

TED TALKS

Making Reely Good Reels

CME Comms
Crystal & Skye



Acknowledgement Of Country

UMSU acknowledges the Traditional Owners and Custodians of the lands on which we work – the Wurundjeri and Boon Wurrung people of the Kulin Nation – and pay our respects to Indigenous Elders past, present and emerging.

Sovereignty has never been ceded. It always was and always will be, Aboriginal land.



Who Are We?

Skye and Crystal from the Comms team in CME!



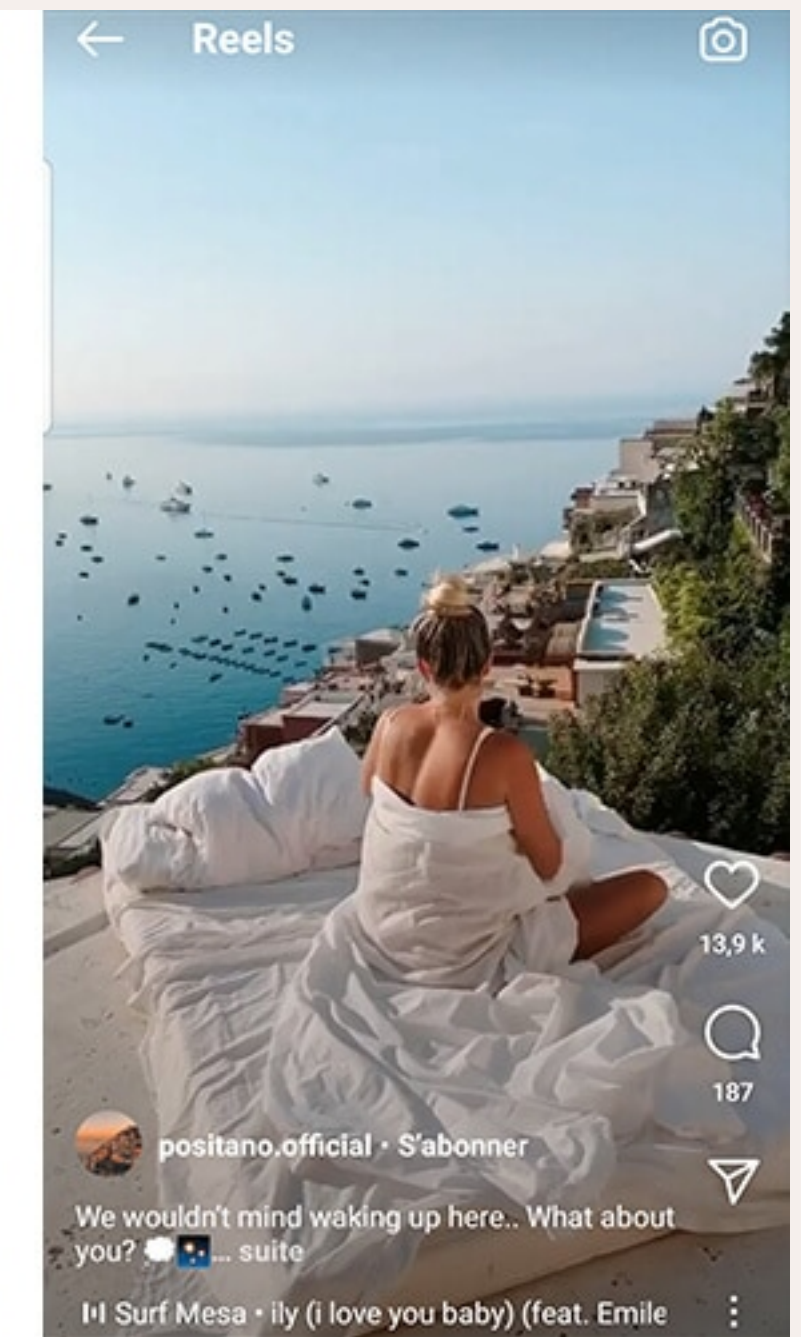
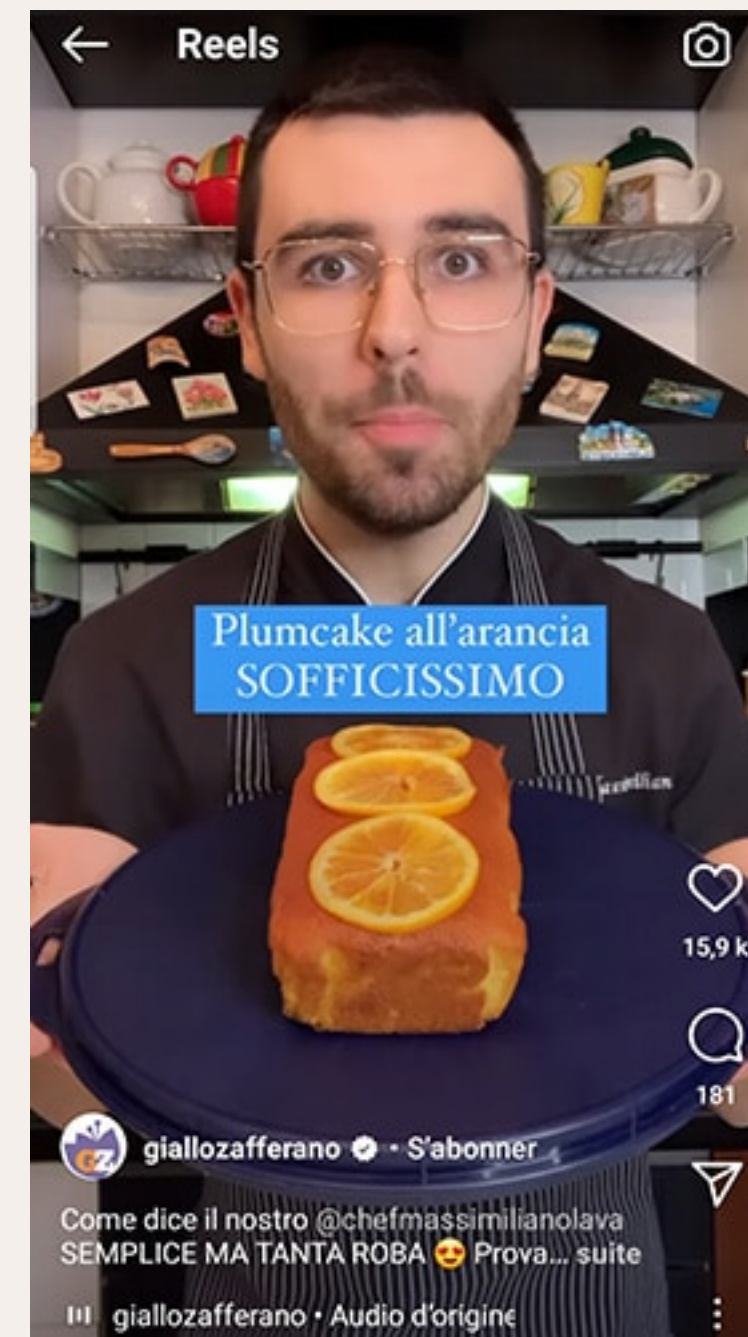
Skye
Communications Officer



Crystal
Communications Assistant

What Are We Doing Today?

- ✓ Understanding what Reels are
- ✓ Learning the ABCs of good Reels
- ✓ Finding ideal audios for your Reels
- ✓ Making Reels look pretty!

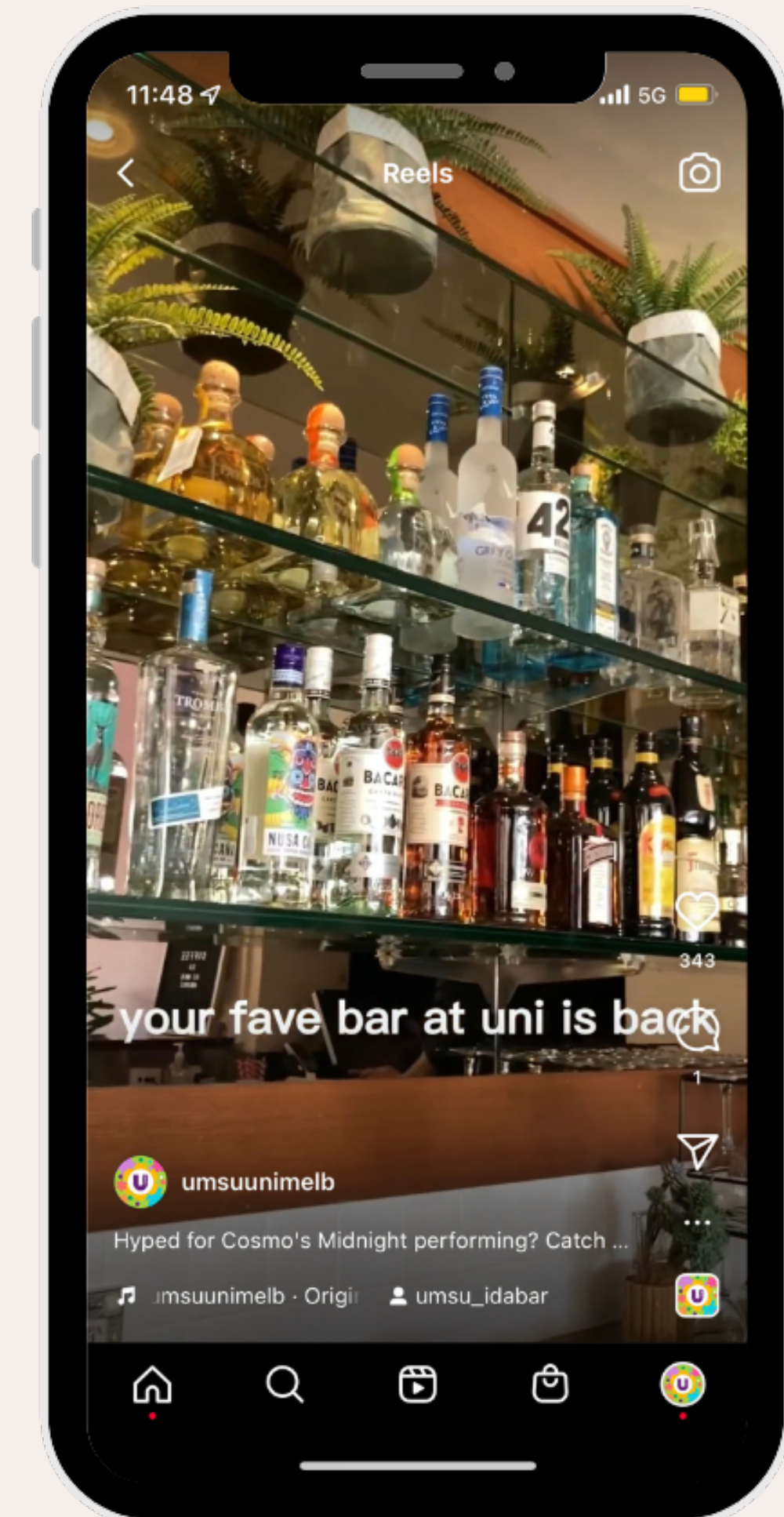


Credit: BL Digital

A Reel Good Reel

Reels are short, portrait-format videos up to 90 seconds on Instagram, similar to TikTok videos.

Across the several formats that Reels can take, they comprise video footage and static images timed to audio (more on this later!)



Example: Ida Bar promo Reel

Planning Reels

- ✓ What is your Reel's key message? (e.g. explaining *Collectives*, promoting an upcoming event)
- ✓ How much time do you have to make your vid, edit and publish? (Tip: *Lo-fi quality content triumphs overly polished content!*)
- ✓ Have you looked for easy templates you can use?

Example Reel



Templates for Instagram Reels

Credit: Flick

Inspo Sources Just For You

Bookmark these links for future reference:



[Later Blog](#)



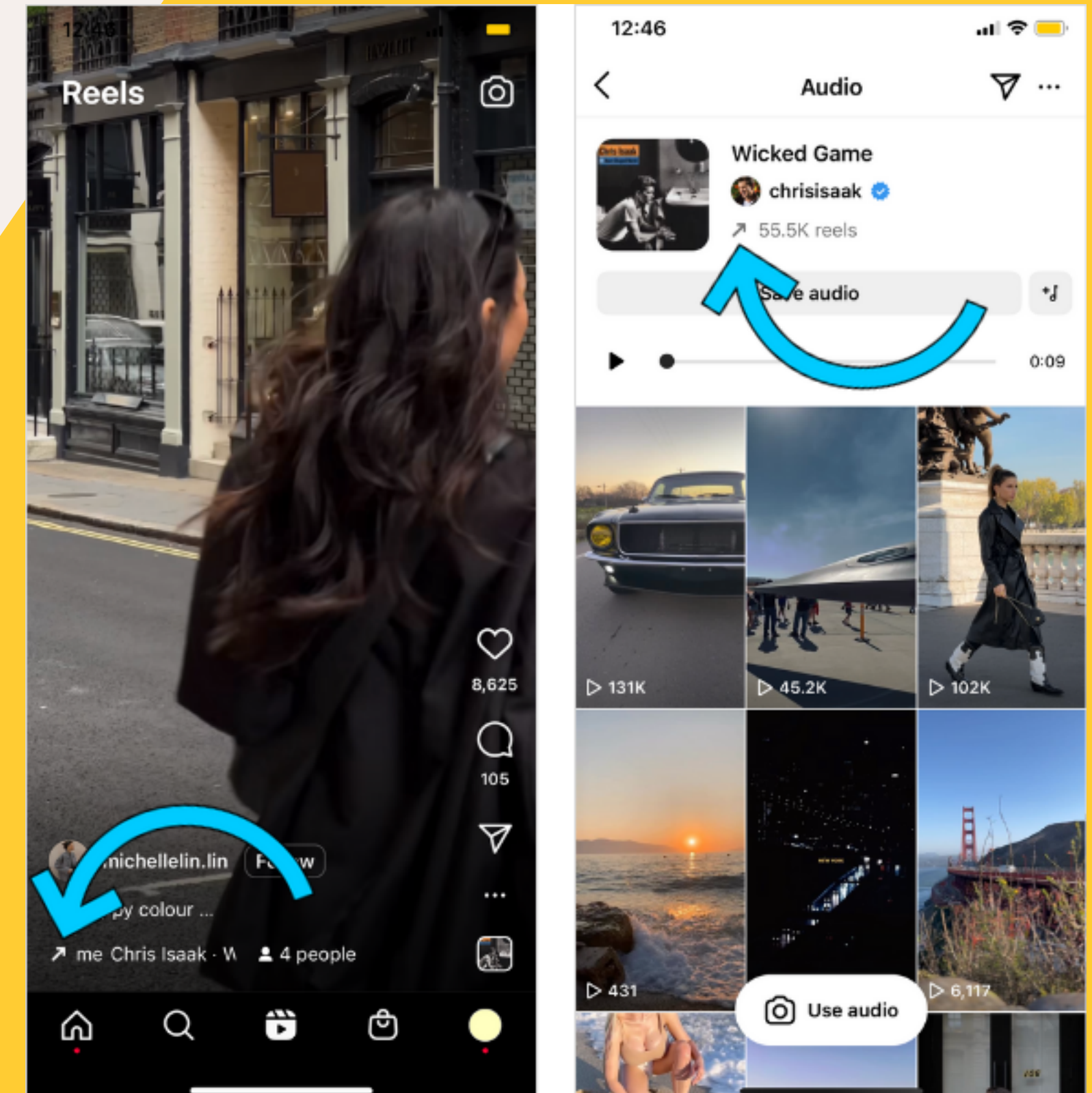
[Help Docs](#)



[CME Insta](#)

Sounds And Trends

- ✔ Trending sounds are marked by the arrow next to audio titles. Striking while the iron is hot is a great way to grab your audience's attention!
- ✔ Don't be afraid to adapt to trends - perfection's not the goal!
- ✔ **ACTIVITY:** Find a trending audio you like and save it!



Credit: Later

Editing Your Reel

✓ ACTIVITY: Make a Reel!

- ✓ 1. Swipe right from the feed and select 'Reel'.
2. Select an audio from either your Saved audios or pick a new one.
3. Click on the bottom left Pictures icon to select your footage *(tip: Press the "Select Multiple" icon before you begin picking!)*
4. Add your clips individually and trim them if desired. *(tip: Trim them so they match up with the audio's beats.)*
5. Add transitions by navigating to *Edit Clips > Transitions > Select the + icon*
6. Add text, stickers and filters for a finishing touch - voila!

[Demo](#) (at 0:10)

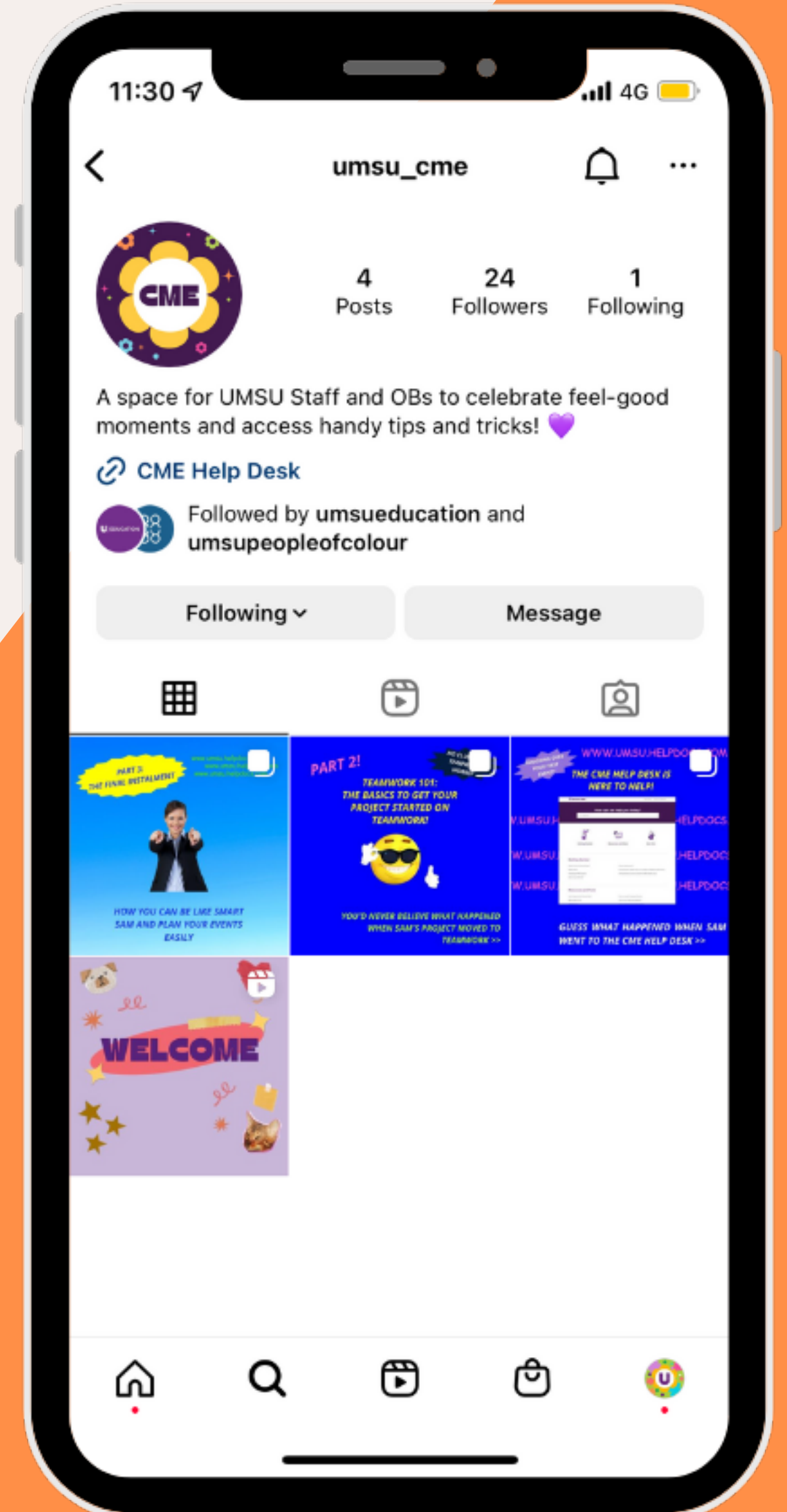
Don't Forget!

- ✓ Head to the CME Help Desk for more tips on managing your social media channels and promoting your Department!

These Help Docs might be particularly handy:

- [This is how you do social media](#)
- [Writing so people want to read it](#)

- ✓ This session will be uploaded to the Help Desk for you to look back.
- ✓ Chuck the Internal Insta [@umsu_cme](#) a follow for more quick tips (and fun updates!) your way!



Questions?