

Creating Engaging Video Content – A Guide to TikTok & Instagram Reels

Welcome!



This session will cover:

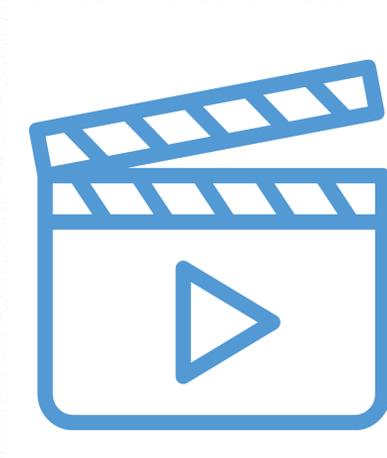
- The importance of Video Content
- Creating effective video content
- Useful video tools
- Planning video content
- An Introduction to TikTok
- Using the TikTok Platform
- An Introduction to Reels
- Using the Reels Platform

The Importance of Video Content

Video is now one of the most powerful and effective ways to communicate your brand, build relationships and reach your perspective customers.

- Videos are increasingly popular due to their 'snackable' nature. With the auto-play function on FB, Instagram and TikTok you can easily view multiple videos as you scroll through your feed
- People watch an average of 16 hours of online video a week – this is a 52% increase over 2 years!
- Using video marketing could boost your leads by 66% annually
- 93% of marketers say they've landed a new customer from a video on social media

- 54% of consumers say they want to see more video content from brands and businesses they support
- Video is consumers favourite type of content to see from a brand on social media... give the people what they want!



Creating Effective Video Content

1. Prep Your Smartphone

Smartphones are powerful but can benefit from tweaking to reach their full potential.

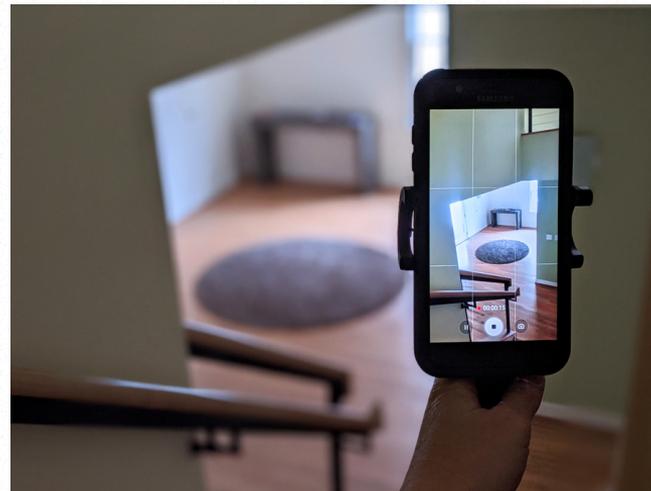
- Put your phone in airplane mode to prevent interruptions. Shut down background apps and make sure it's full charged with plenty of storage!
- Clean your camera lens. It's quick and easy!
- Record in wide-angle.
- Set video quality to full HD.
- Turn on video stabilization settings.
- Use the grid in your camera app to ensure you're recording straight videos.



2. Frame and Focus

The right perspective and focal point direct the viewer's eye. Without proper framing, your smartphone video won't be effective.

- Centre your subject or use the rule of thirds.
- Look carefully for anything that could be amiss in your frame, such as a busy background or crooked props.
- Unless setting up for a macro close-up, don't frame the shot too tight. Keep in mind how the video could be cropped for social media posts. Make sure there's "breathing room" that you can play with when editing.



3. Stabilize the Camera

Use a tripod or place your camera on a stable surface for best results. If you must film handheld:

- Keep the phone close to your body.
- Rest your elbows on a nearby object for stability.
- Use your body to absorb bounces and shakes.
- Enable the phone's video stabilization setting, if available.
- Choose the 16:9 ratio setting over 4:3



4. Check Lighting and Focus

- **Use good lighting.** Take advantage of natural light whenever possible, but avoid overly bright, direct light. Direct sunlight creates shadows on the face. Cloudier skies result in a softer, more pleasant light.
- **Consider a light kit.** Supplement with a lighting kit as needed.
- **Consider a slight angle.** Rather than a straight-on shot, shift your vantage a few degrees to your left or right.
- **Record in landscape as a default.** Record in portrait only for story posts (Facebook, Instagram, Snapchat).
- **Continually check your framing and focus while shooting.** Keep your eye on the camera, not the scene.

- **Never use the zoom feature.** Instead, move the phone closer to the subject. Most smartphone cameras don't have true optical zoom, only digital zoom, which magnifies the existing pixels without extra clarity.
- **Use the exposure lock.** Activate the Auto Exposure/Auto Focus (AE/AF) lock by tapping on the screen and holding it until the AE/AF box appears. Once it does, the focus is locked, and you can adjust the exposure by dragging your finger up and down. This keeps the video looking consistently sharp and prevents the phone from making choppy adjustments.
- **Avoid too much movement.** If you do have to move, panning across a scene for example, make it subtle. Move very slowly so the camera has enough time to focus on each scene as you move.

5. Capture the Content

At the end of the day, none of the above matters without great content! Audio, number of takes, and variety are all important considerations when creating a video.

- Use an auxiliary microphone for recording audio, and make sure it's as close as possible to the speaker.
- Have the speaker always face the camera when speaking.
- Shoot as much footage as reasonable.
- Get as many takes from the speaker as necessary. If the speaker trails off or muffs a line, make sure you have at least one clip with clear flow and a beginning and ending cadence.

- Vary the perspective: Consider making a video edited from several short clips with different perspectives, rather than from a single clip.
- Consider time-lapse and slow-motion features if there's room to stretch your creative muscles.
- **End with a call to action.**



The Anatomy of a Smartphone & Other Useful Video Tools

Many professional high quality tools are available to use on your Smartphone – here’s what they are and what they actually mean

- **4K resolution:** This allows you to film in even higher resolution than HD. However bear in mind that this is not yet supported on social media and so this tool is not recommended
- **Time lapse:** The technique of setting you phone in a fixed location and setting it to take photos at intervals and convert back to normal speed
- **Slow Motion:** Opposite of time lapse – this takes more photos in a shorter space of time but plays them back slower
- **Wide Angle:** Wide angle mode allows you to capture a wider field of view when filming – great for fitting in lots of people in a frame or making an environment appear bigger

The following are key tools recommended to get the best out of filming on a Smartphone and achieve a high quality professional feel in your videos

- **App:** There are a wide range of apps that give you much greater control over filming the content on your Smartphone than recording in auto mode. FiLMiC Pro is consistently rated the best Smartphone Video App. A manual app like this may seem a little daunting at first but there are a lot of insightful tutorials on their site and a manual app will give you much greater control over the content you create.
- **Microphone:** This is a great investment to improve the sound quality of your videos. Rode Microphones are recommended.
- **Stabilisation accessories:** Using a tripod (a simple stand for basic videos), gorillapod (flexible stand for unstable surfaces) or gimbal/Steadicam rig (a pivoted support allowing rotation) for your smartphone will help you take much steadier shots. Shoulderpod is a good multifunctional stabilisation option.

- **Camera lens accessories:** You can buy lens attachment: for your phone that allow you to zoom in or take wider shots without sacrificing the quality of your video. Olloclip has a variety of lens options.
- **Lighting:** Good lighting is crucial for a high-quality video. You can use a ring light or small LED panel light that attaches to your phone.
- **Gimble:** Another accessory handy to help reduce any hand shake is the DJI Osmo Mobile 3 Gimble. This device is a portable, foldable, lightweight 3-axis stabiliser that is designed to help you capture smooth footage.



Planning Video Content

Planning appropriately is the best way to ensure you achieve the best content possible and helps you address any hiccups you may encounter

When planning your content, plan when you will be putting your content live on social media

Due to the in-the-moment nature of social media, videos can have short life cycles. Therefore, it is important to be as efficient as possible with the time it takes to plan, shoot and edit your content



What to Consider When Planning

Define your audience: Who is your target demographic? This will influence the tone of your videos

Define your message: Remember the shorter the better. Be clear and effective in your communication

Greeting and Call To Action : A greeting sets an authentic and transparent tone, a strong CTA at the end of your video increases confidence in the viewer leading to a higher conversion rate.

Determine the Length of your Video: Refer back to slide 6 for suggested run times

Always Overestimate Time: Give yourself as much time as possible to capture the perfect shot

Source Location Ahead of Time: Where is the best lighting, the best backdrop. Always have a back up option!

Recommended Video Lengths

- Testimonial and Biography Videos: 15 – 60 seconds
- Promotional Videos: 30 – 60 seconds
- Instructional Videos: 45 seconds – 3 minutes



Storyboards

Storyboards

Storyboards are a great content planning tool and can greatly improve the quality of your videos- typically they are an overall breakdown of each frame you plan to film.

Breaking a video up scene-by-scene helps you visualise how the video will come together. It's an opportunity to recognise and edit out any scenes that don't make sense or use up valuable time before you start filming.



5 Imagery Tips

An example of a storyboard has been provided. This was for a client who owned a bakery. **Whilst the shots may not be relevant to your business the overall format and structure will:**

Video Type	'How to' use the DIY Cake Kit
Video Caption	Enjoy baking? Our DIY Cake Kit is the perfect kit for you.
Audio	'Aesthetic' by Xilo
Hashtags	#jillscakes #cakekit #DIY #bakedgoods
Video Frame 1	
Video	Open the cake kit box and show an overview of its contents.
Length	Roughly 4 seconds.
Overlay/text	-
Video Frame 2	
Video	Lay out all the kit contents out on the table for users to have a better look.
Length	Roughly 4 seconds.
Overlay/text	

5 Imagery Tips

You would continue this storyboard until you reach the end of your desired video. Which will look like so:

Video Frame 10	
Video	Video the cake dripping technique.
Length	Roughly 5 seconds.
Overlay/text	-
Video Frame 11	
Video	Video the cake topper being added as well as the kinder Buenos.
Length	Roughly 6 seconds.
Overlay/text	-
Video Frame 12	
Video	Video the finished product.
Length	Roughly 6 seconds.
Overlay/text	'Get your kit now. Link in Bio'
Total Length	54 seconds

An Introduction to TikTok

TikTok is too big to ignore as a marketing channel. These major facts about TikTok should serve as an eye-opener if you're still on the fence about TikTok for your business:

- TikTok has more than 1 Billion users across the globe
- It's the most popular app among teens and young adults
- 18% of all internet users use TikTok
- 90% of users access the app daily
- It has the highest social media engagement rate per post



Using the TikTok Platform

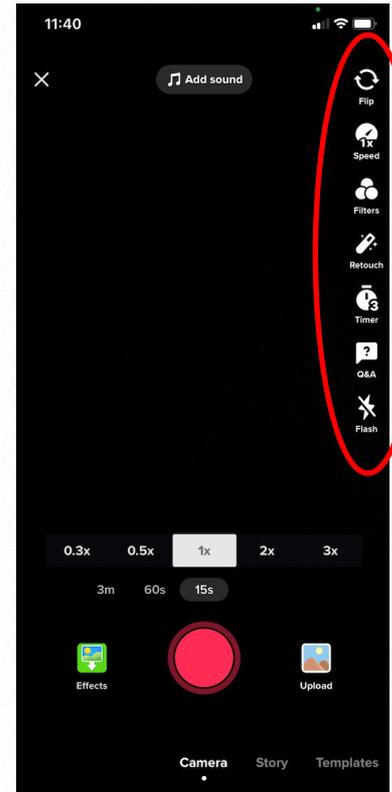
1. Set up your shot and pick out special effects.

To start recording a video select the following icon



Tap the center tab to enter camera mode. To face the camera in the right direction, tap the Flip icon in the top right. On the right side of the screen, you'll also see icons for the following:

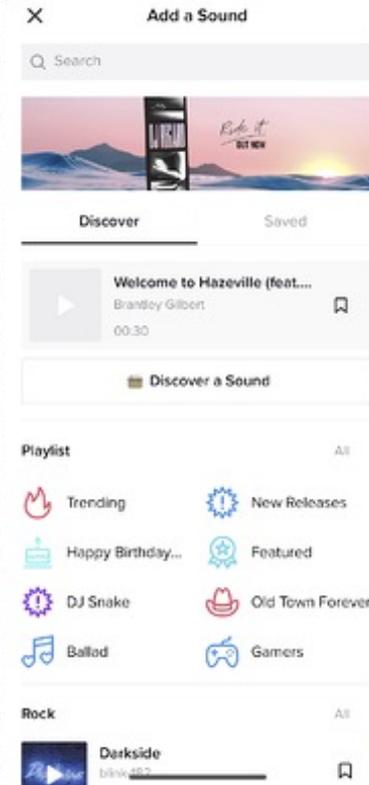
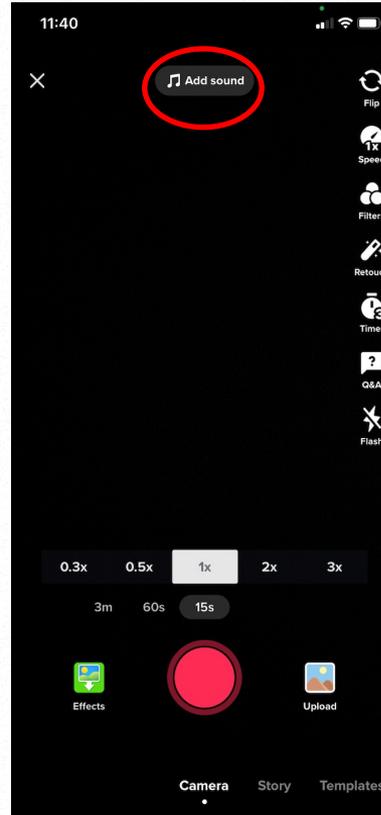
- **Speed:** Allows you to record your video in slow motion or sped up.
- **Filters:** Lets you change the colour filter of the camera.
- **Retouch:** An AR filter that can hide blemishes and smooth out your skin.
- **Timer:** Allows you to set an auto-record countdown if you want to film hands-free.
- **Q&A:** a new trending feature that lets you interact with other users
- **Flash:** Turns flash on and off



2. Music and Effects

Music

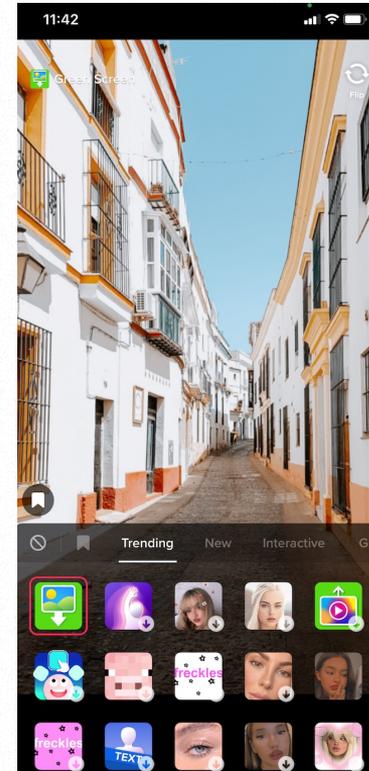
On the top centre of the camera screen, you'll also see music notes with "Add a Sound" next to them. Tap this to choose the musical overlay or sound effect that you want to work with.



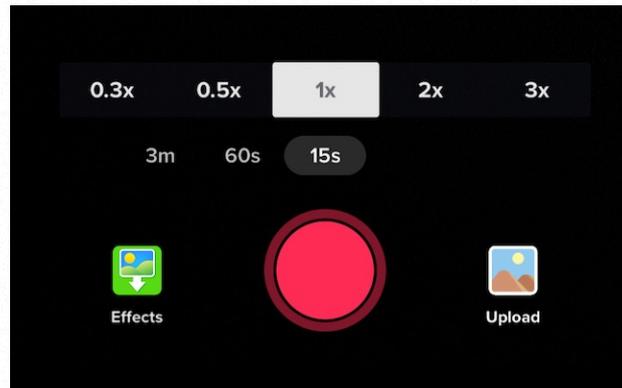
Effects

On the bottom of the camera, you'll also see an Effects icon to the left and an upload button to the right -- in case you want to record your videos outside of the app.

When you tap the Effects button, you'll see a line-up of AR filters and other special effects that can augment your face or your surroundings. You can also pick out a video overlay-styled filter here.



In the black bar under the camera, you can set the time limit for your video or tap Photo Template to create a photo slideshow instead of a video. TikToks can be up to 3 minutes long.



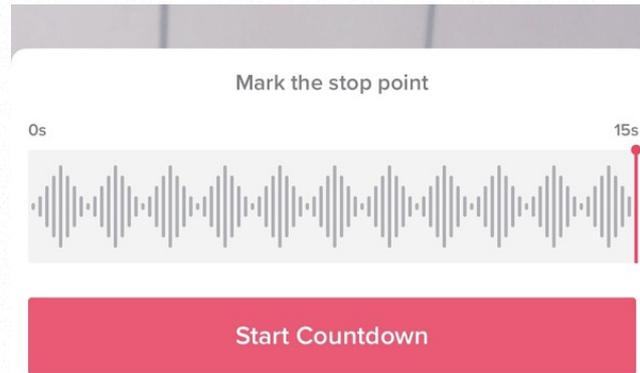
3. Record the video

Once you're ready, press and hold the red record button. You can either record your video all at once or in pieces.

If you want to fit different shots in each video or record it in pieces, simply hold the record button for each segment, then let go, then press and hold it again when you're ready for your next shot.



Before you enter record mode, you can also use the timer to give yourself enough time to prop up your phone before it starts automatically recording.

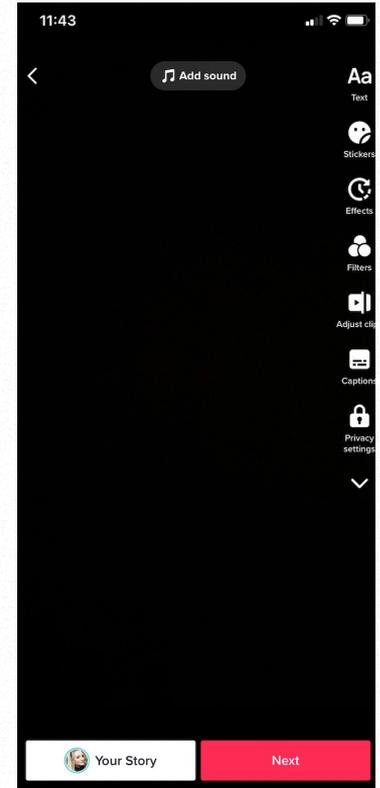


4. Make final edits and add a caption to the video

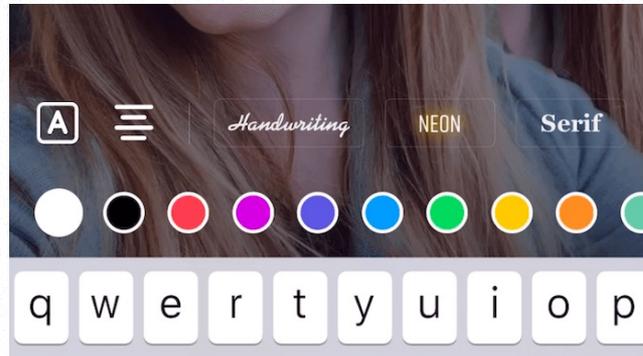
When you're done recording the video, you'll still be able to add a musical overlay, filters, and other basic special effects. You can also add stickers and text overlays on top of the video.

A text overlay can add to the narrative of your TikTok videos. But remember that the text should simply add a little extra element to the video and therefore should be short.

To add text to your video, tap the Text icon at the top right of the screen and type your text on the screen. If you then click off of the text you've added, you can pinch to resize it or drag it to a different part of the screen.



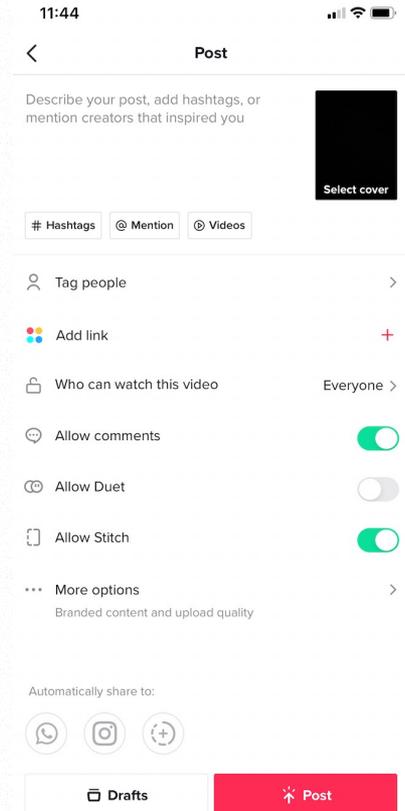
To change the typeface, tap to select the text and choose Edit from the pop-up menu. You can now choose from several different typefaces or select one of the bubbles to change the colours of the text.



When you're done, press Next. You'll be directed to a page similar to Instagram's post page where you can add a caption, relevant hashtags, and account handles of others.

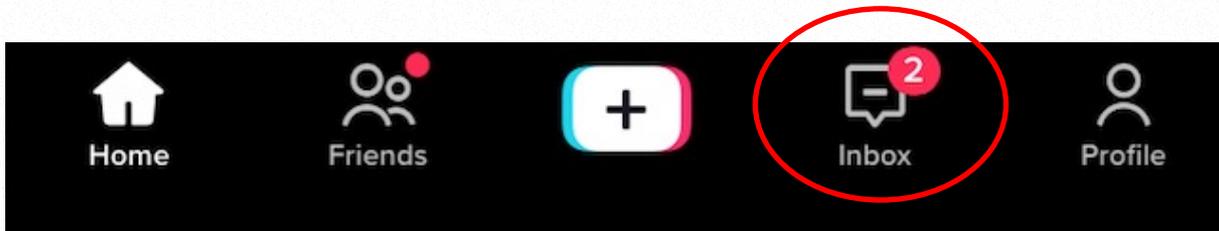
You can also set the privacy of the video, turn comments on or off, allow duets or reactions, and tap "Save to Album" to download it to your phone's camera roll.

If you aren't ready to post yet, just press the Drafts button at the bottom left to save it for later.



5. Monitor Views, Notifications, and Other Metrics

Once you start sharing TikToks, you can check how many people have watched them by looking at the view numbers on your profile. Tap the 'inbox' icon at the bottom of the home screen to see who has commented or liked your videos. Here, you can also see who has looked at your profile or followed you.



TikTok Top Tips

As you start to film your first few videos, here are a few tips to help you create unique and engaging posts:

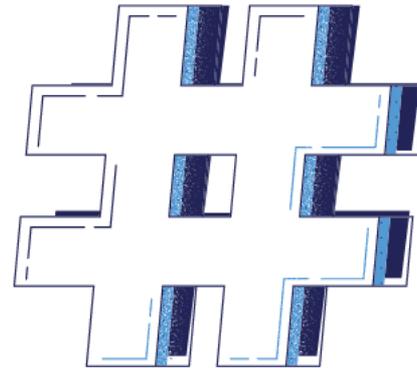
- **Post regularly and be consistent.** To start, you can post videos to Tik Tok once a week or twice a week. If possible, increase this to 2-3 times per week. Try to aim twice a month.
- **Create original content.** Be inspired by what others are doing but don't copy them exactly, put your own spin on it.
- **Have fun with the special effects.** There are a ton of ways to spice up your video, and audiences on TikTok expect it. So, play around and experiment with them.

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- **Film a few videos with multiple shots.** This will make it feel more interesting and active.
 - **Embrace the music.** Most videos on the platform have some type of song or sound effect in the background.
 - **Comment on others' videos.** By doing so, your videos will also get more comments. Don't forget to reply to each comment that users leave under your own videos.
 - **Don't be afraid to show a lighter side or a sense of humour.** People come to this platform to be entertained.
 - **Look at what other brands are doing.** Videos posted by other brands could inspire some ideas for your own strategy.

- **Follow the Trends.** Like most social media platforms, trends quickly come and go on TikTok. So, if you want to capitalize on a trend, it's a good idea to act fast. The best way to find out what's trending on a daily basis is to scroll through the "For You" and "Discover" pages:
 - **The "For You" page** is algorithmically curated based on the videos you interact with, the accounts and hashtags you follow, your location and language preferences, and the type of content you create.
 - **The "Discover" page** is curated using TikTok's algorithm, which does the work of finding trends for you. Here, you'll see popular hashtags, sounds, and effects. Click on each trend to view its top videos or favourite it for later.

- **Hashtags and Challenges:** TikTok practically runs on hashtags. Use hashtags relevant to your content. Search on TikTok for hashtags you think are relevant to the type of content you are creating.

TikTok displays the number of videos and total views each hashtag has, making it easy to spot large and growing audiences to distribute your content. You can include a branded hashtag to promote community engagement.



- **Follow (and Engage with) Like-minded Creators:** Check out what other brands and creators are sharing on their TikTok accounts. And if they resonate with your brand, give them a follow. This is a great way to learn more about your target audience, familiarize yourself with the videos they enjoy watching, and find trend inspiration. And if you want to build an engaged community on your TikTok account, it's a good idea to actively engage with other creators in that community.



An Introduction to Reels

Reels allow users to record and edit 15-90 second video clips with audio, effects and other creative features.

Reels can be shared with your followers on your feed, and you can make them available to the wider Instagram Community through the space 'Explore'.

On the Reels tab, instead of only seeing Reels from accounts users follow as they scroll, users will also see Reels from popular and trending accounts on Instagram

- Reels receive 22% more engagement than regular Instagram video posts
- Instagram users spend an average of 30 minutes a day on the platform.



Using the Reels Platform

Accessing the Creating Reels section

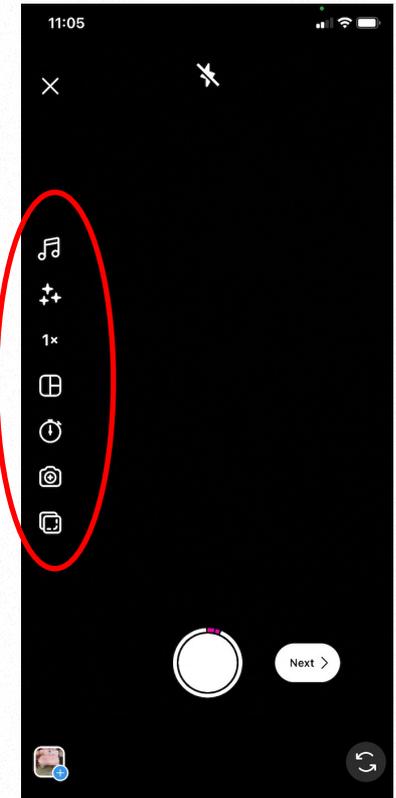
You can access and create Reels in 2 different ways:

- To access through the Instagram home screen, tap the “+” on the top right and scroll to the Reels tab at the bottom of the screen.
- To access through the Reels tab, tap the camera on the top right which is shown below:



Features

Firstly, you'll see a variety of creative editing tools on the left side of your screen to help create your reel, these are shown to the right. We will discuss in detail on the following slides



- **Audio:** Search for a song from the Instagram music library. You can also use your own original audio by simply recording a reel with it. When you share a reel with original audio, your audio will be attributed to you, and if you have a public account, people can create reels with your audio by selecting “Use Audio” from your reel.
- **AR Effects:** Select one of the many effects in the effect gallery, created both by Instagram and creators all over the world, to record multiple clips with different effects.
- **Timer and Countdown:** Set the timer to record any of your clips hands-free. Once you press record, you’ll see a 3-2-1 countdown, before recording begins for the amount of time you selected.
- **Speed:** Choose to speed up or slow down part of the video or audio you selected. This can help you stay on a beat or make slow motion videos.



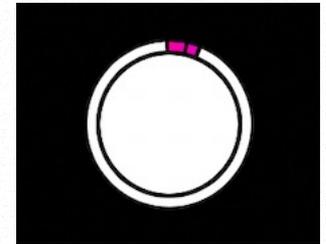
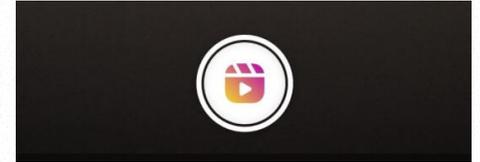
- **Layout:** It allows creators to capture multiple videos in separate windows one after another and then play them combined. The layout feature is customisable and you can pick from vertical or horizontal layouts as well as from a grid of 3 horizontal windows.
- **Dual:** The new Dual feature on Instagram allows users to record videos using the rear and front cameras simultaneously
- **Align:** This tool comes in handy when you're looking to create seamless transitions between moments in your footage. Allows you to align your clips so you can ensure your camera is in the same position as when you left off the last clip



Recording Your Content

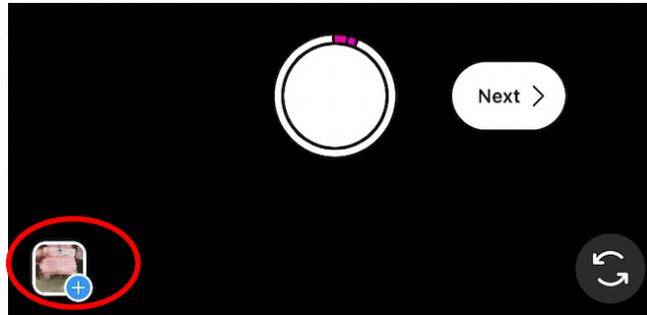
Reels can be recorded in a series of clips (one at a time), all at once, or using video uploads from your gallery. Record the first clip by pressing and holding the capture button.

When you tap the shutter button, you'll see the countdown from 3-2-1 to start recording. You'll notice an outline progresses around the record circle at the bottom of the screen to show you the time duration. If you stop recording, the progress bar stops. When you start recording again, the progress bar picks up again with a slight break so you know where each clip starts and ends.



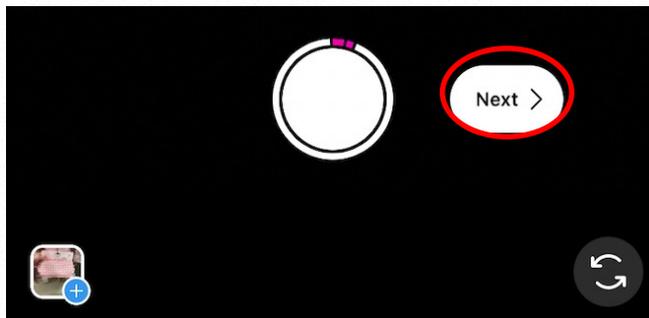
Uploading Your Own Content

- In addition to the steps previous to film a video within the Reels camera, you can choose to upload your own videos from your camera roll on your device.
- You'll notice the small square in the lower tool bar of the Reels camera with a little “+” sign. Tap on that to open your camera roll. You cannot upload photos, only videos. And you cannot add effects to your uploaded videos.



Editing Your Clips

- When you stop filming your clip, you'll notice a 'Next' button appears, on the right side of the shutter button. When you press this you'll be taken through to the editing section of your video.
- You'll also see the "X" in the top left corner. Tapping the "X" at any point during the filming process will ask you if you want to discard the entire video.
- **Note:** If you click "discard", the whole video is erased – not just one clip, if you have multiple clips.

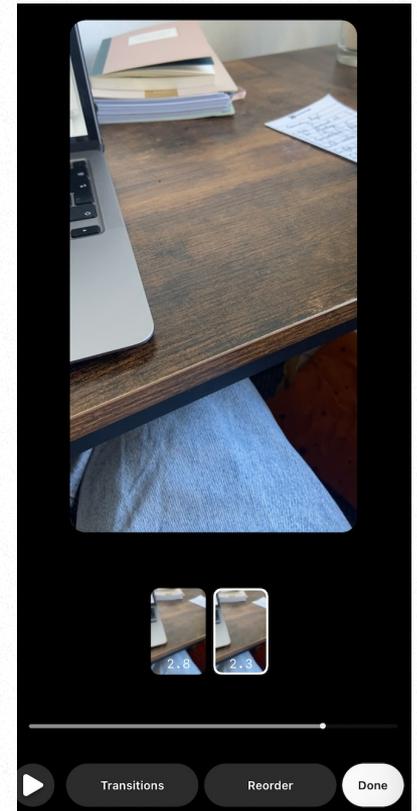


When you press the 'next button you will be taken to the editing page. From here, at the bottom left you will see a button that says 'edit clips'

Transitions: Use the new transitions button to add transitions between each clip. You can apply one transition to every clip or select individual transitions to add to each individual clip

Reorder: Reorder allows you to change the order of your clips. Select the reorder button and drag and drop your videos into your preferred order.

Trimming: To delete or trim an individual clip, click on the clip you want to trim and drag the bar on either side to cut down. When you're done trimming, or if you don't want to trim it, tap the right facing arrow to return to the editing screen. Tap the trash can to delete the clip and start over.



Adding text, stickers and drawings

When you've got all your clips together and are ready to finalize your video, tap on the right facing arrow next to the shutter button to review your final masterpiece: you can add stickers, drawings, and text to edit your reel.



- You'll also notice the down facing arrow in the top tool bar in this editing screen. That is your **SAVE** option.
- You can download your finished video from here and save it to your camera roll.



Reels Top Tips

Creating Instagram Reels for your business can be one of the best ways to get more followers and engagement on Instagram – below we have listed our best practice recommendations to ensure your videos stand out:

1. Create a storyboard: Reels don't have the same spontaneous feel as Stories. Use this to your advantage by storyboarding your Reel before production begins. Start by setting an objective for your Reel, and then map out how you will achieve this objective shot by shot.



2. Forget hard selling: Reels are not about pushing your product or service on the viewers. Instead, their strength lies in capturing their attention and positioning your business as a go-to business. Instead of advertising a discount or telling viewers to go to your website, create genuinely valuable content. The content ideas discussed are ideal and will boost credibility, establish authority, and promote audience connection.

3. Study Your Analytics: Although Reels analytics remains fairly simplistic at the moment (tallies view counts, likes, and comments), that's likely to change in the near future. Even still, start studying who's watching your content and what performs best to guide future videos.



4. Watch the Competition: Learning from the competition is just as important as learning from your own analytics. See what's working, try to understand why it's working, and don't copy, but take those lessons and apply them in a way that's authentic to you or your brand.

5. Create Creative Original Content: Creating original content is key. Fortunately, you don't have to totally reinvent content when it comes to planning your Instagram Reels. The main thing is to create content that is educational or entertaining – with your own unique twist.



6. Keep Your Captions Short and Sweet: When you share an Instagram Reel, the first line can be up to 55 characters. When you go over that amount, your caption is followed by “... more” for viewers to tap and read the rest.

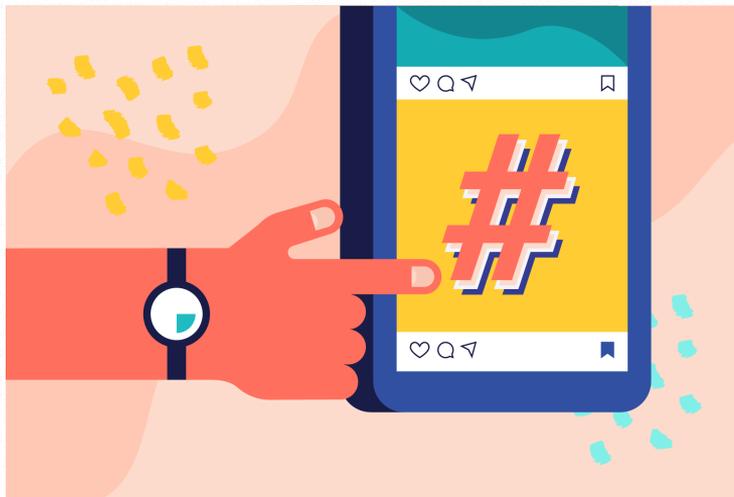
And when they click on the “...more” button, the Reel won’t pause. Instead, it opens up the caption, darkens the video, and makes it more difficult for your audience to read the text or see what’s happening in your Reel.

Try to write a first line that’s both engaging and enticing. And, if possible, only include relevant tags and hashtags in the next line.



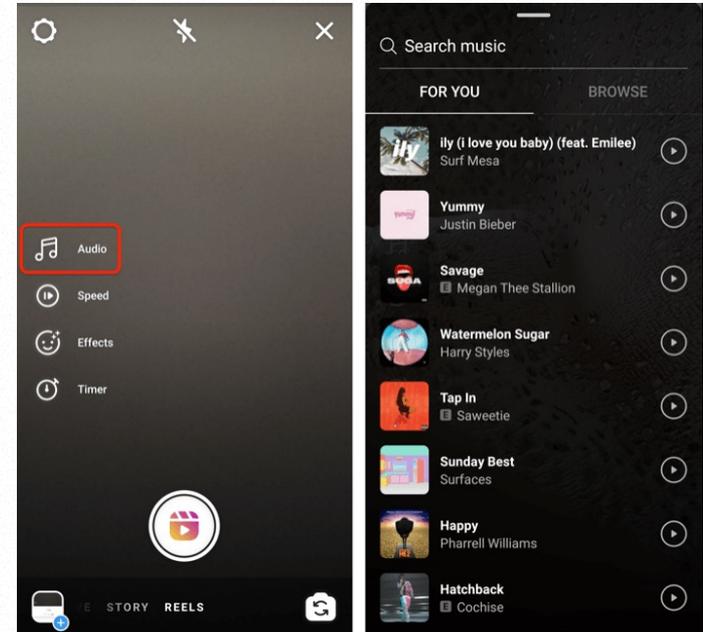
7. Include Hashtags: Hashtags can be a great way to help the Instagram algorithm “understand” your content and serve it to relevant audiences.

For example, using hashtags related to your products or services or the location you are based will indicate to the Instagram Reels algorithm what your content is about – which may increase the likelihood of it being served to users who are actively engaging with similar content.



8. Adding music: Music is a core part of making an attention-grabbing Reel. Instagram is offering tons of ready-to-go music clips to choose from. Just tap on the Music icon and browse from hundreds of music clips neatly categorized in the Browse menu.

9. Adding text correctly: 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.



Key Takeaways

- ✓ Video is a key marketing tool, that your business should be taking advantage of!
- ✓ You can create amazing, engaging video content using your Smartphone and few simple tricks
- ✓ Always take appropriate time to plan your videos
- ✓ Look at what the competition are doing
- ✓ Use Instagram Reels & TikTok to build brand awareness, generate new traffic and drive sales
- ✓ Create useful, inspiring and engagement content through features available on TikTok and Reels
- ✓ Practice, Practice, Practice

Final Q&A

Any questions?



Thank you