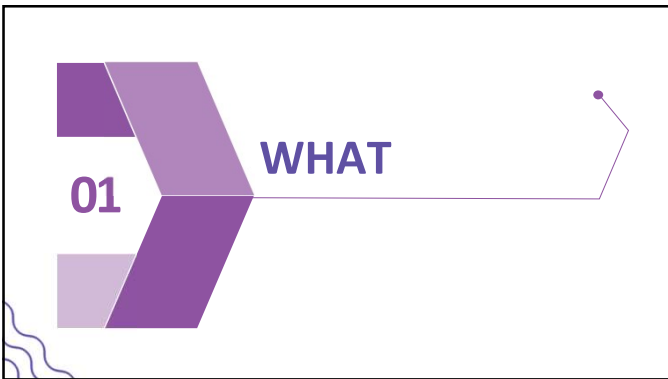




1



2



3

01

Short videos

- Music
- Text
- Effects
- Creative tools


4

01

Short videos

- Vertical
- Low commitment for viewers
- Much easier to consume

5



Are you there?

6

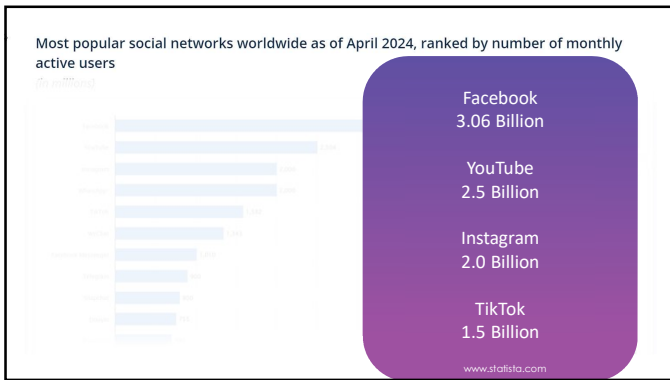
Payoff?

TODAY

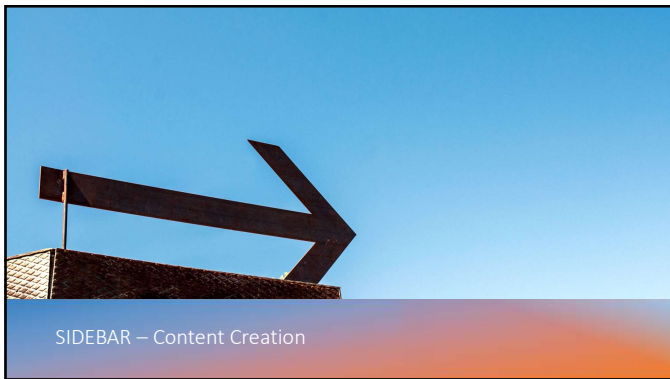
Monique Howard · 10:03 am

Awe! Thank you so much 😊 I just started making Reels consistently (i still get nervous 😬) and am amazed at the engagement and now referral business that I'm getting. Things have changed so much in how we do business. Do you have a class schedule that I can take a look at? I'm ready to start in person training again!

7



8



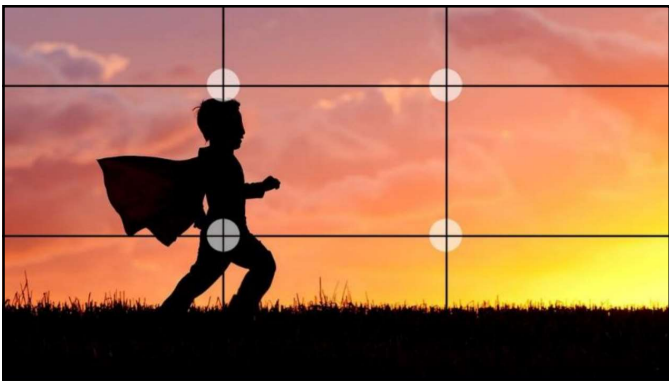
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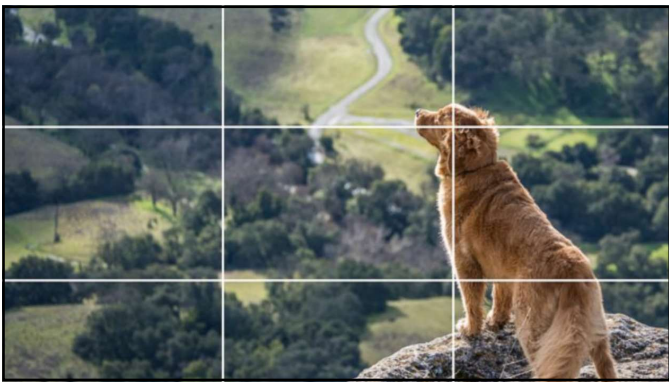
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12



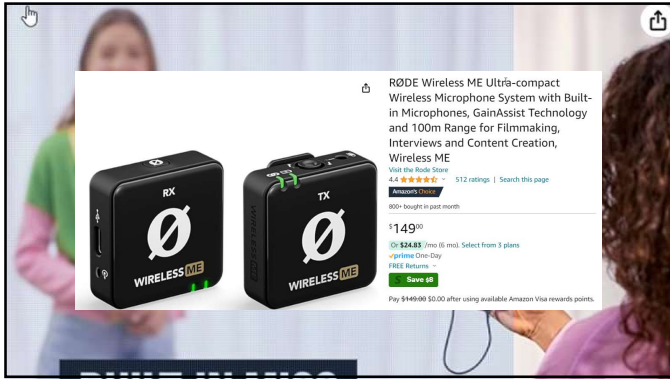
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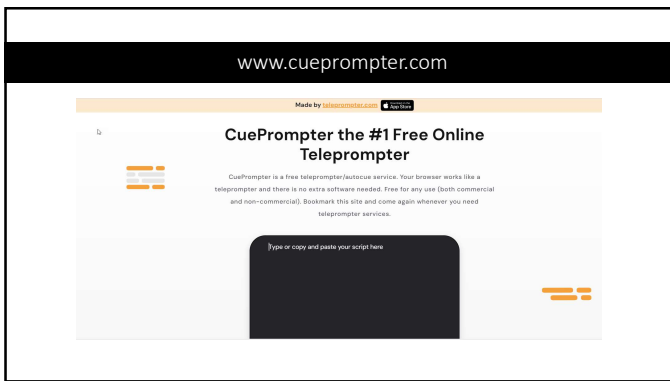
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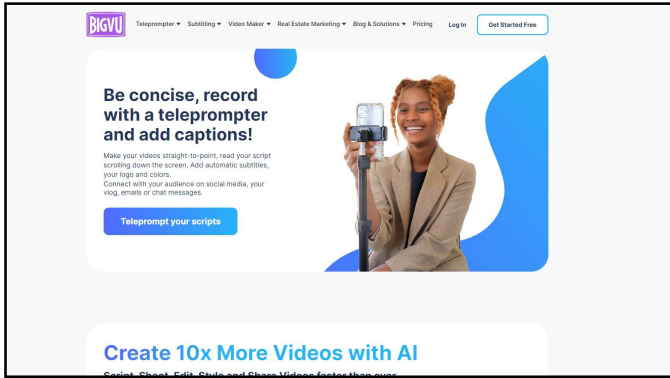
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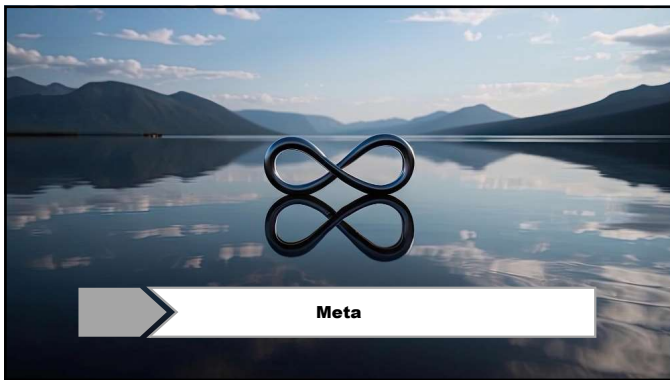
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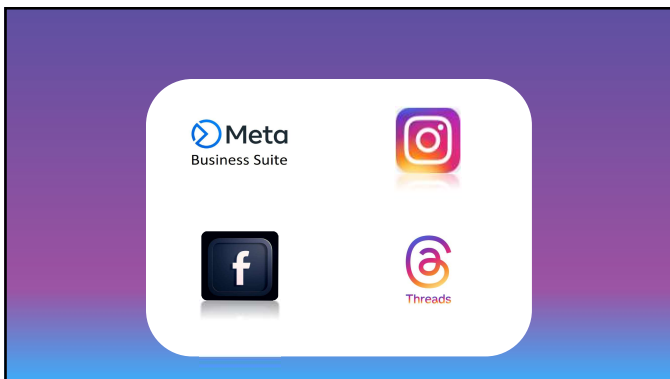
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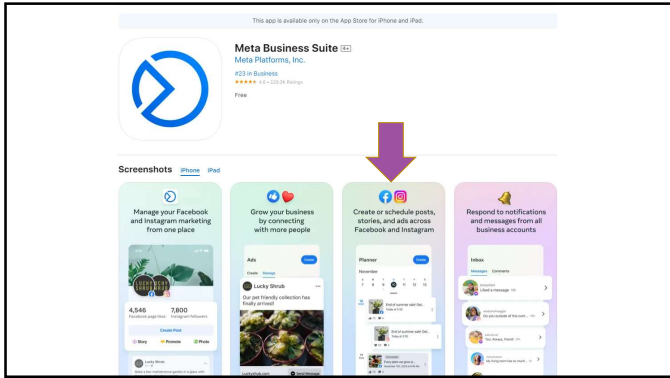
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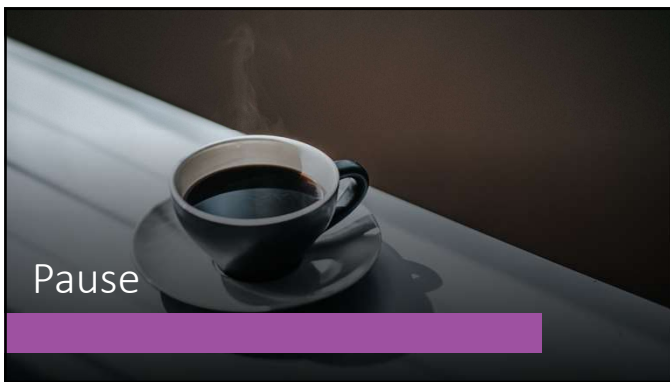
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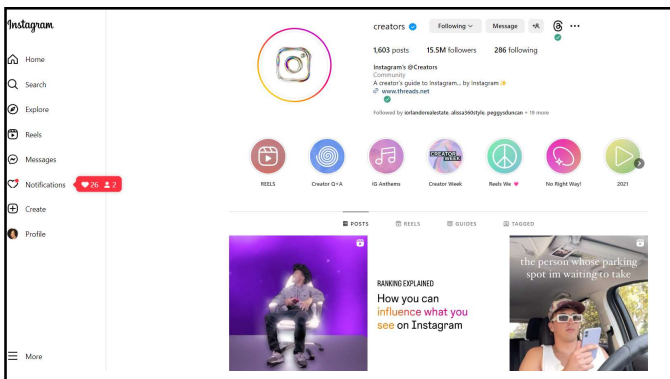
21



22




23



24

Reels


- Short-form videos
- Up to 90 seconds



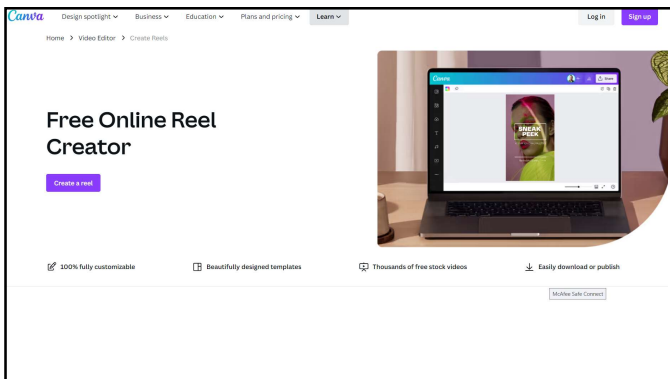
25

Stories

- Short-form videos
- Up to 60 seconds



26



Canva Design spotlight Business Education Plans and pricing Learn Log in Sign up

Home > Video Editor > Create Reels

Free Online Reel Creator

Create a reel

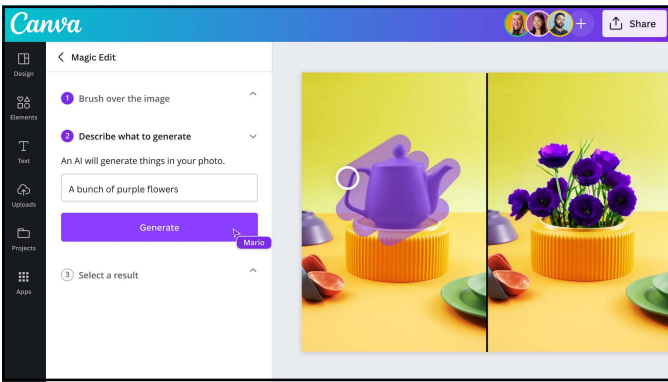
- 100% fully customizable
- Beautifully designed templates
- Thousands of free stock videos
- Easily download or publish

Mobile Safe Content

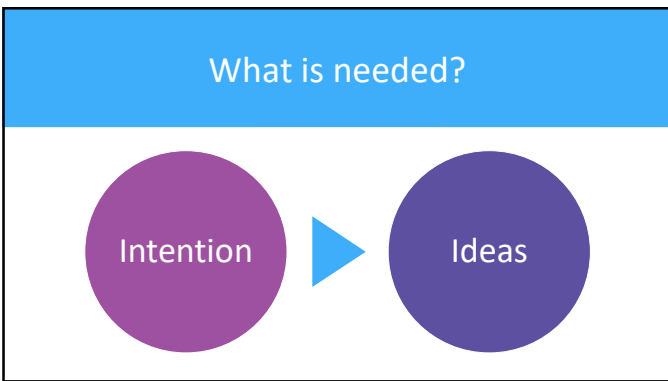
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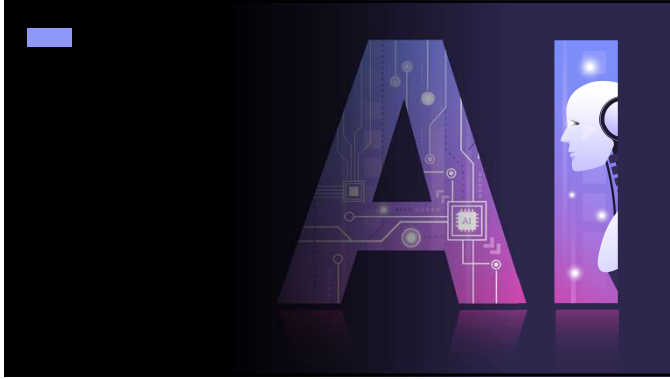
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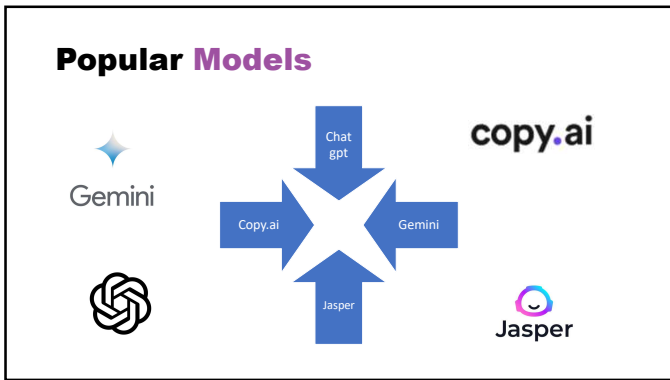
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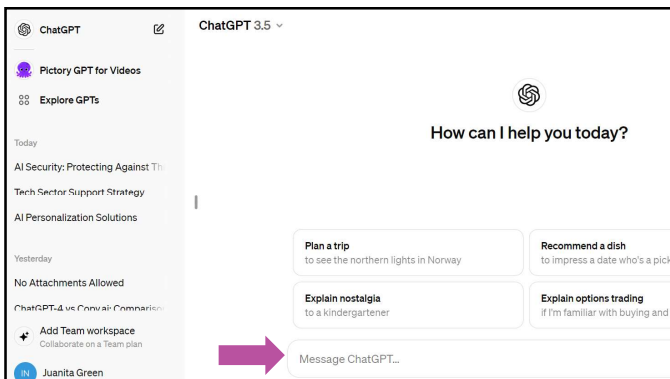
30



31



32



33



Prompt Ideas

- Give me post ideas for the Charlotte, NC community
- Give me 5 good prompts that real estate professionals can give you to help with social media content ideas.


34

Pre-planning – Give me...

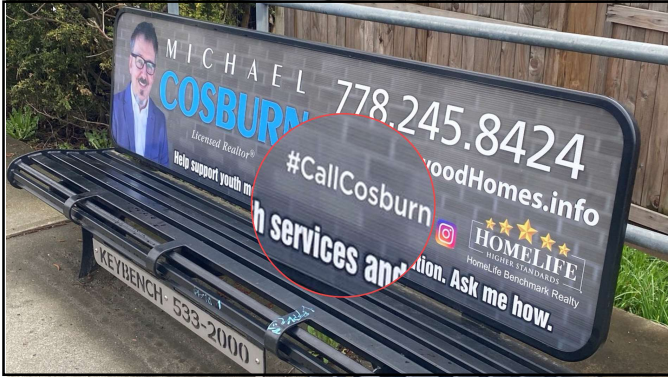
- Video Clips
- Call to action for the end
- A special introduction
- Captions
- #Hashtags, Tags @

35

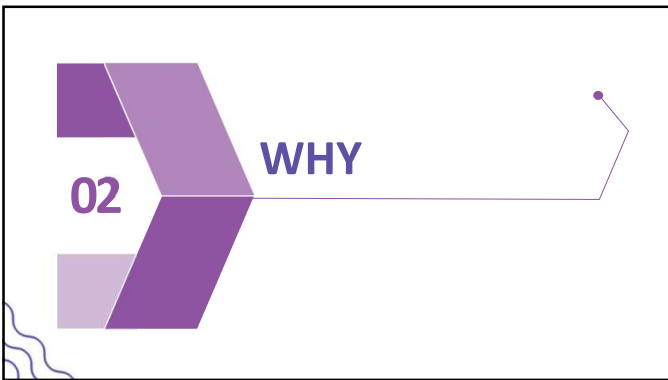
Homework
Create a Business Hashtag



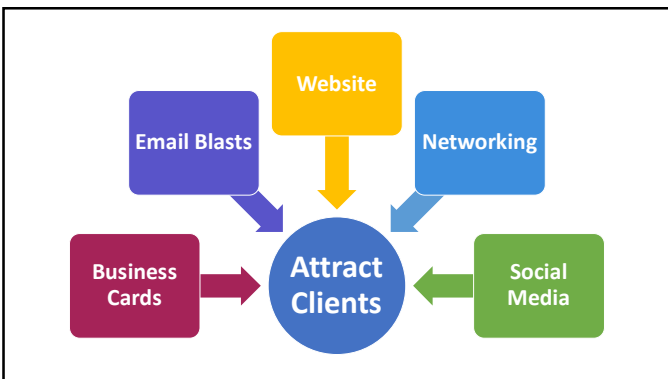
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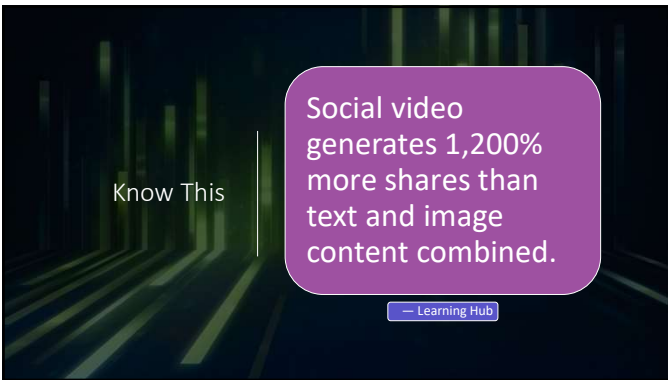
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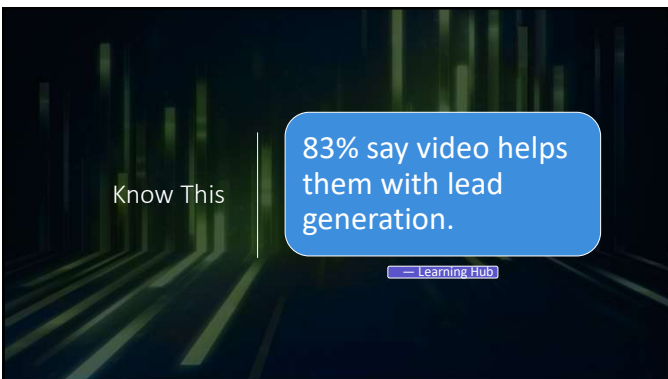
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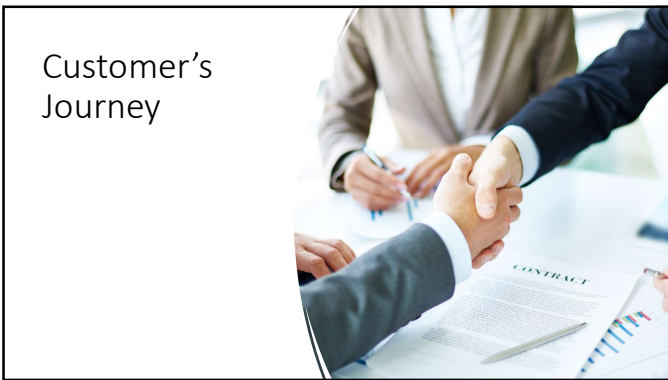
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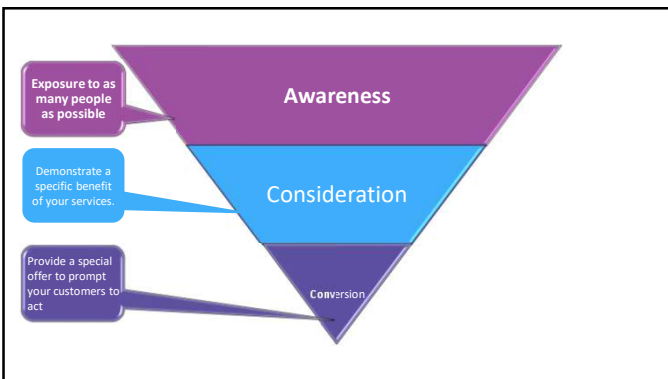
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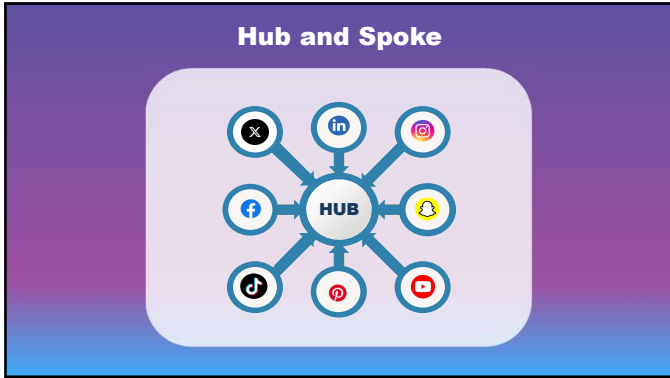
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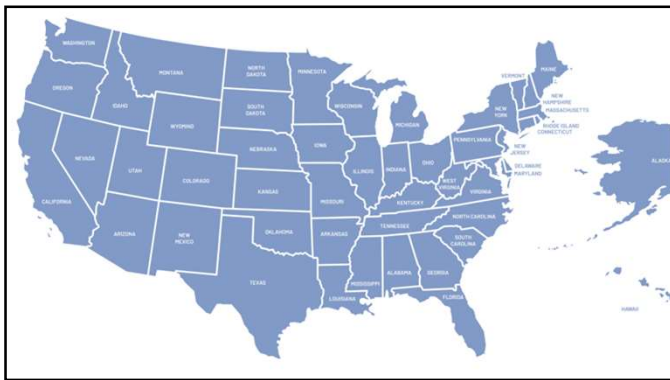
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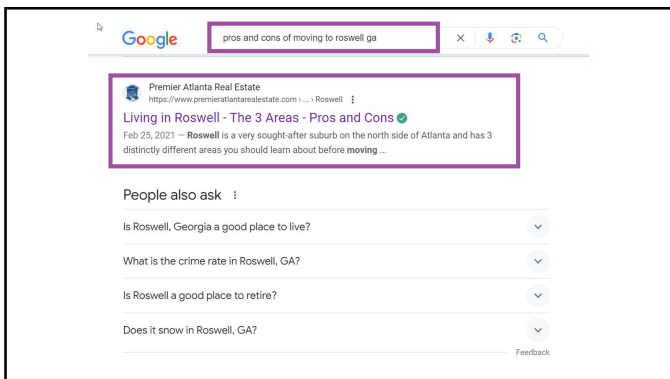
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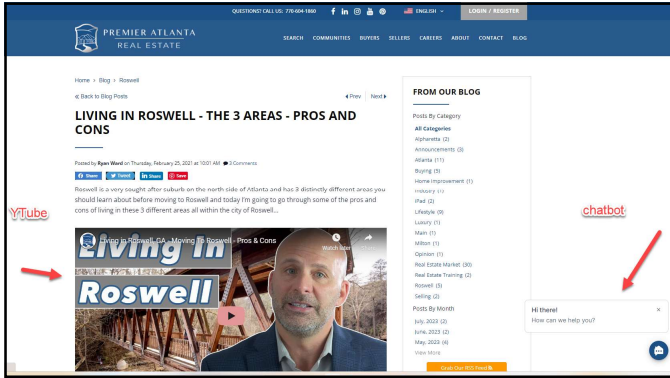
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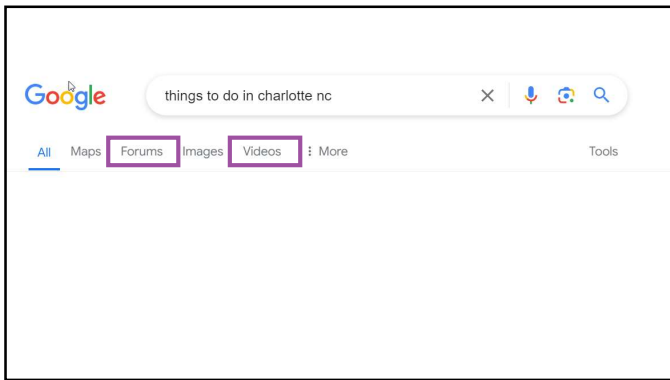
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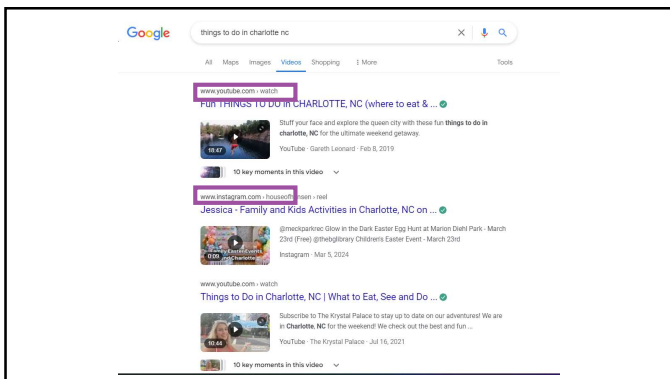
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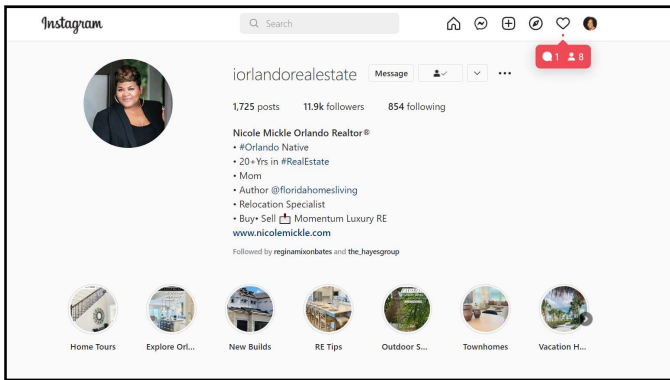
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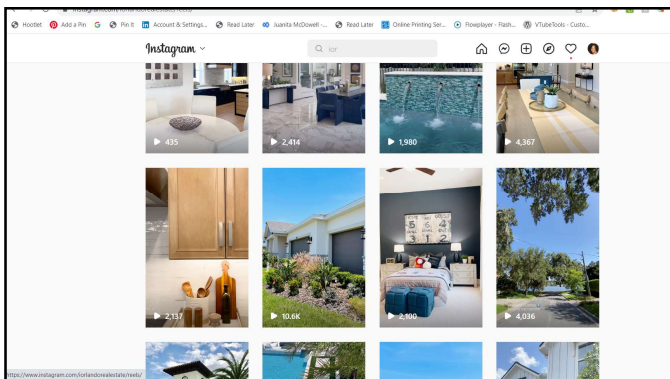
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You can *measure* success.

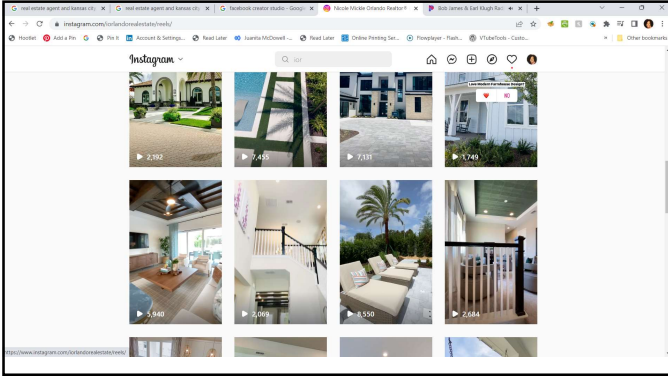
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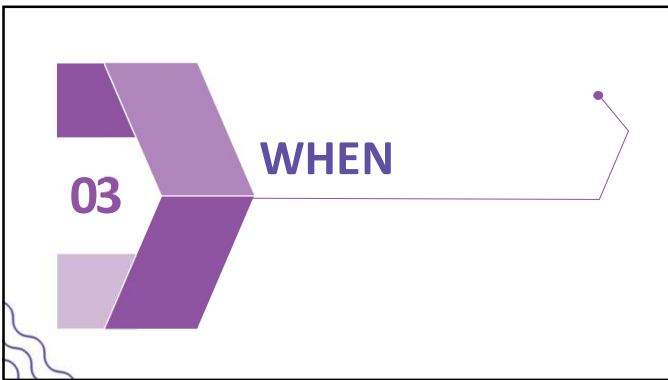
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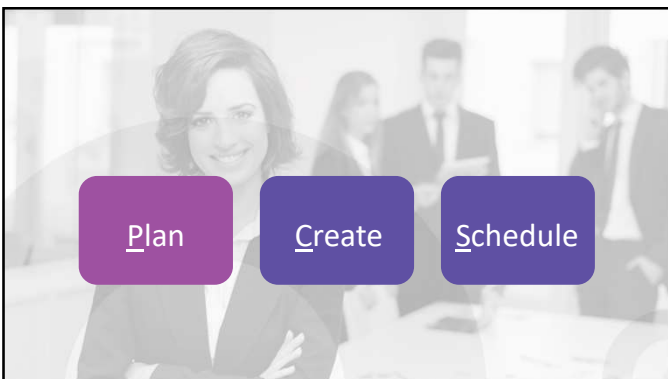
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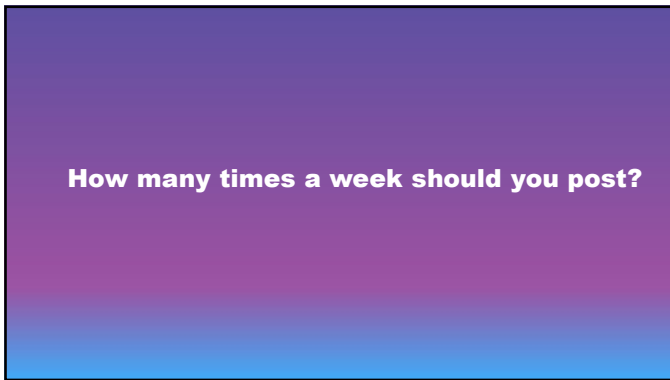
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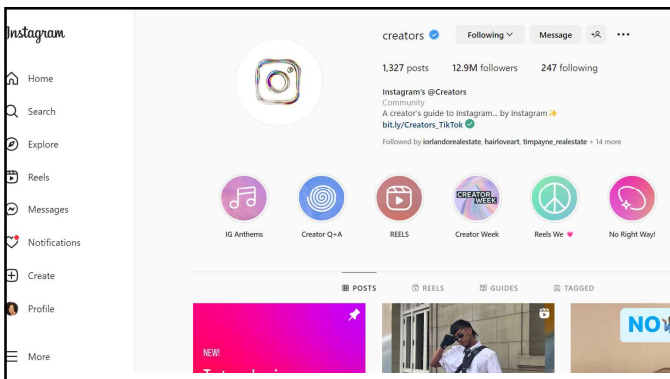
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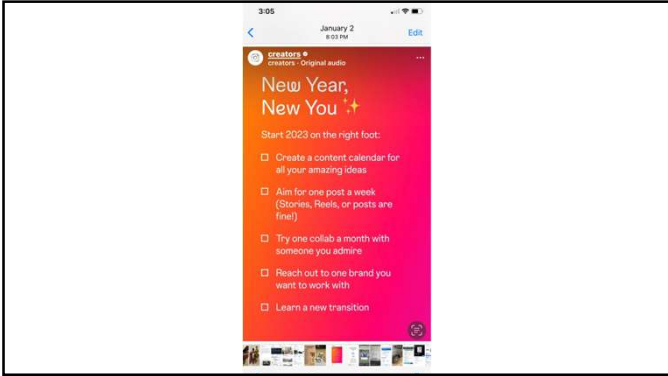
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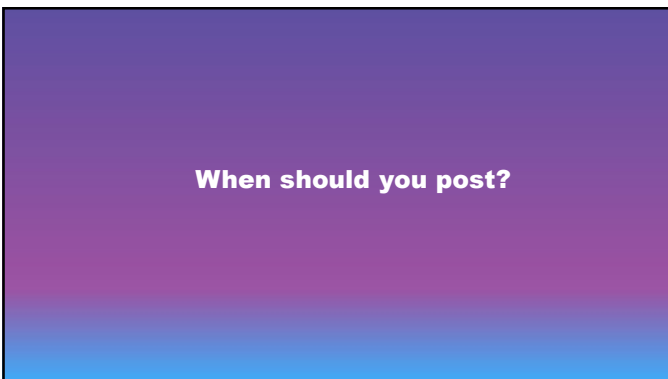
60



61



62



63


Per Hootsuite 2024

Instagram	Wed	2:00 PM EST
X	Mon	10:00 AM EST
LinkedIn	Tues	12:00PM EST
TikTok	Thur	10:00 PM EST


Better

64


When



Understand
your audience
habit



Leverage
Insights




Test and
adapt

65

Let's talk Transitions

Effects you can add to transition **from one clip to another.**



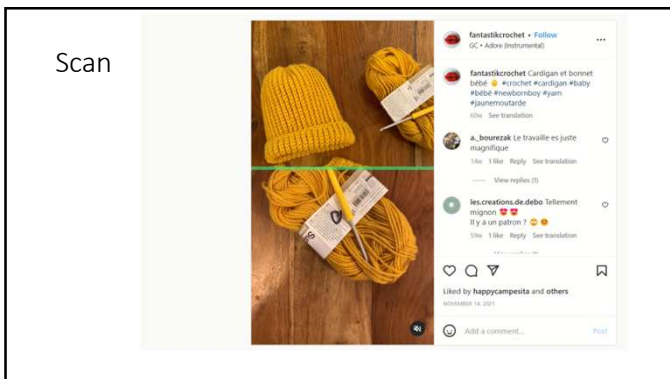
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67



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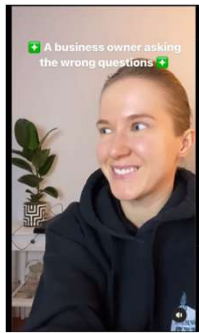
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Duplicate Yourself



70

Selfie Skit



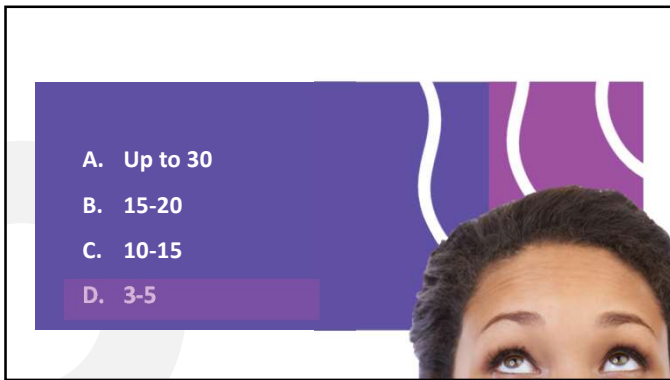
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Speaking of IG Guidance:

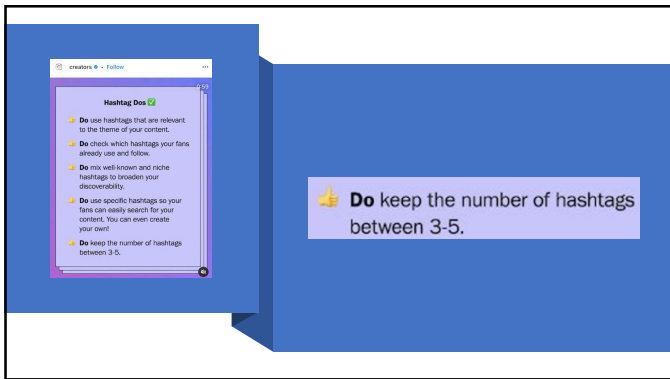
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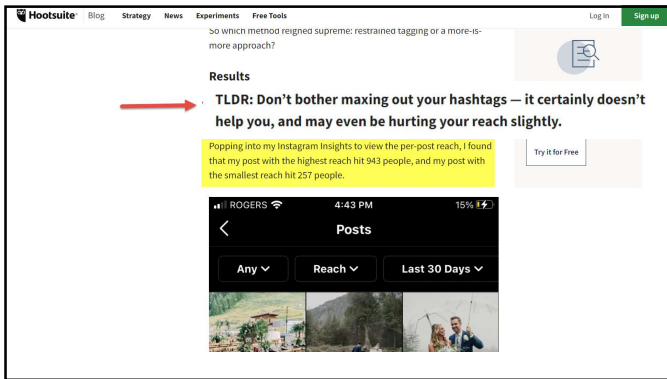
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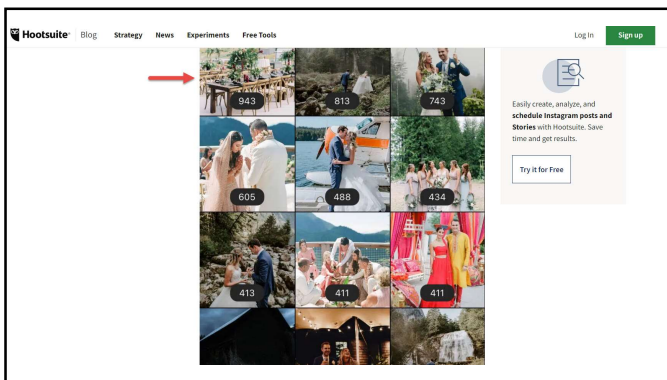
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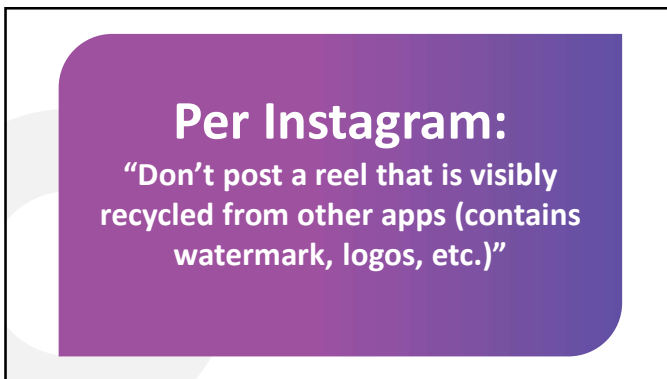
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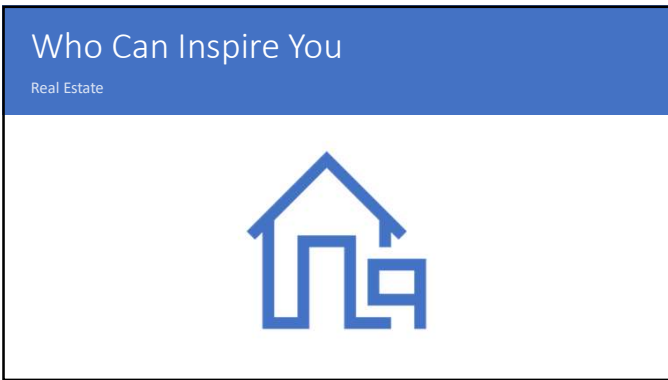
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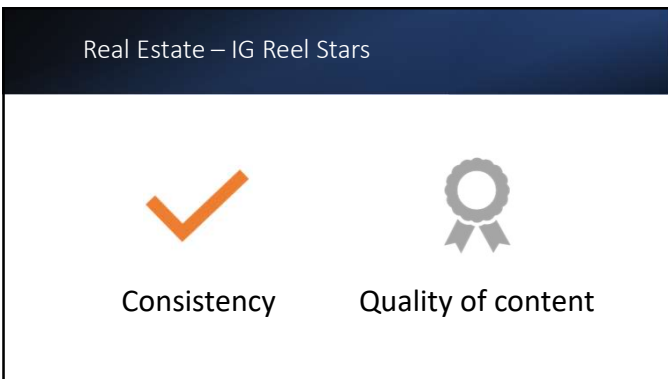
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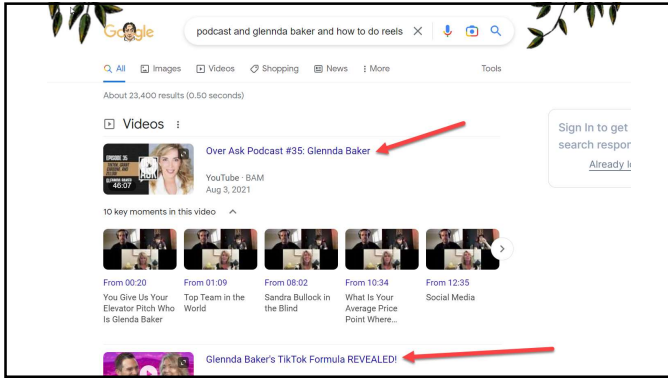
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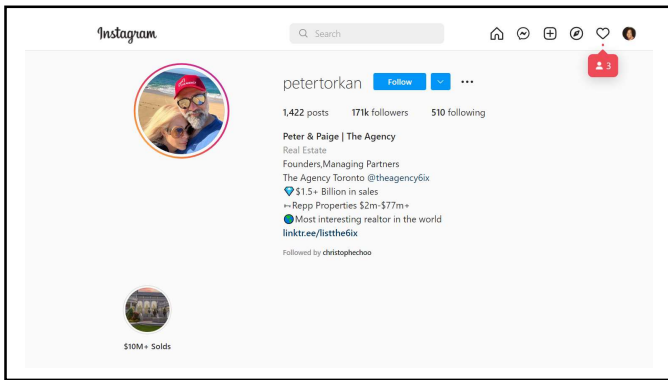
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89


Advice

- Don't post only listing photos.
- Find a specific niche and post content that niche will appreciate.
- Use all of the platform's mediums, including stories and reels.

90

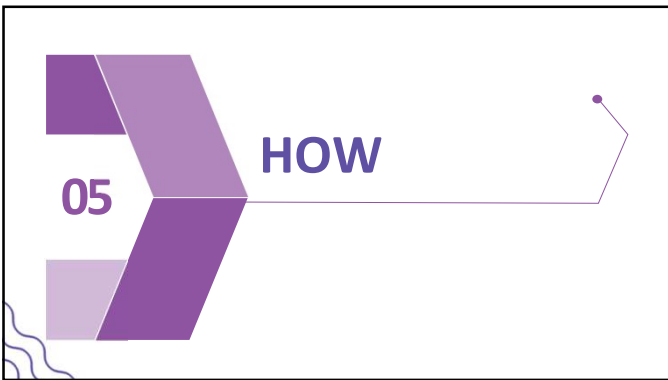
Ask Questions

- How will your Reels content be cohesive with your Instagram feed posts or Stories?
- Who is your target audience?
- What type of content will speak to them?
- It could be tutorials, behind-the-scenes, or a “day in the life.”



91

05 HOW



92

Make sure you're using the most recent version of Meta's apps.



93

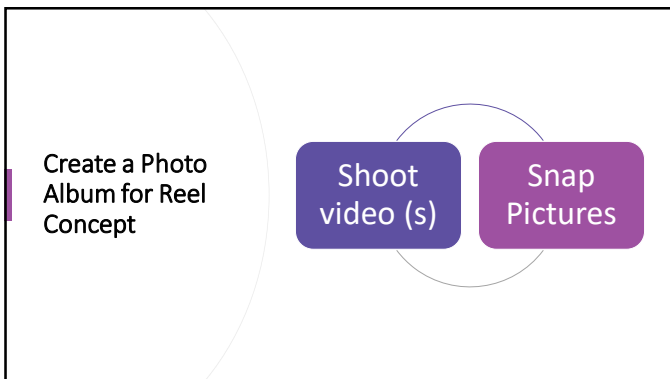


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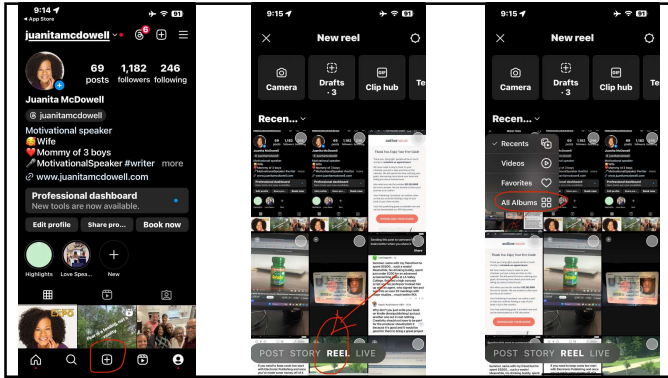
Get Organized – Project Name

Reel Concept	Downtown Decatur
Caption	“Early Morning in Downtown Charlotte”
Script	“Hey Everybody, it’s JM and I just noticed ... I want to show you a restaurant that has been here for 150 years (funny story opportunity?)”
Record Videos	Put in FOLDER
Tag	Bob and Katie
Go to Meta Business Suite	This reel is in the queue.

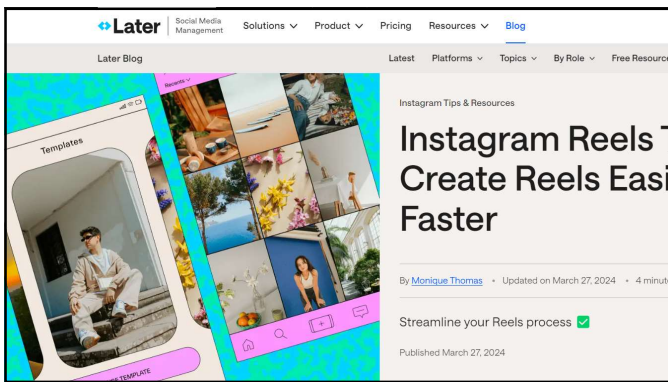
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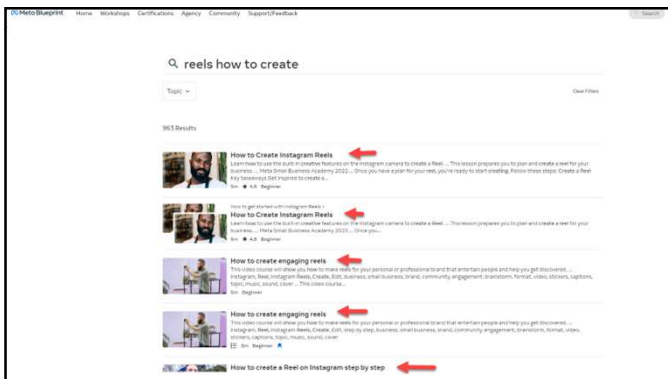
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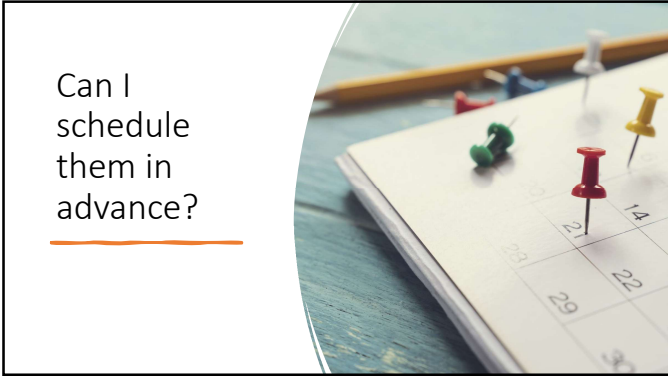
97



98



99



Can I
schedule
them in
advance?

100

Advice

Film a few week's
worth of Reel
content in just one
afternoon

Brainstorm based
on the audience
that you serve

101

Schedulers

- Meta Business Suite
- Metricool
- Buffer

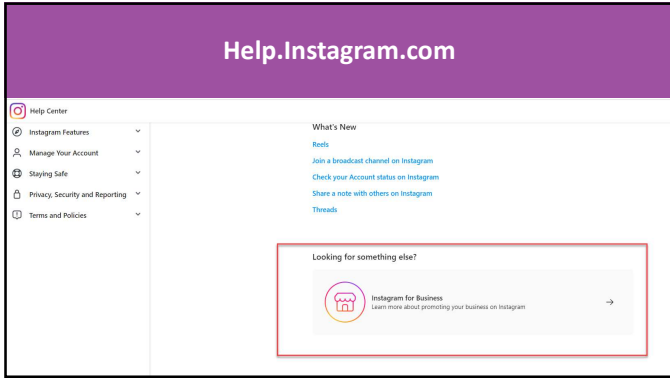
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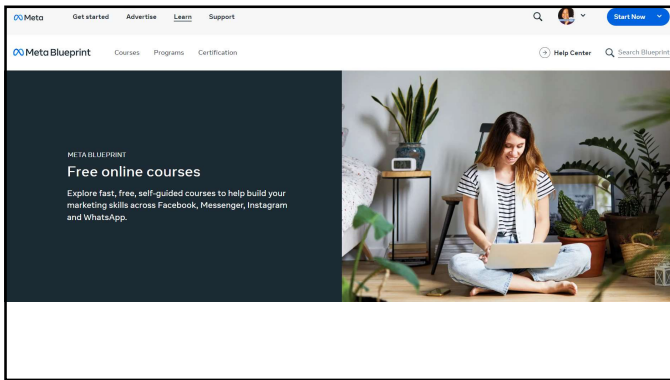
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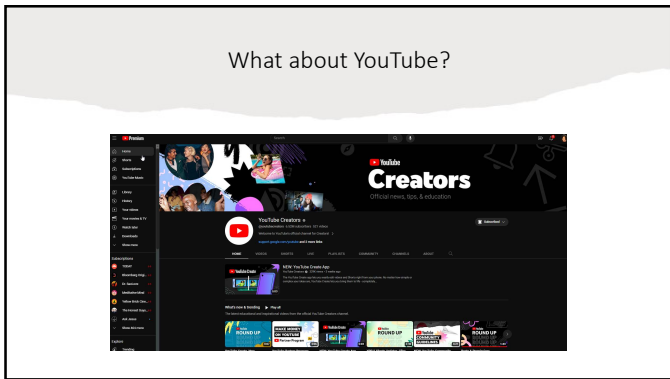
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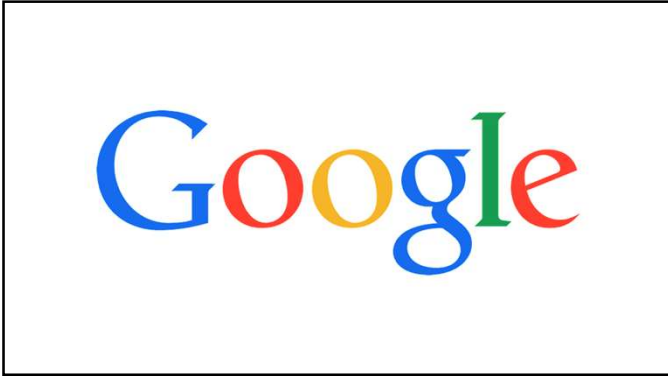
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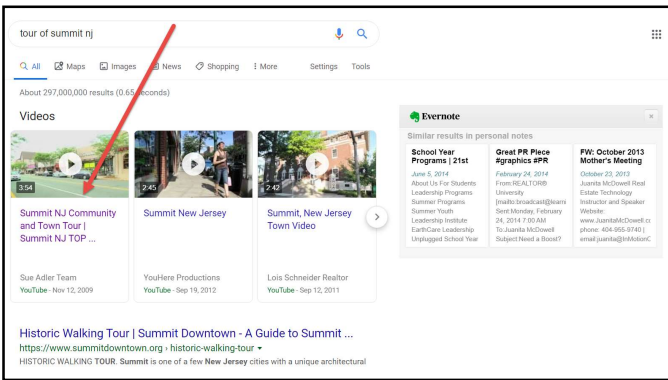
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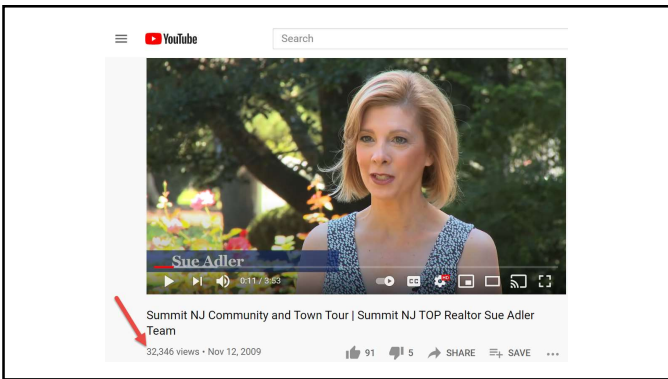
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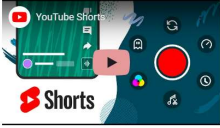
113



114

Get started creating YouTube Shorts

YouTube Shorts is a way for anyone to connect with a new audience using just a smartphone and the Shorts camera in the YouTube app. YouTube's Shorts creation tools makes it easy to create short-form videos that are up to 60 seconds long with our multi-segment camera.



Subscribe to the YouTube Creators channel [@](#) for the latest news, updates, and tips.

Learn more about YouTube Shorts

- How do I create Shorts?
- How will viewers find my Shorts?
- Can I earn money from my Shorts?


Create Shorts

- Get started creating YouTube Shorts
- Create YouTube Shorts
- Create YouTube Shorts from your videos
- Create YouTube Shorts with removed content
- Reply to comments with your YouTube Shorts
- Upload YouTube Shorts
- Music eligibility for YouTube Shorts

“How to Create a YouTube Short”

115

YouTube Shorts – Let’s try it!



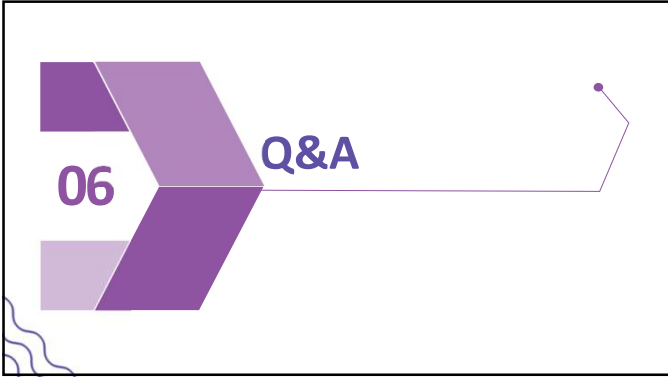
- Under video, click Create
- Adjust Time – upper right corner
- Record a clip
- Tap Undo to remove the previous video clip
- Tap Close

116

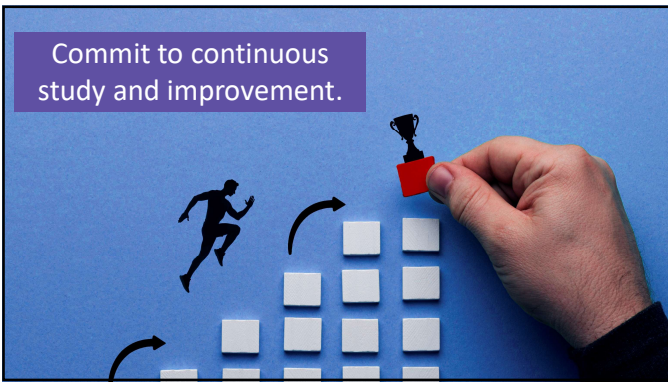


Done is Better than Perfect

117



118



119



120



121