.

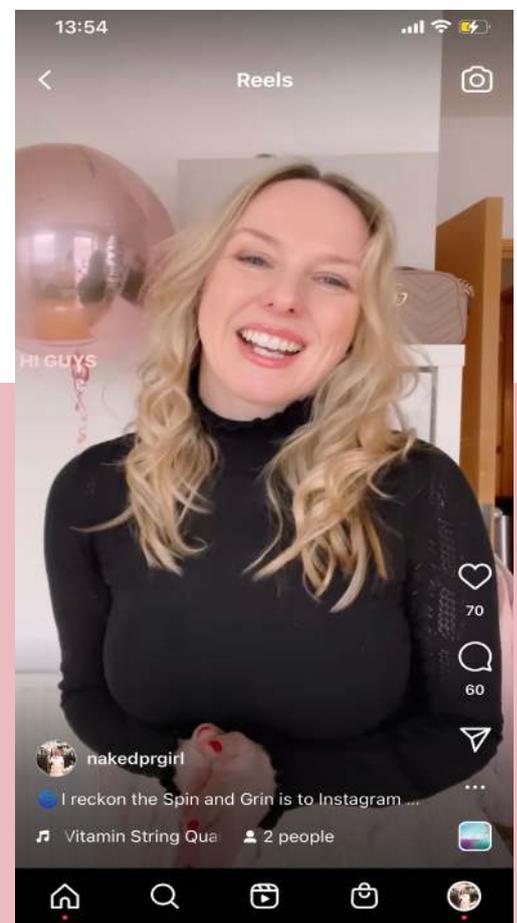
Now that's all said, here's a little context to get us started...

What are Reels?

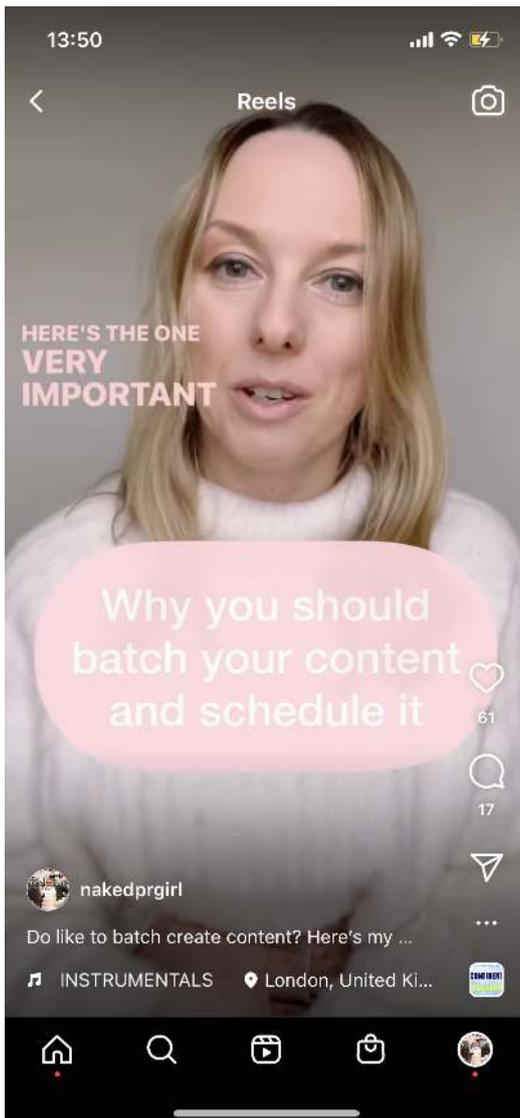
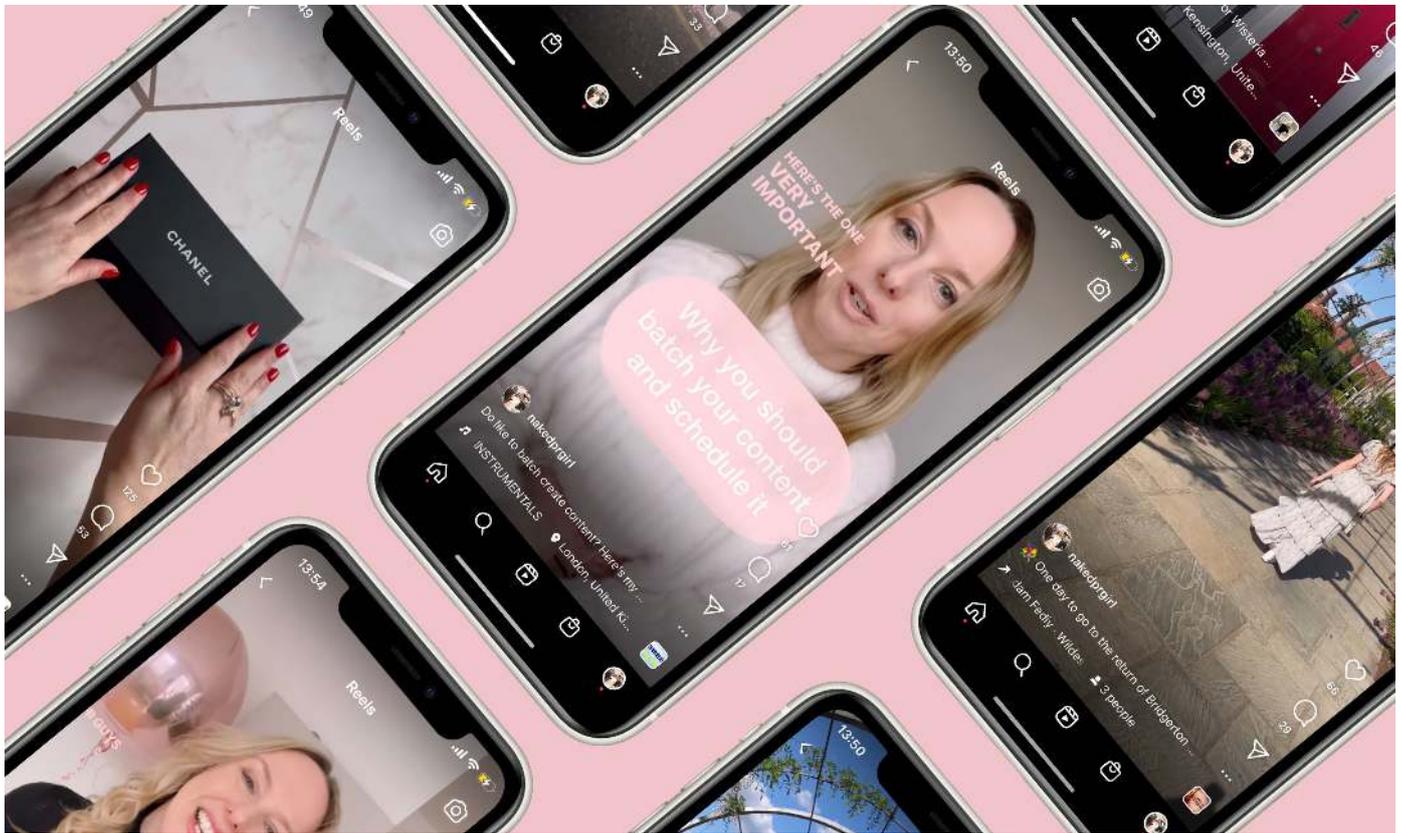
Instagram loves Reels. The algorithm loves them and they're currently the best way to get on your followers' feeds.

Reels are:

- Vertical videos
- Under a minute
- Shorter the better
- Telling a story
- Posted through Reels but displaying on the grid (although you can disable this)
- Can be edited within the platform
- Can add a cover with text



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The type of Reels are endless:

- Using audio from the catalogue including songs
- Using trending audio made by other people (just hit Save Audio when you see something that inspires you)
- Creating your own Vlogs with your own voiceover - great for a day in the life or educational Reels
- The ones where you lip sync
- The ones where you dance
- The ones where you point to information
- Educational ones
- Montage videos (the best bits)
- Transition videos (before / after)
- Outfit videos (how to wear)
- How I got here (let's go through the archive)
- Behind the scenes
- Funny reels
- Reels with others
- Unboxing videos

This isn't to overwhelm you. Just to help you get the creative juices flowing.



Why did Instagram make Reels when they already have videos and Stories?

TikTok has seen great success with their snappy, fun, short videos, so it's no surprise that Instagram created their very own version. In fact, the new short videos worked so well, they have pretty much ditched their IGTV idea and doubled down on Reels.

Instagram's Adam Mosseri has also talked about the platform embracing video and you'll find your feed and explore feed favouring Reels.

It looks set to continue so now is the time to get on board!

There's no better time to get making Reels. So where to start?

This is an opportunity to tell your story in a new, fresh way. We probably (collectively) feel uncomfortable about such a new format which takes us WAY out of our comfort zone. We've mastered the grid, Stories, even Lives...but now we have to twirl and point to music?

Well actually we don't, but I know how you feel!

Just remember, we're all in this together. There's only about 1% of people who transitioned to Reels easily. Also don't compare your first step 1 to someone else's 100th step.

Think of this as Grid-volution, the evolution of your grid. It won't look perfect overnight but practice makes it better ;-)



Can I outsource my video editing?

I love outsourcing, I really do. But until you have edited a video yourself, it won't help you create the next one.

I'd recommend in the early days that you edit your own videos. It's easier than you think, and honestly, you'll be thinking - I SHOULD have shot it THIS way instead, which is incredibly useful.

All you're really doing is translating the principles of storytelling to a new format.

How do I stay on brand and make Reels?

Just because you want to make short form videos doesn't mean you have to become a different brand or person. And you don't have to change your social media strategy. Your business, your offering, your core, is still the same. You should still have the same 'why', the same goals.

If you're a luxury home brand, you can create beautiful Reels. Think close-ups of lighting candles, slow motion clips of flowers in vases and cushions being positioned.

You can still be YOU, even with Reels.





My top tips for mastering the basics

I've been filming and editing Reels for over a year now. The first thing I will say is, don't be scared of them! They're just short videos. The challenge is to fit all your information into a video under 60 seconds.

Because of the short format of these videos, you're really forced to shove all your storytelling into a short space of time. That's why videos which surprise and delight end up going viral. The aim is to get the information in as early as possible to stop people scrolling on.

Look for inspiration from the big influencers here, they're often the trendsetters. Start simple before moving onto videos with stacks of transitions.

Remember that you can just film one continuous piece of content and that could be a Reel. So for instance, if you've got a beautiful behind the scenes or a breathtaking view, you can post that without worrying about editing.

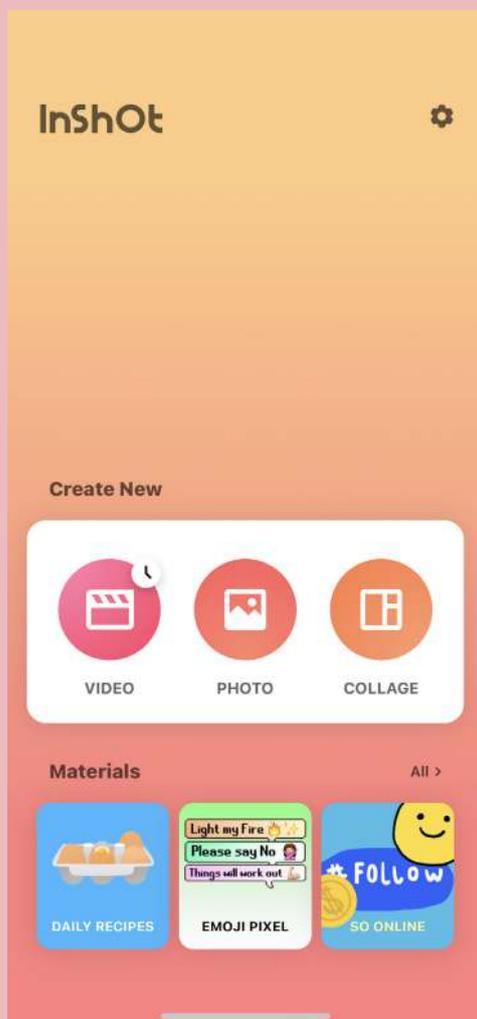


But if you want to edit your videos, here's my secret 1 Second Montage Sequence that I use.

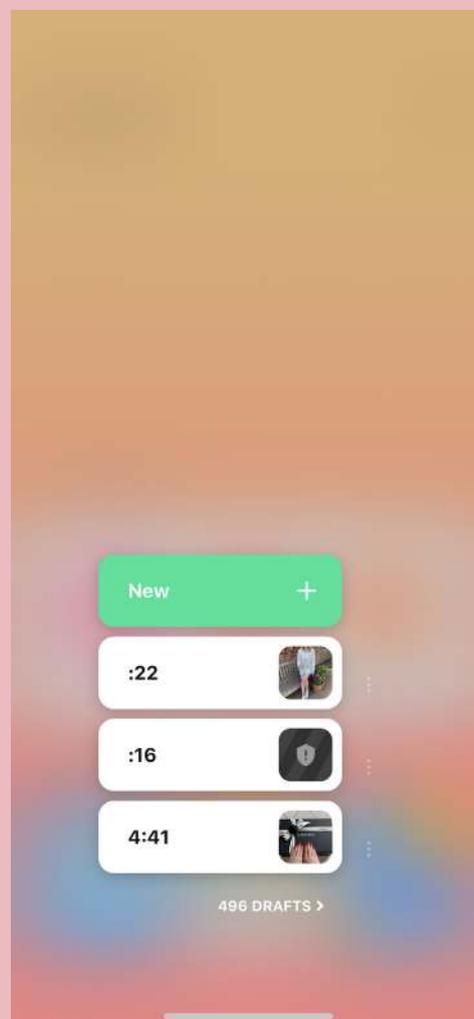
You CAN use Reels in Instagram to do this - but if you want the peace of mind that your video won't get lost or deleted, I use InShot. It also gives a LOT more control over individual clips, captions and transitions.

There is still a place for Reels, but to get started, I suggest starting here.

It is easy to pull the clips in, edit, speed up, slow down, add text and cut clips to the perfect length.



Download Inshot and click
Create New



When you hit
New Video



Select your clips and click
Tick to begin

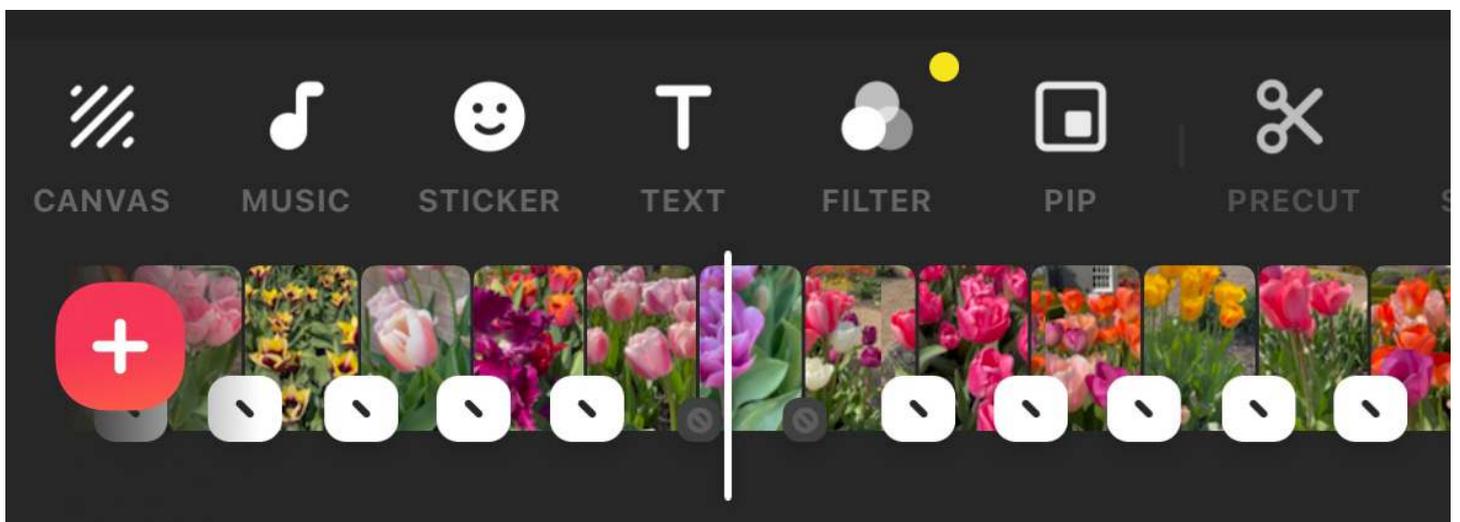
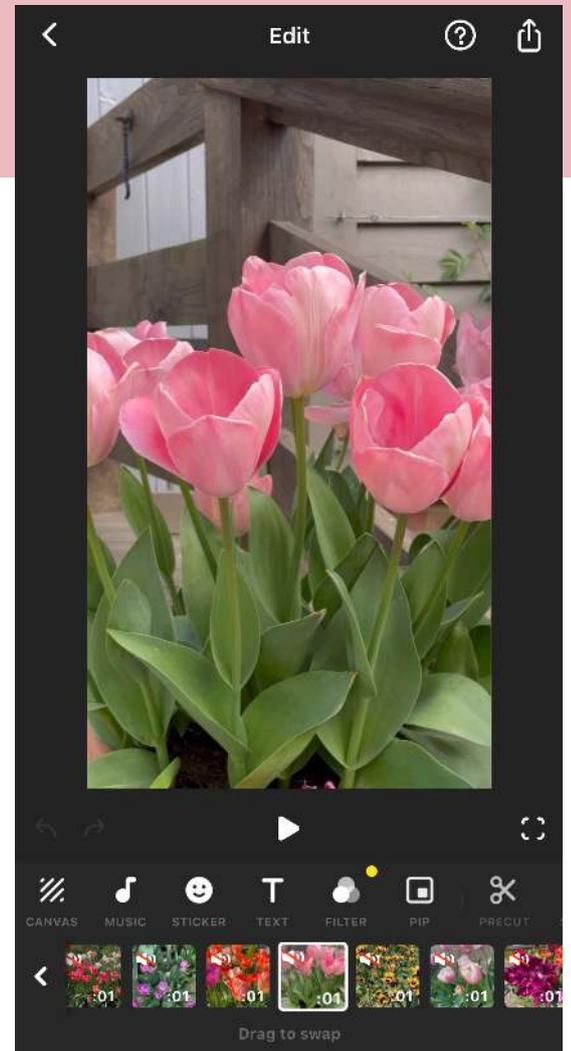
My secret stress-free 1 Second Montage

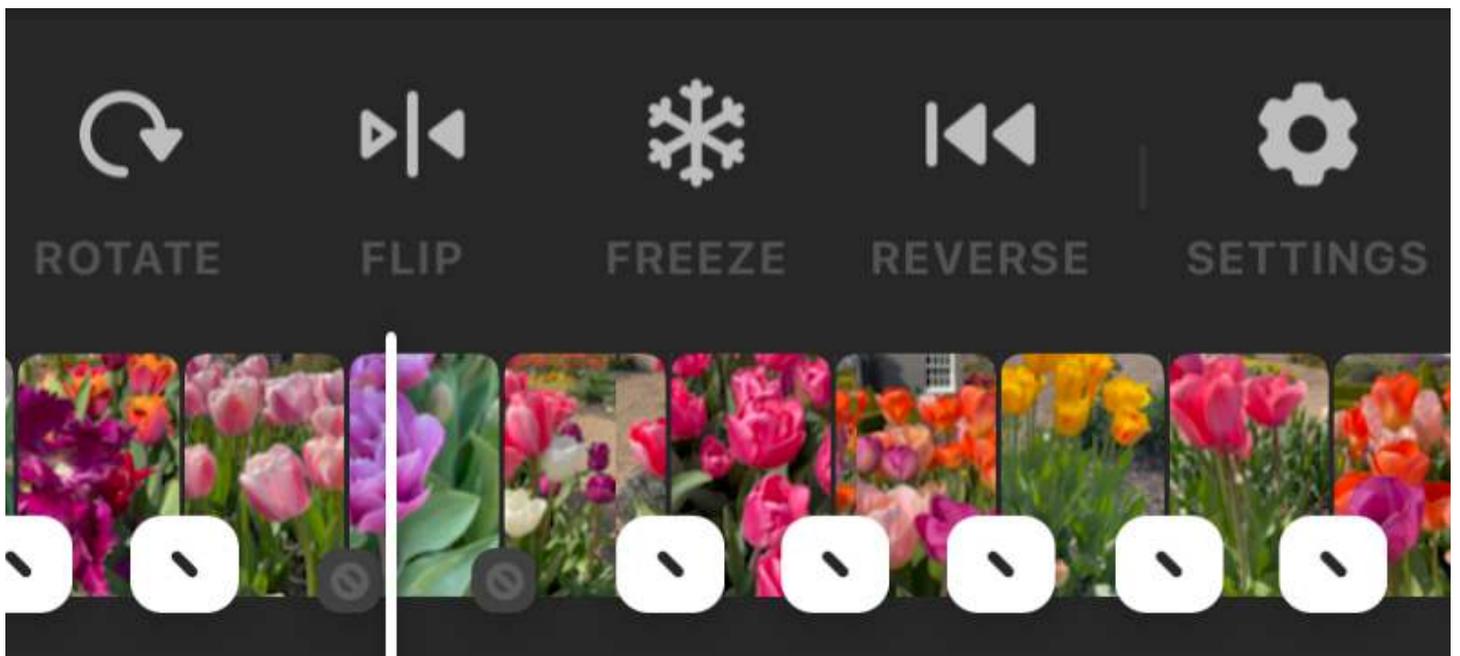
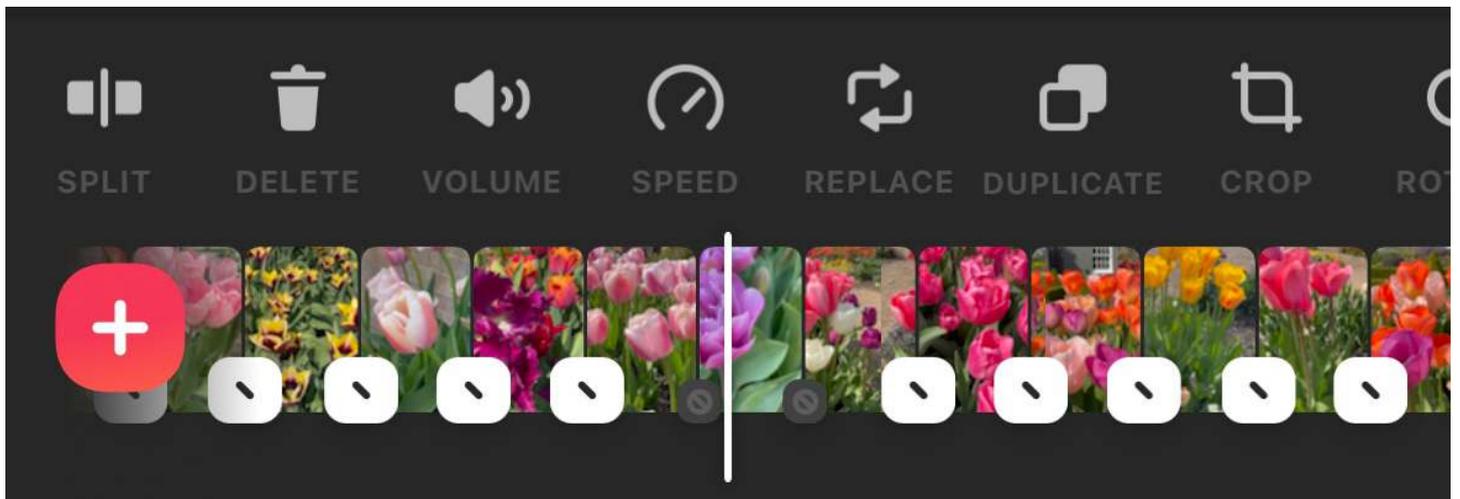
If you want to get started, I have an easy one for you. It will work with tonnes of audio and music so you don't need to get stressed out about timings and things fitting perfectly:

Film a bunch of short video clips of five seconds each. It could be clips from your day at work, your holiday, clips from your archive.

- Try and get a little movement in them if you can (a walk, a hair swish, an ocean wave, a flower blowing in the breeze).
- Add them all into a folder on your phone so they're easy to find. To make it easy, pick 15 clips.
- Download InShot and start a new video.
- Import all your clips into Inshot.
- Trim each clip to a maximum of one second - keeping the most exciting part in that one second.

Here's a quick look at the buttons - they say what they do beneath each one.





- When you've trimmed all of them, mix them around until you're happy with them.
- Add text if you need to.
- Export your video (in the best quality you can) and upload it to Reels - choose a song that matches - play around to get one that fits. SO many songs go perfectly with this.

Once you have the hang of this, you'll feel like making Reels all the time.

One second is enough time to get your customers' attention and then it will shift to a new perspective.

Extra tips

- Shoot on 4K at 60 FPS for optimum quality.
- Switch your account to Creator if you have trouble accessing all the music.

● If you have a post where you're talking, you can still add music behind this. Look for instrumental music and alter the voice to 100% and music to 5%. My fave is Confident Instrumental by Demi Lovato.

● You can also use trending audio (which just means, music or audio which is popular) to get more visibility on your videos. Just save the audio and select it in a new Reel. Add your own video along with the music and add captions to make it your own.

● If you need to be a Business account, use the catalogue of copyright free music and InShot has music which you can use too - just make sure you credit the artist on your video.

Advanced Reels

The next step is to start adding in extras including transitions, which again you can do within Reels or in Inshot.

1 - Before you film, write it down first - I always find writing down what I am going to say essential. Otherwise, you'll come to film it and it will be completely random and messy. This can also turn into a blog post too.

2 - Turn it into a mini script. To make it easy you might say '5 Tips for x' to keep your Reel structured.



3 - Think about the best way to shoot footage, which can include: Short bursts: shoot in small sections with a max of 10-15 seconds (you can cut it and speed it up) or film straight onto Reels using the Instagram App.

Continuous shooting: for example with unboxing videos, I film continuously and then I just have one file to edit.

Think about speed, angles and even easy transitions.

4 - If relevant - remember to quickly introduce yourself. You have no idea if someone is completely new to your page.

5 - Don't shoot too much. Honestly, back to our perfection problems. If you shoot something that is 80% there, move on.

Otherwise you'll end up with 30,000 videos on your phone and editing will be overwhelming.

6 - Mix up your shots between close-ups and wider shots to keep it interesting for the viewer.

7 - Use autocue if it helps speaking to camera.

8 - Take a picture for the cover when you're filming. But if you forget you can always take a screenshot from your video instead.

9 - Consider timing - for Reels you have 15-60 seconds. The shorter and succinct, the higher the views will be. Consider Canva for bespoke covers. It is often really useful to have a cover on your videos so it's easy for followers to find them.

11 - Go through your videos before you edit them and favourite the final selection, that way the files you pull into Inshot are the ones you want to work with.

12 - Be ruthless. The idea is to trim all the noise and get to the point. You can also cut out a few 'erms' and gaps too, but ultimately that's your call.

13 - Captions. Always turn on automatic captions in your settings or add the captions in the options when you're posting.

The more you do them, the better you'll get!



Transitions

A little word on transitions Transitions can be intimidating but just keep it simple. Just think of them as a way to cut to a new frame.

Here's a few easy options:

- The hand (put your hand up to the camera)
- Jump and change outfit or location
- Walk out of frame and back in
- Spin round into a new outfit
- Spin the camera into a new location
- Click your fingers for before / after
- Swipe down your hand over the camera

You can do any transition you like, but if this stops you from posting and filming, don't worry about it until later.

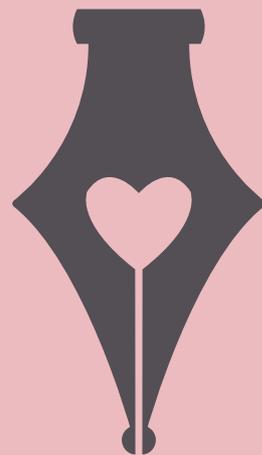
Actions for this chapter:

The only action here is to START and to TRY. Annoying, right? Start with my 1 Second Montage and film a bunch of Reels. Then begin creating clips of who you are / what you do / behind the scenes if you need a prompt!

If you have more questions, DM me on Instagram so I can help.

Download more of my Guides to Instagram here:

www.nakedprgirl.com



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