Welcome!

Storytelling

fundamentals

STORYTELLING FUNDAMENTALS

BEGINNING
MIDDLE
END

WHO ARE YOU
TALKING TO ?

DOES IT
INCLUDE A
CTA

SCRIP / STORY
STRUCTURE

WHAT'S THE
HOOK

WHAT DO YOU
WANT PEOPLE TO
GET OUT OF THIS ?

PHOTOGRAPHY
VIDEOGRAPHY
STYLE

YOUR FIRST 4
SECONDS

GIVE GIVE GIVE
ASK

LOCATION
TO SHOOT

CLIFF
HANGERS

TRENDS

WHAT IS YOUR
BRAND TONE?

BUILD UP
HYPE / TEASE
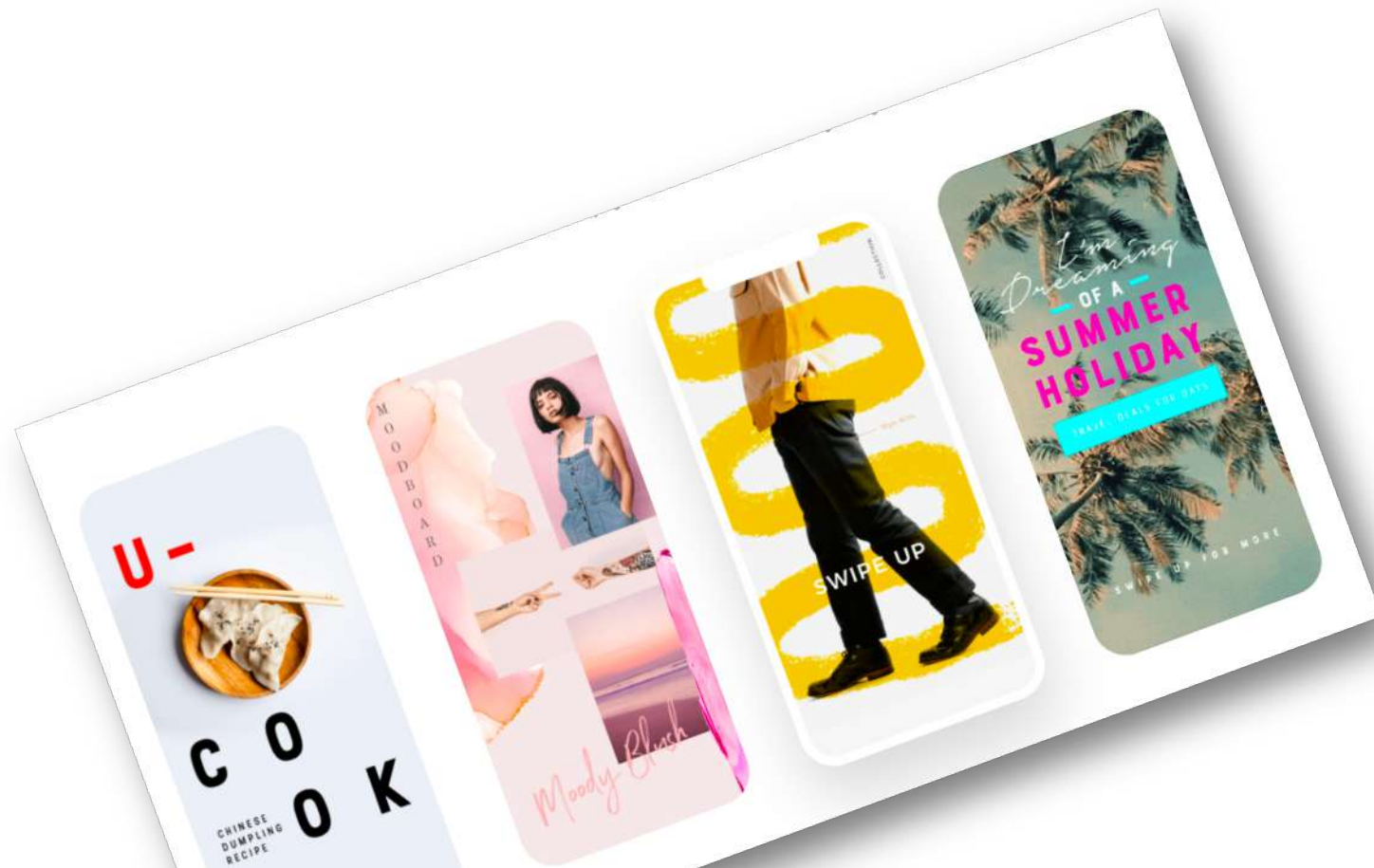
WHAT
PLATFORM
CONTEXT

MUSIC

How to make content work to match your <u>business & marketing objectives</u>
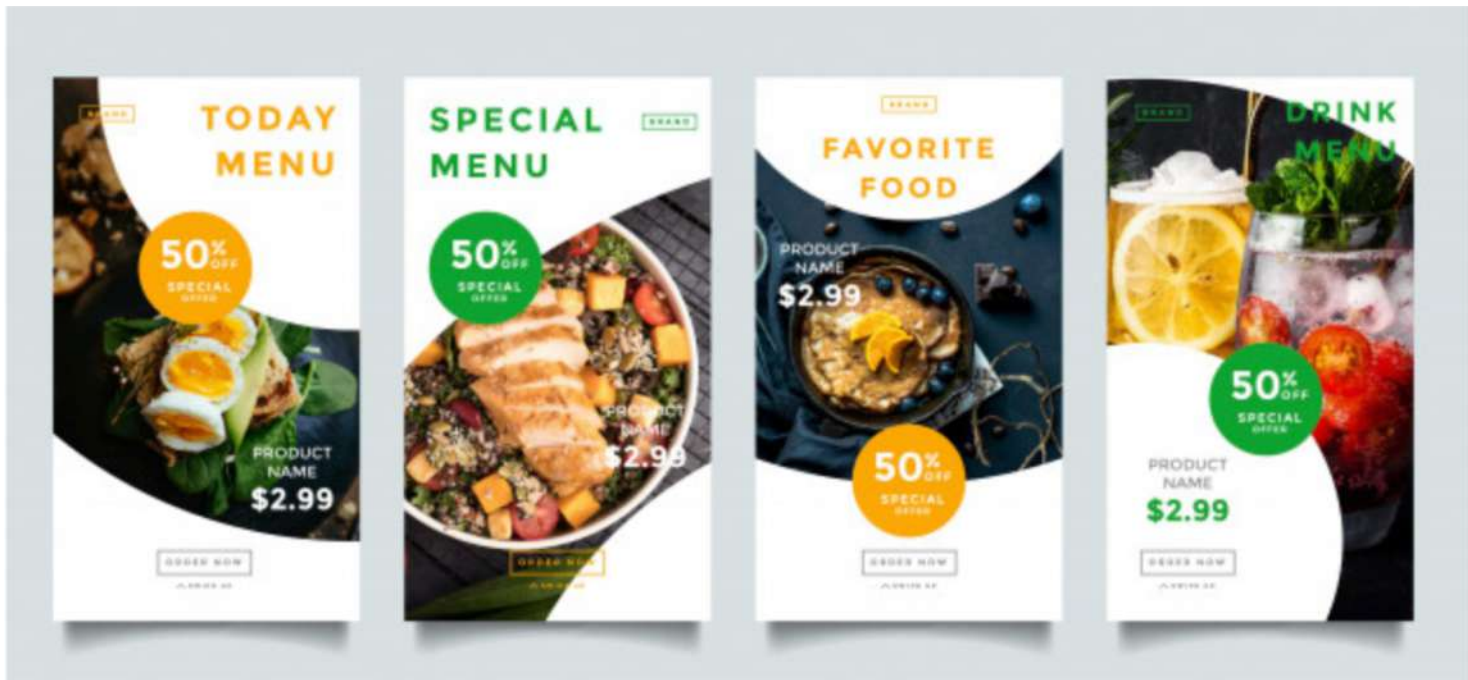
Consistency

Structured Pillars

Plan your content making process / outsourcing

Community Management

HOW TO DESIGN YOUR IG STORIES WITH YOUR BUSINESS IN MIND

Creating Daily Themes For your
Instagram Stories

✓ This is will help you create daily engaging content for your audience

✓ This keeps people engaged with your brand in return when you want to create awareness for offers or news / events you have a engaged audience

✓ Offers, bookings, sales oriented

✓ Also to build brand and engage

IG STORIES:

EVERY STORY NEEDS A

- ✓ BEGINNING
- ✓ MIDDLE
- ✓ END

PRESS PLAY

Establish set daily themes for your *Instagram Stories*

IG STORIES WEEKLY CALENDAR

BRAND_____ DATE __/__/__ CREATED BY _____ APPROVED ☐

TIME	MONDAY Daily Theme	TUESDAY Daily Theme	WEDNESDAY Daily Theme	THRUSDAY Daily Theme	FRIDAY Daily Theme	SATURDAY Daily Theme	SUNDAY Daily Theme
AM		Hard Trivia Tuesday's		Thirsty Thursday			
AFTER NOON	Burger Love Forever		Starter's I'm aint sharing		Fries Before Guys Friday's		
PM							

- Establish set daily themes will give you structure
- Provides engaging content for your audience
- Reasons for them to keep coming back
- Shows you care
- Massively helps you create content

Use the printable templates to write down and plan

Storyboarding can help you further *Instagram Stories*

IG STORIES STORYBOARD TEMPLATES
MICRO CONTENT THEME _____

TEMPLATE NAME _____

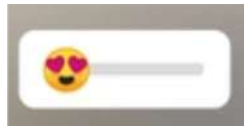| Burger Love Forever Choose your destiny Tap next	Moving mountains burger or moving on...? YES NO	Double Date or Double Decker? 😍	Who would you share your fav HR Burger? Ask me a question! Type something....
SCREEN	SCREEN	SCREEN	SCREEN

For a Story to be engaging you need a:

Start – Middle - End

✓ When you storyboard you can flesh out a daily theme structure
✓ This will help you define what kind of template you need

Super easy to find templates you can adapt, change colors and fonts for you!
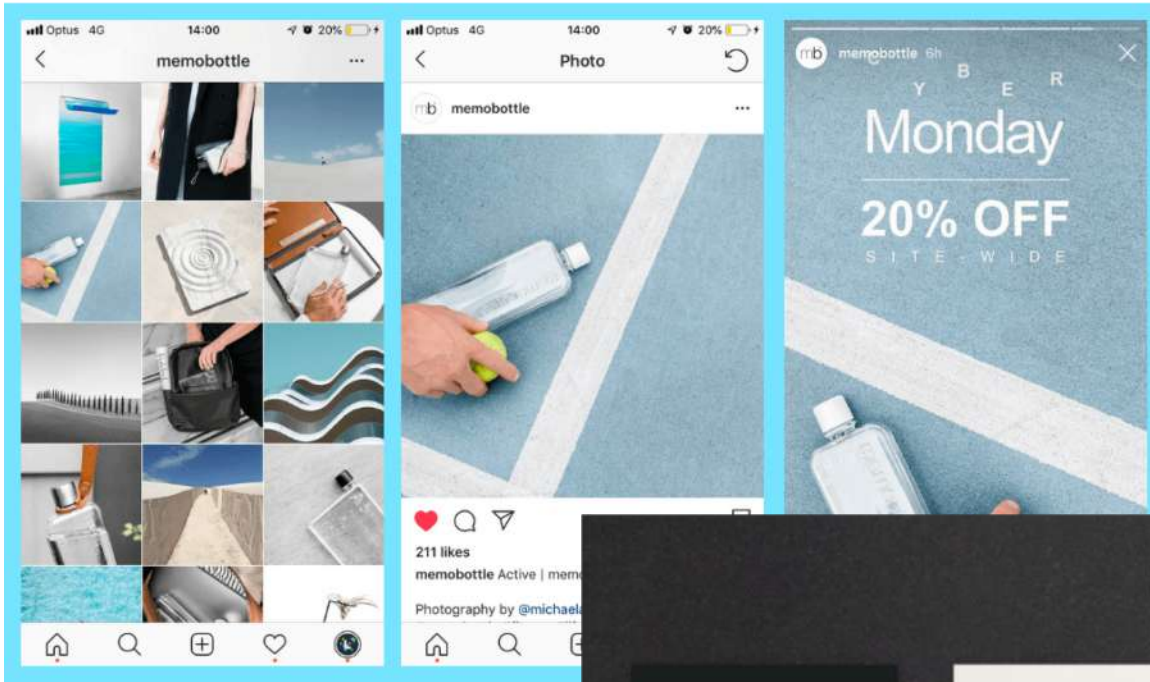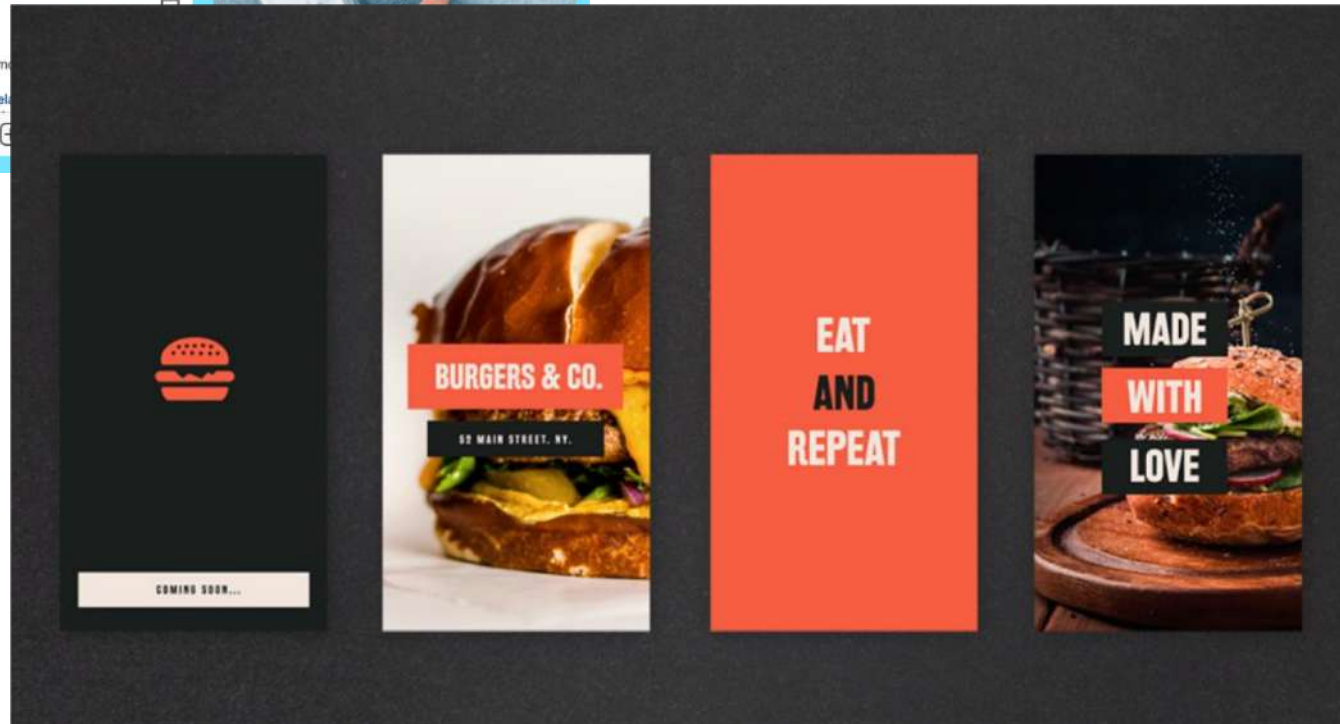
Canva + **Creative MARKET**

No design skills even needed!

😮 🤩

Storyboarding your
Instagram Stories
to match your business needs

IG STORIES STORYBOARD TEMPLATES
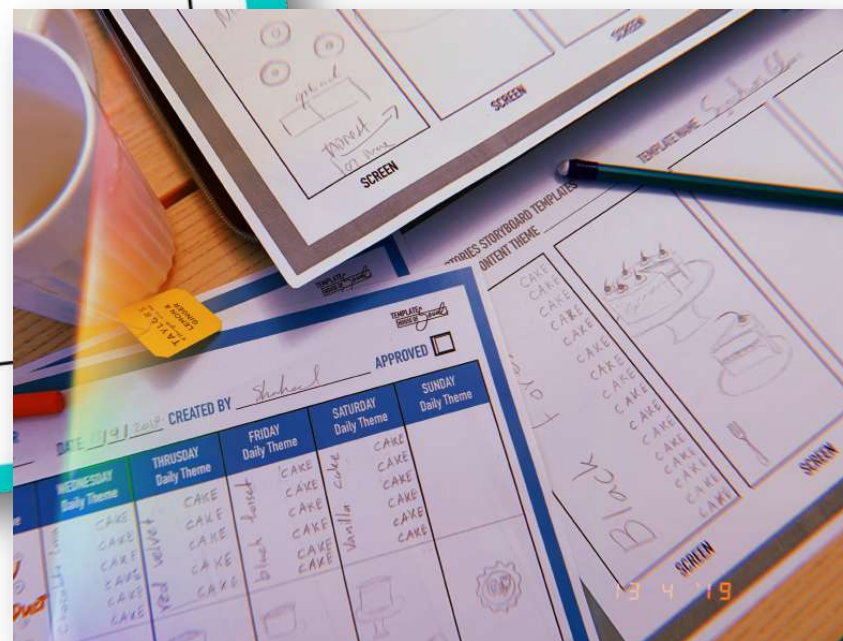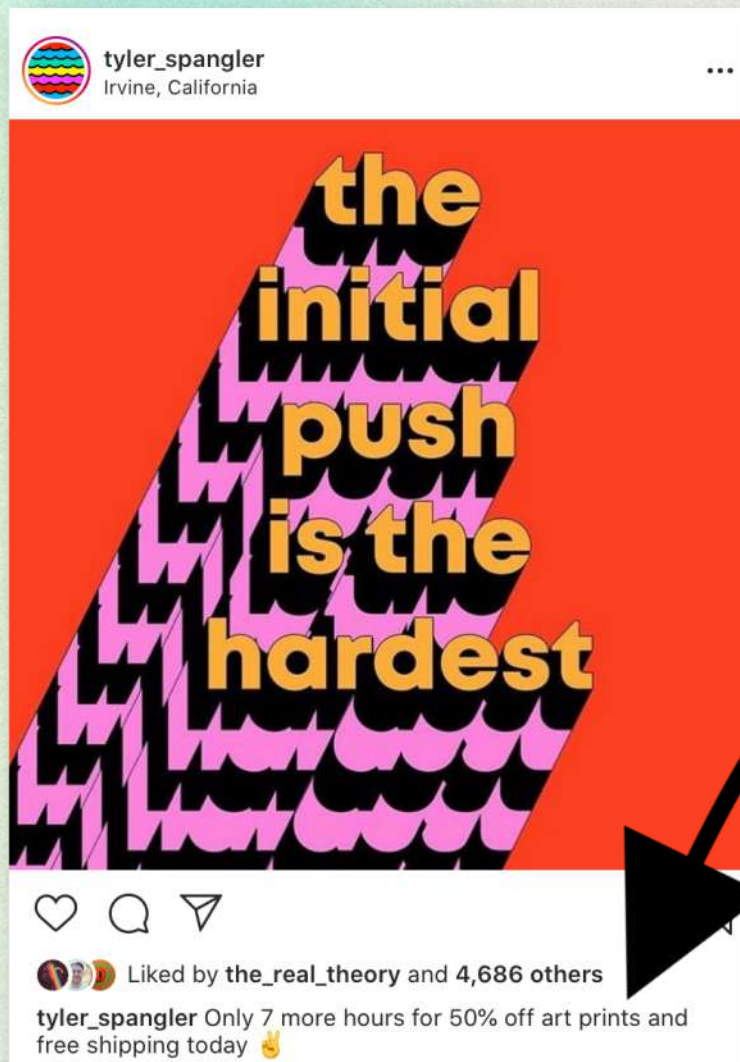MICRO CONTENT THEME _____

TEMPLATE NAME _____

SCREEN

SCREEN

SCREEN

SCREEN

DRAFT KEY THEMES YOU NEED

FIRST 2 LINES OF YOUR POSTS

THE FIRST 2 LINES OF YOUR FEED POSTS ARE THE MOST IMPORTANT.

FIRST 2 LINES OF YOUR POSTS

3 STEP POST STRATEGY

1- WHAT IS THE 1 MOST IMPORTANT THING YOU WANT PEOPLE TO KNOW OR ACTION TO TAKE

2- WHAT IS THE SECOND MOST IMPORTANT THING YOU WANT TO GET ACROSS

3- HOW WILL YOU END? CTA? ASK TO TAG FRIENDS / TO SAVE/ ASK A QUESTIONS?

- LAYOUT STRUCTURE, EASY TO READ, SPACING, DOTS, LINES,

Reels *techniques*

REELS

✓ What Topic are you picking? → Look at your past videos what as worked well, latest trends, a fired up topic
✓ Who is this video for?
✓ What is the VALUE? ENTERTAIN / EDU / ASPIRATIONAL / INFORMATIVE / EDUTAINMENT

PREP:
- What do you need basically!
- Location, clothes, people, script, props,

1- Storyboard Your idea

= With no planning nothing happens…

REELS

You can shoot it all inside IG, but it will be better to shoot it using your cameras and edit using some awesome apps!

- You will be able to cut, edit make transitions, effects, even add other sounds on third party apps
- *You can also use IG Template prompts!*

APPS: INSHOT, VIDEO LEAP, SPLICE, CAPCUT

MAKE SURE YOU DO THESE NATIVELY ON IG REELS:
The IG algo prioritizes videos that use these native features
- ✓ Music, add on screen text, GIFS, voice overs, covers, captions is optional

2- Shooting & Editing your videos

ESSENTIALS TO WHEN MAKING VIDEO

ESSENTIALS /

- ✓ PLAN YOUR SCRIPT FROM START TO MIDDLE TO END
- ✓ LIGHTING
- ✓ BACKGROUNDS & SURROUNDINGS
- ✓ CLOTHING
- ✓ EXTERIOR SOUNDS
- ✓ PROXIMITY TO THE CAMERA
- ✓ TIME LENGTH
- ✓ YOUR EYE CONTACT TO THE CAMERA
- ✓ MUSIC / SOUND EFFECTS / ANIMATIONS
- ✓ SUBTITLES
- ✓ EDITING STYLE
- ✓ STORYTELING STRUCTURE
- ✓ QUALITY
- ✓ SIZE & FORMAT
- ✓ CAPTIONS / TITLES THROUGHOUT OR AT THE END
- ✓ TRIPODS / GORILAPODS
- ✓ CONFIDENCE

REELS

TUTORIALS
APPS + MAKING
A REEL

APPS

o InShot
o Lumyer > for effects
o MOTION LEAP > for effects
o Remove Tik Tok Watermark
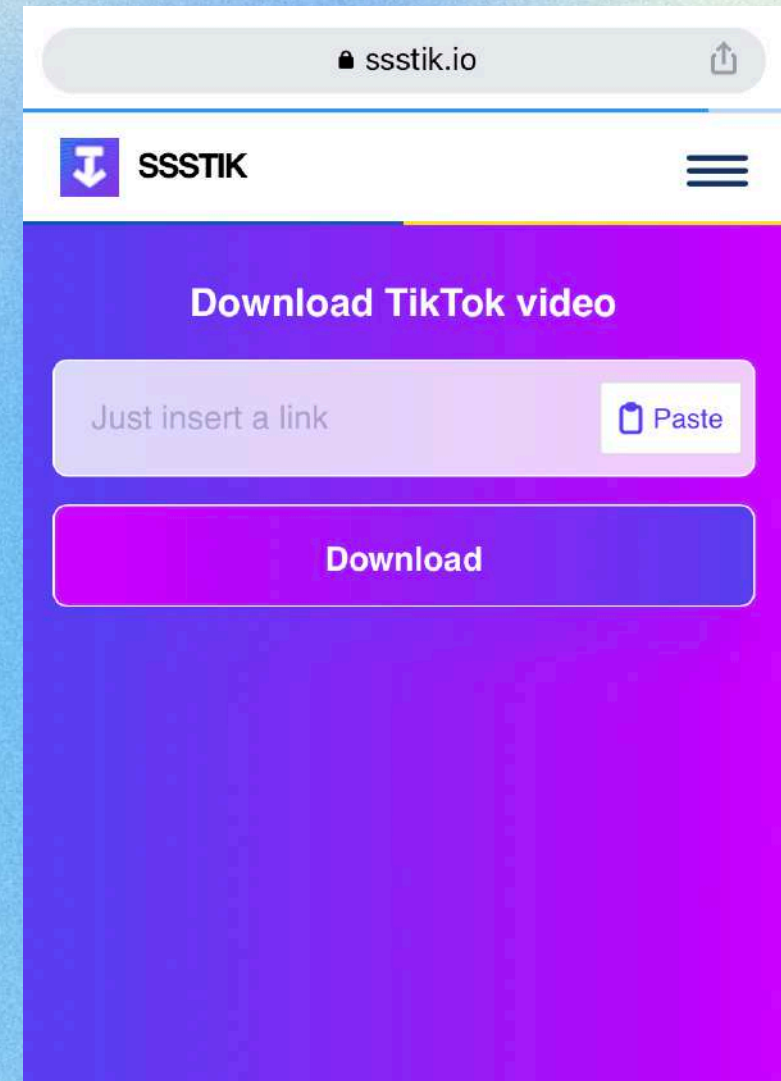
REELS

- ✓ You have to always think about your first 4 seconds

- ✓ This is the hook to get people to STOP & WATCH

- ✓ Be conscious about this when storyboarding your video idea

First 4 seconds of a video

REELS

👀

INCREASE VIEWS

- ✓ Share your Reel in your stories but don't be lazy don't just add it once
- ✓ Placing copy that entices people to watch it a good idea
- ✓ You can place it twice on your stories and include a call to action, or use a even a Poll or Questions sticker
- ✓ Share it again a few days later or even a weeks later
- ✓ Add subtitles or use closed captions
- ✓ Use unique fonts

> *Remenber it's ok to repurpose and bring back older reels from time to time*
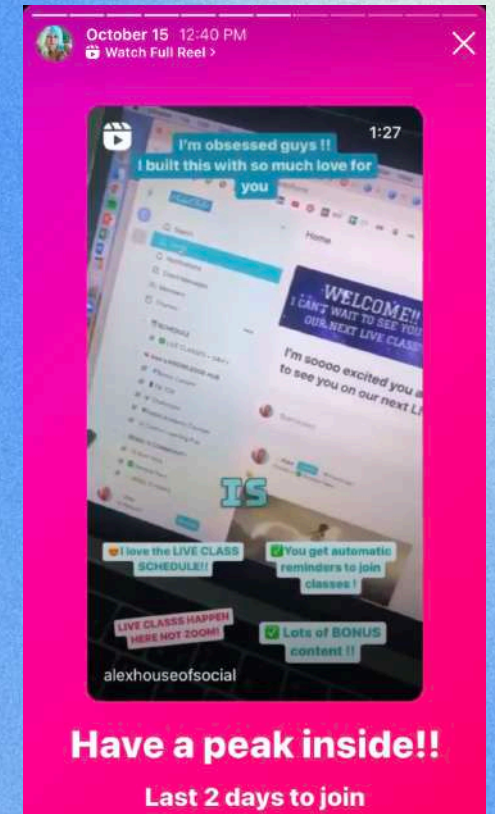
AVOID DOING

- ✓ Low bad blurry lighting or bad video quality
- ✓ 100% repurposed videos from other platforms
- ✓ Videos that are not vertical
- ✓ Videos that have a a big border around them
- ✓ Too much text and text going outside the main frame area
- ✓ Videos that have a TIK TOK watermark

REELS

AVOID DOING

- Low bad blurry lighting or bad video quality
- 100% repurposed videos from other platforms
- Videos that are not vertical
- Videos that have a a big border around them
- Too much text and text going outside the main frame area
- Videos that have a TIK TOK watermark
- Reels algorithm will deprioritize content that is visibly recycled from other apps or is low-quality.

MORE VIEWS

- ✓ Natural great light or good lighting
- ✓ Close ups of you
- ✓ Close ups of products show us details
- ✓ ASMR beautiful sounds or visual sensorial content
- ✓ Tell us a story so we stay from start to end
- ✓ Making off's, process, behind the scenes
- ✓ Personable videos with you in it people love to see humans
- ✓ Transformations, before and after
- ✓ Unique transitions
- ✓ Shorter videos
- ✓ Captions in creative styles
- ✓ Create Covers for your videos
- ✓ Use up to 5 #'s

REELS

TRENDS

- Spend time on your discover section
- What is consistently popping up more— a particular song? An audio clip? A dance trend?
- **HACK**: Click on the music to see how many other creators have used the audio.
- *Scroll through the videos to get an idea of what the trend is.*
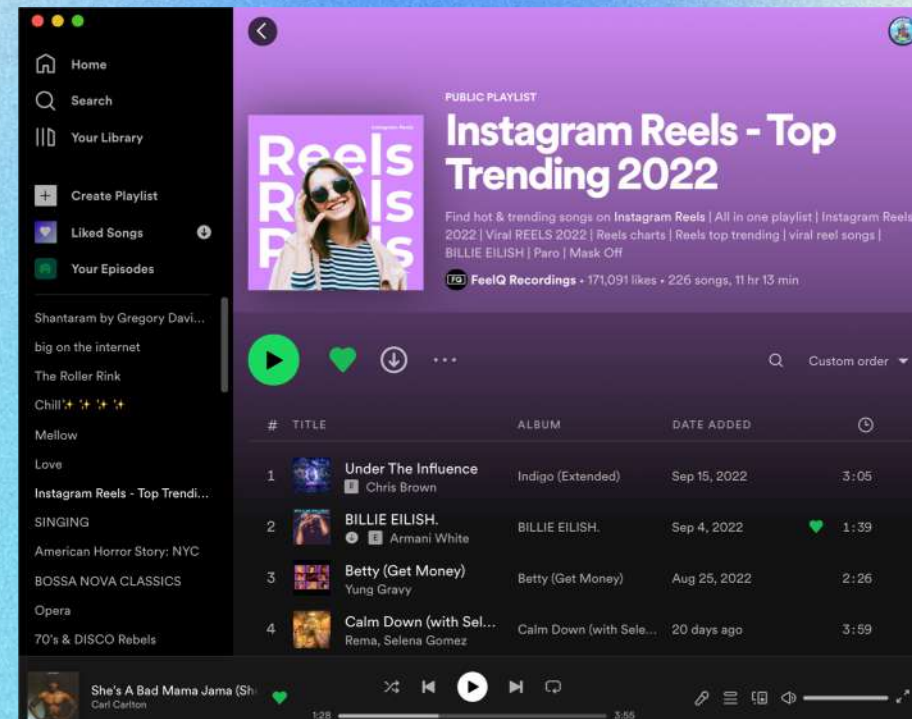
RESOURCE: TRENDS GUIDE https://later.com/blog/instagram-reels-trends/#ARTICLE_SECTION_1

REELS

COVERS

- Covers can literally double your engagement rate
- People will quickly see a title that entices them to watch and learn what it's about rather then just videos images that convey what they are about

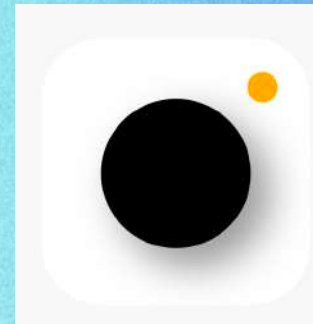✓ Copy needs to be centered
✓ Bold copy so it's visible
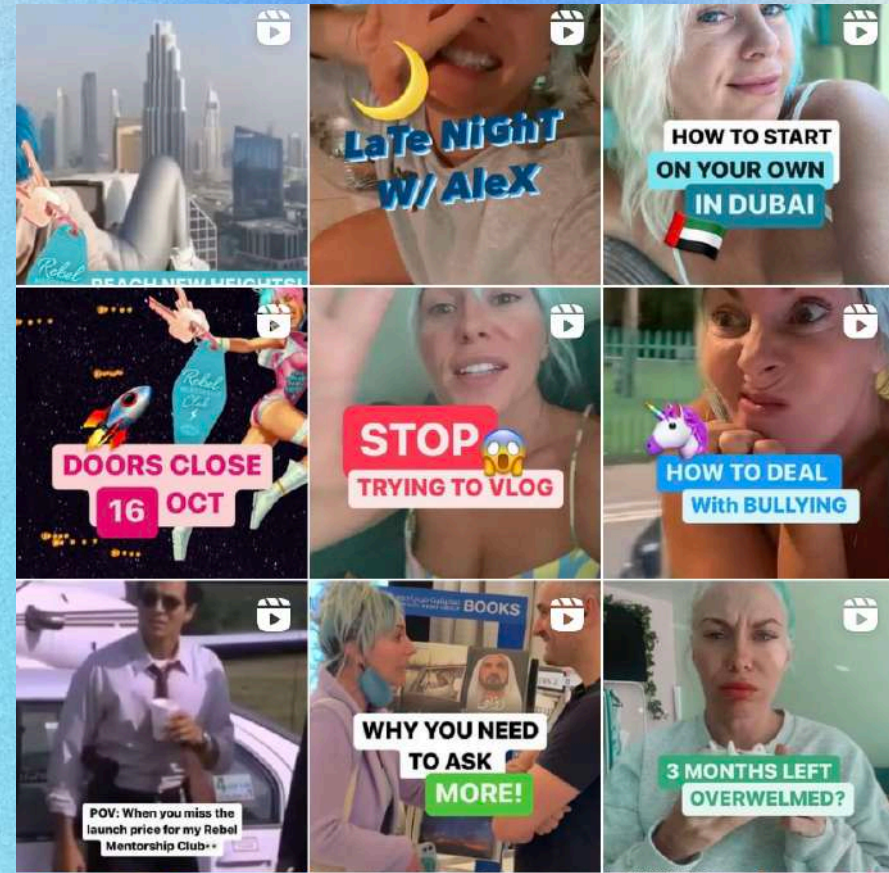
REELS

✓ Have high engagement (such as comments, likes, shares, saves, and watch time).
✓ Use creative tools like text, filter, or camera effects.
✓ Have vertical dimensions.
✓ Use music from the Instagram music library and/or original audio you create or find on Reels.
✓ Trends
✓ <u>Unique, entertaining and fun</u> (i.e. delights people, grabs their attention, makes them laugh, or has a fun surprise or twist).
✓ <u>Inspiring + starts a trend</u> (i.e. starts a trend that others can easily participate in).
✓ <u>Experimental! Try something new,</u> be yourself, and see what works for you.

X – Reels algorithm will deprioritize content that is visibly recycled from other apps or is low-quality.

ALGORITHM How does it work..?
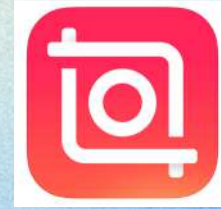
APPS TO CREATE CONTENT

APPS TUTORIAL

o <u>MOTION LEAP</u>
o <u>PIXEL CUT</u>
o InShot & VIDEO LEAP > video editing
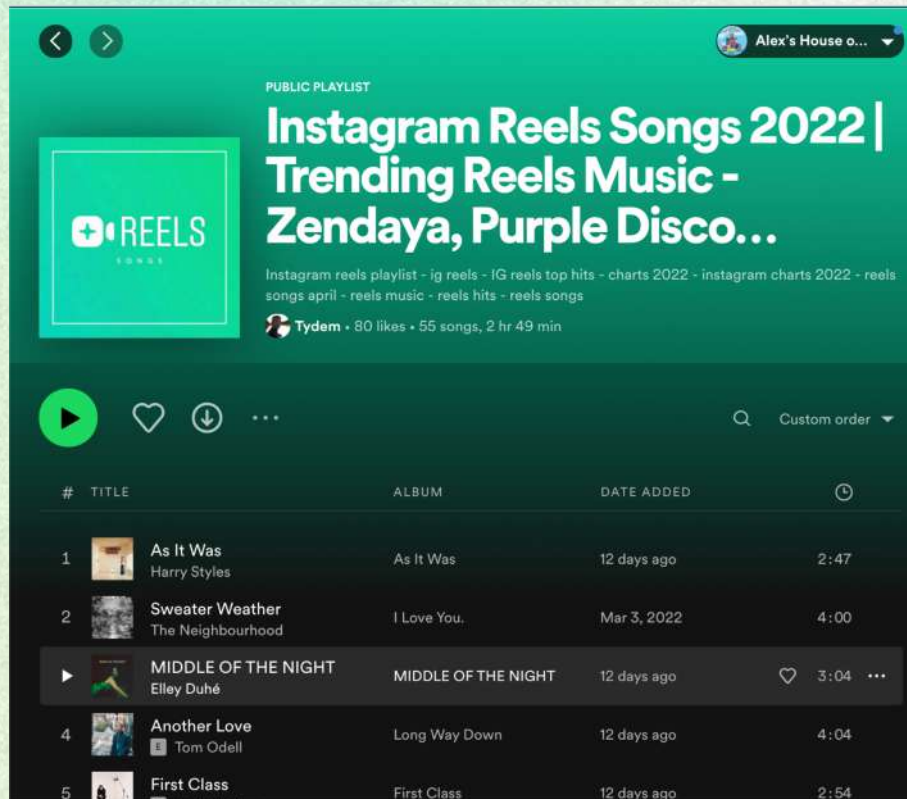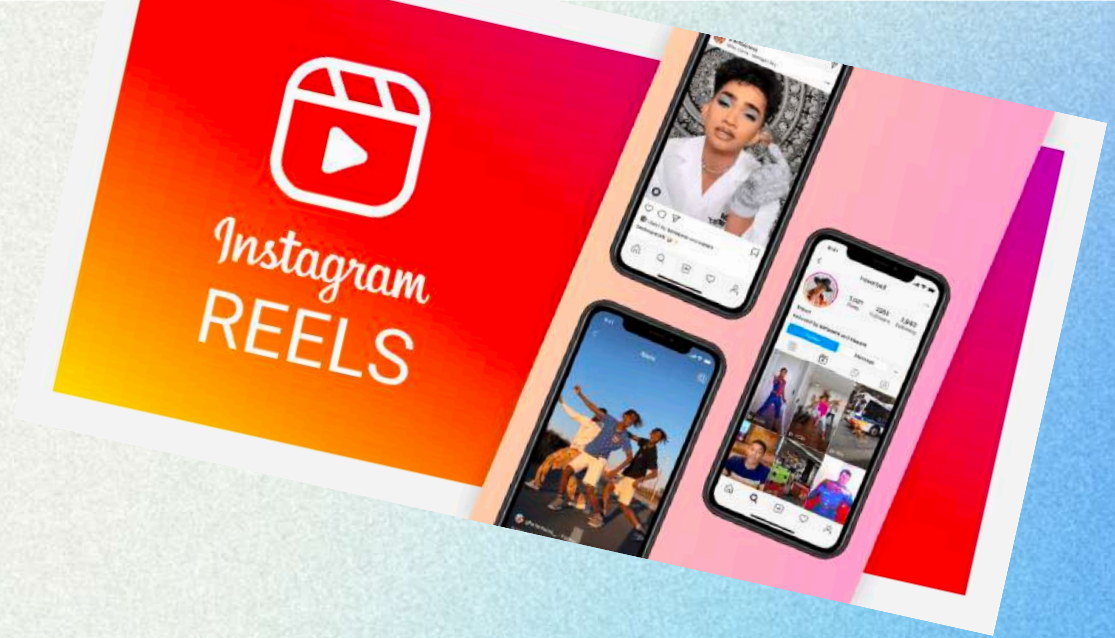   apps great for slicing sharp transistions

o CAPTIONS
o PREQUEL
o SEEN
o A Design Kit

Pixelcut

IG REELS

How to find trending songs!

https://open.spotify.com/playlist/6zj0xc
WpfE8WNwxcFWJ2QT?si=5f2610469deb
479c

REELS

Why Can't I Access Instagram Reels Music?

If you notice your account doesn't have access to the entire Instagram music library, this could be due to:

> Your location, account type, device settings, or business account category.
The majority of business account categories have a restricted library due to copyright terms and conditions,

> **"Entrepreneur" categories have full access.**

If you still don't have access to Instagram Reels music, there are ways to work around it.

MUSIC

Either record original music and audio or edit your video outside of Instagram Reels.

NOTE: If you upload original music outside of Instagram Reels, your videos might not be displayed under the associated Audio page – which will reduce the visibility of your Reel.

GOING LIVE IDEAS

- Q&A
- Guests
- Show off your products
- Tutorials
- Sales, offers
- Giveaways
- Reveals
- Announcements
- Sales

- Consider the best time
- Have good lighting
- Engage with followers
- Ask questions
- Have a storyline plan

Questions!

🤭 *Don't be shy! I only bite burgers (cheeseburgers 🍔 !)*

Come say hello here:

📷 @alexhouseofsocial

📷 My fav platform! Daily tips & IGTV filled with tutorials

f Join my Free Online Academy Group!

🎙 Listen to all my tips on the go with my NEW podcast!

▶️ My You Tube Chanels where you can catch all Mini Class with Alex Episodes

in I share business insights from my own experiences

🐦 Tweets that are my own thoughts on current matters

👻 I love Snapchat for their AR filters

♪ I drop tips on Tik Tok

FREE ONLINE ACADEMY

ENROLL NOW

www.alexhouseofsocial.com/freeonlineacademy

Alex's HOUSE OF SOCIAL