How to create a Reel on Instagram step-by-step
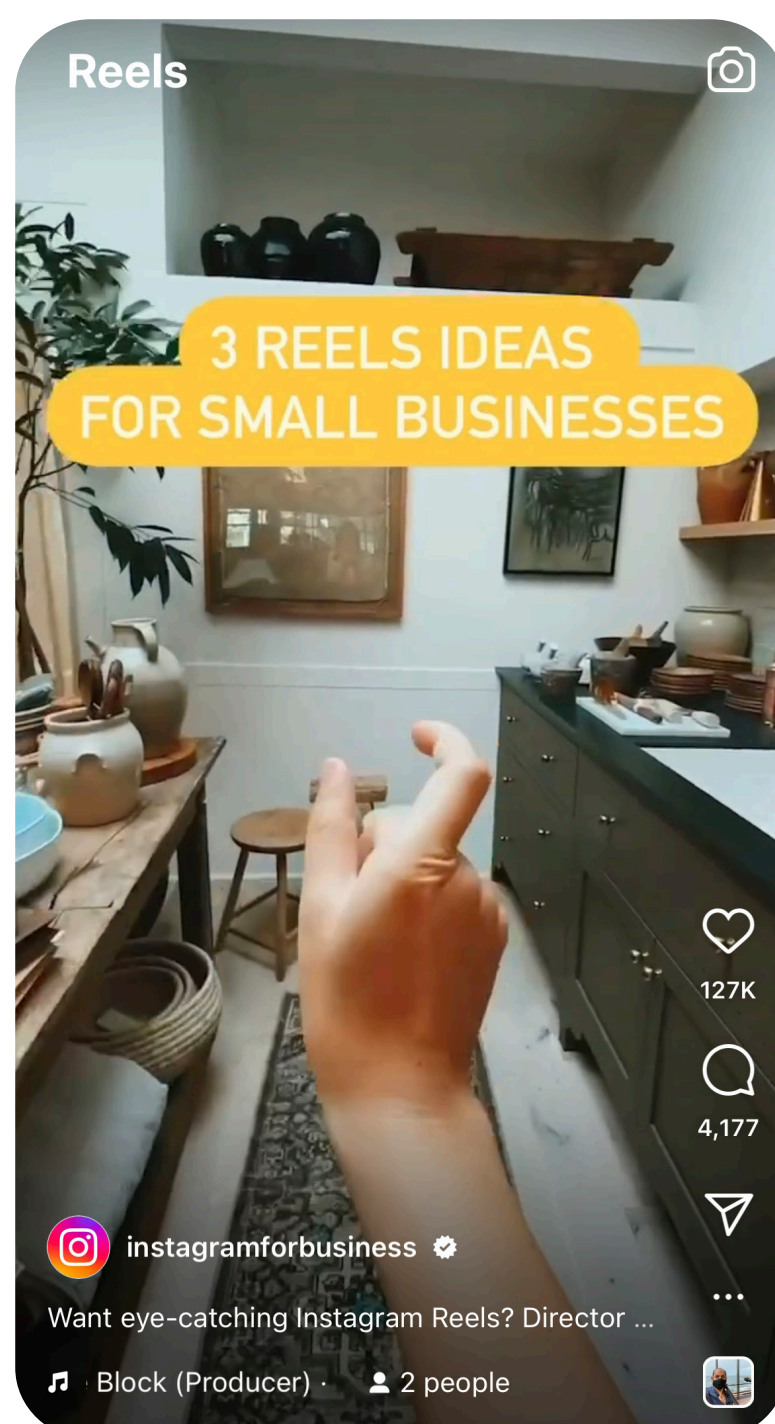
This guide will help you create standout Instagram Reels for your business.

What are Instagram Reels?

Reels are entertaining, immersive videos where you can creatively express your brand story, educate your audience, and get discovered by people who may love your business. With creative tools like effects, music, and stickers, your business can create entertaining videos that inspire and grow your audience.

With Reels you'll be able to bring your brand to life and educate your audience about products and services. Reels provides the opportunity to build community and inspire engagement. Over 45% of accounts on Instagram interact with a Reel at least once a week.*

Follow these five steps to make a reel for your business.

Step 1:
Select your topic

Announce a product launch, answer questions from your community, share the story of your founder, or even give a tour of your store. A story doesn't have to be complex - even "before and after" can make a great reel! If you're looking for inspiration, check out these three Reels ideas for small businesses.

Pro-tips:

Impactful Reels are "info-taining." They present useful information in an engaging way and inspire your audience to get to know your brand more.
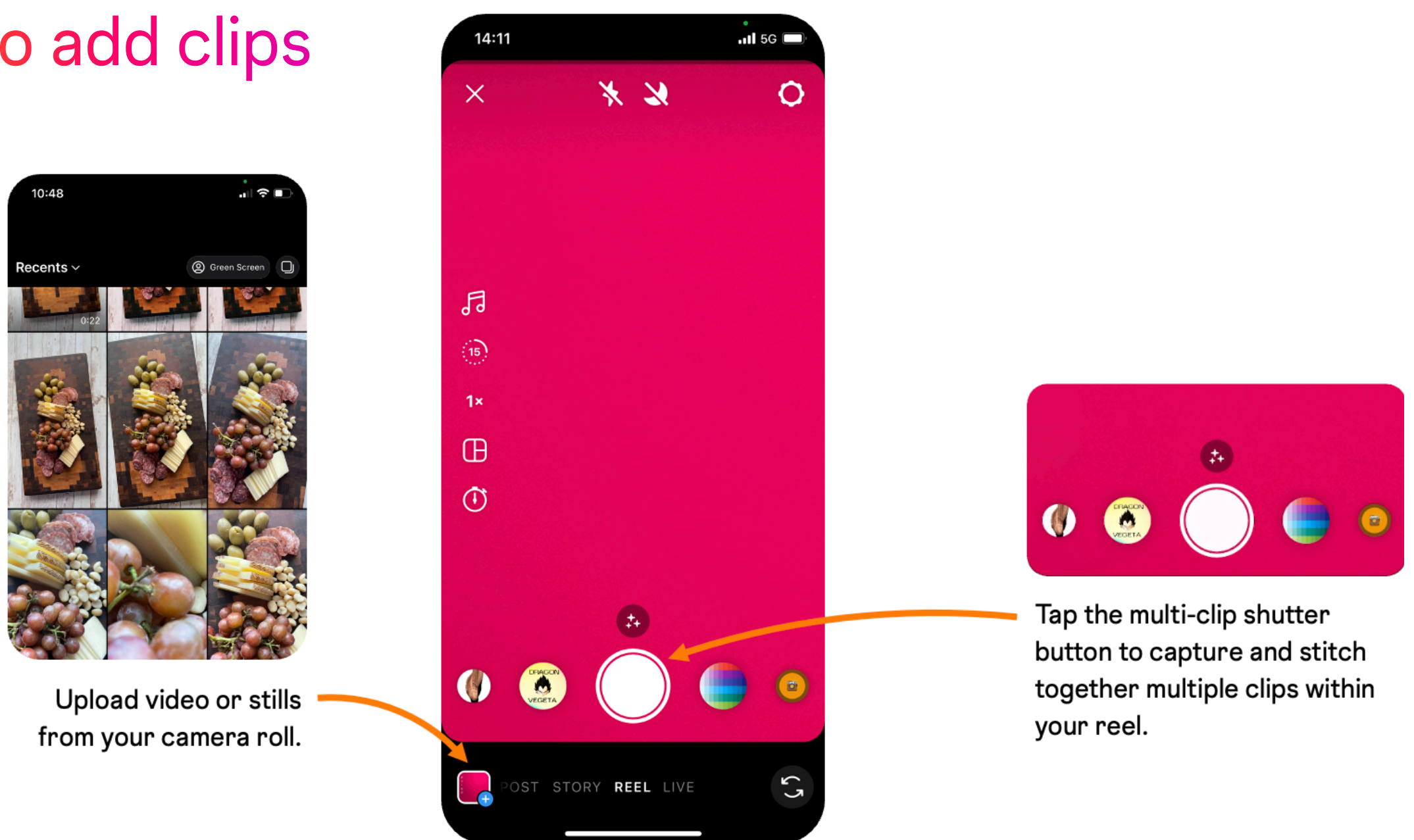
To help brainstorm topics, consider these prompts:
• What are common questions you get from customers? Make a reel that covers the top three FAQs.
• Are you launching a new product or service? Make a reel that previews five ways for customers to use that product or service.

Step 2: Select your format

Plan the content you want to record or existing content you want to use, considering how many clips or images you want to feature or what Reels [creative tools](#) you might leverage. You can add video or photos from your camera roll to Reels or record directly in the Reels camera.

How to add clips

Upload video or stills from your camera roll.

Tap the multi-clip shutter button to capture and stitch together multiple clips within your reel.

roduct in Development, actual user interface may vary.

Pro-tips:

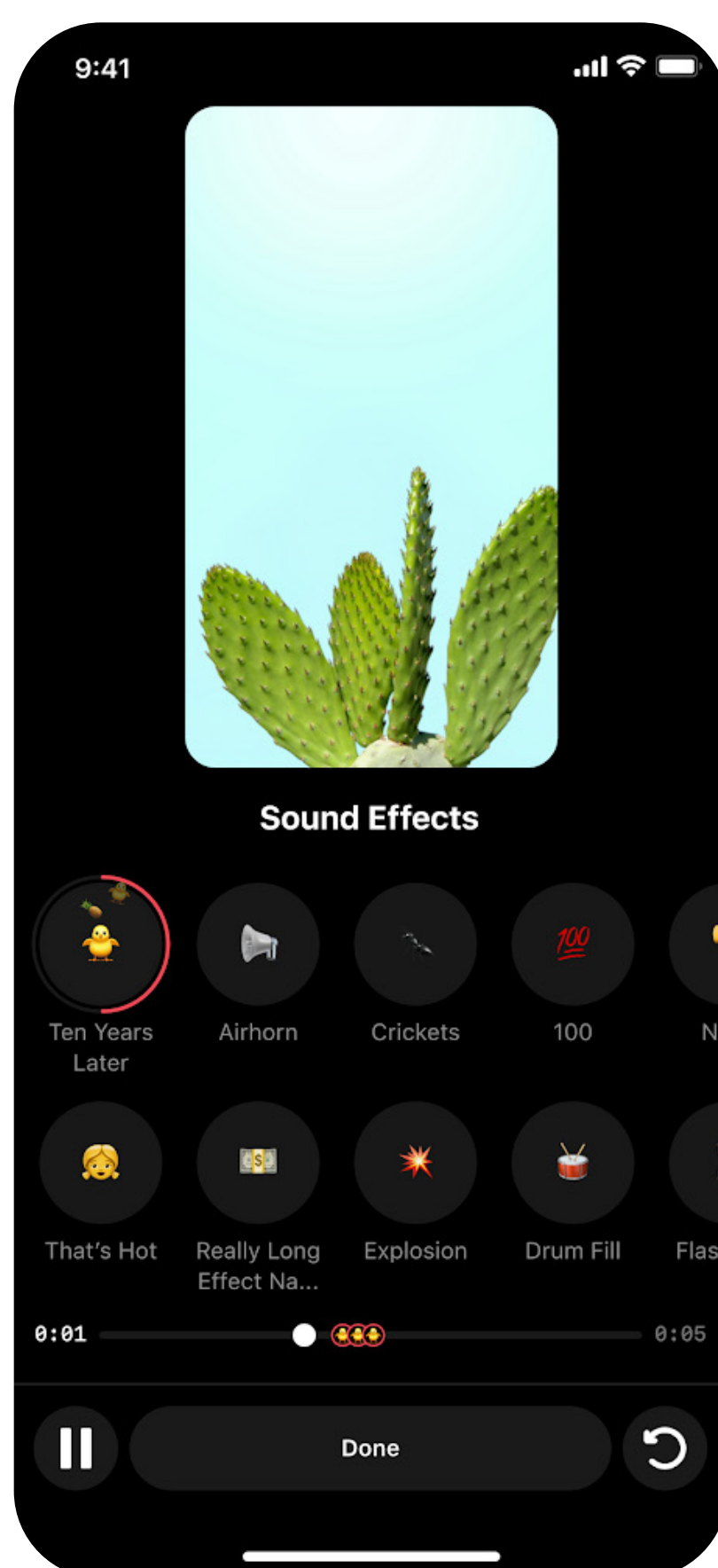[Find a template](#) to bring your existing photos and videos to life.

Step 3:
Add music and insert sound

Add music from the library of music or **record a voiceover**.
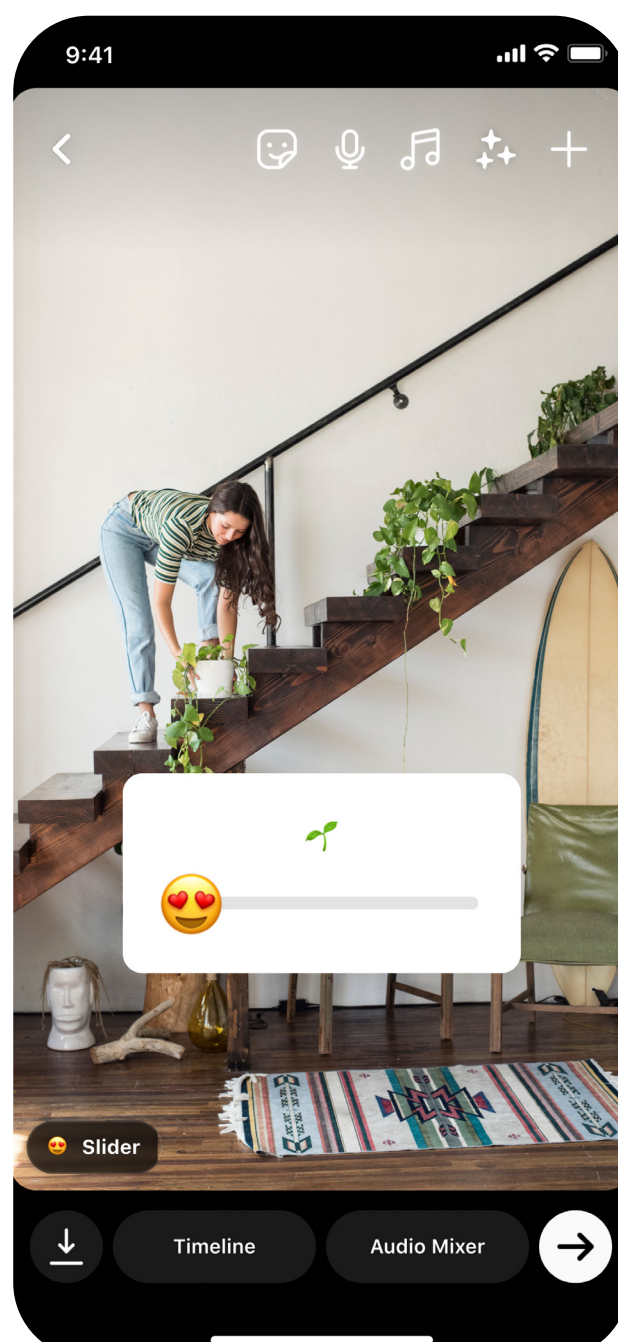

Pro-tips:

Connect with your audience with audio import and voiceover. Use Audio Import to add existing audio like real customer testimonials directly from videos saved on your camera roll. To add your own commentary, use voiceover to record audio on top of the reel you are creating. To turn your voiceover to text, use the Captions sticker.

FIT 1   FIT 2

Step 4:
Finalize your reel using effects and interactive stickers

Experiment with interactive stickers in Reels to keep viewers engaged. For example, use the poll sticker to ask your audience to weigh in on which product to launch next or what city they'd like to see your next event in. Consider adding an effect, like transitions.
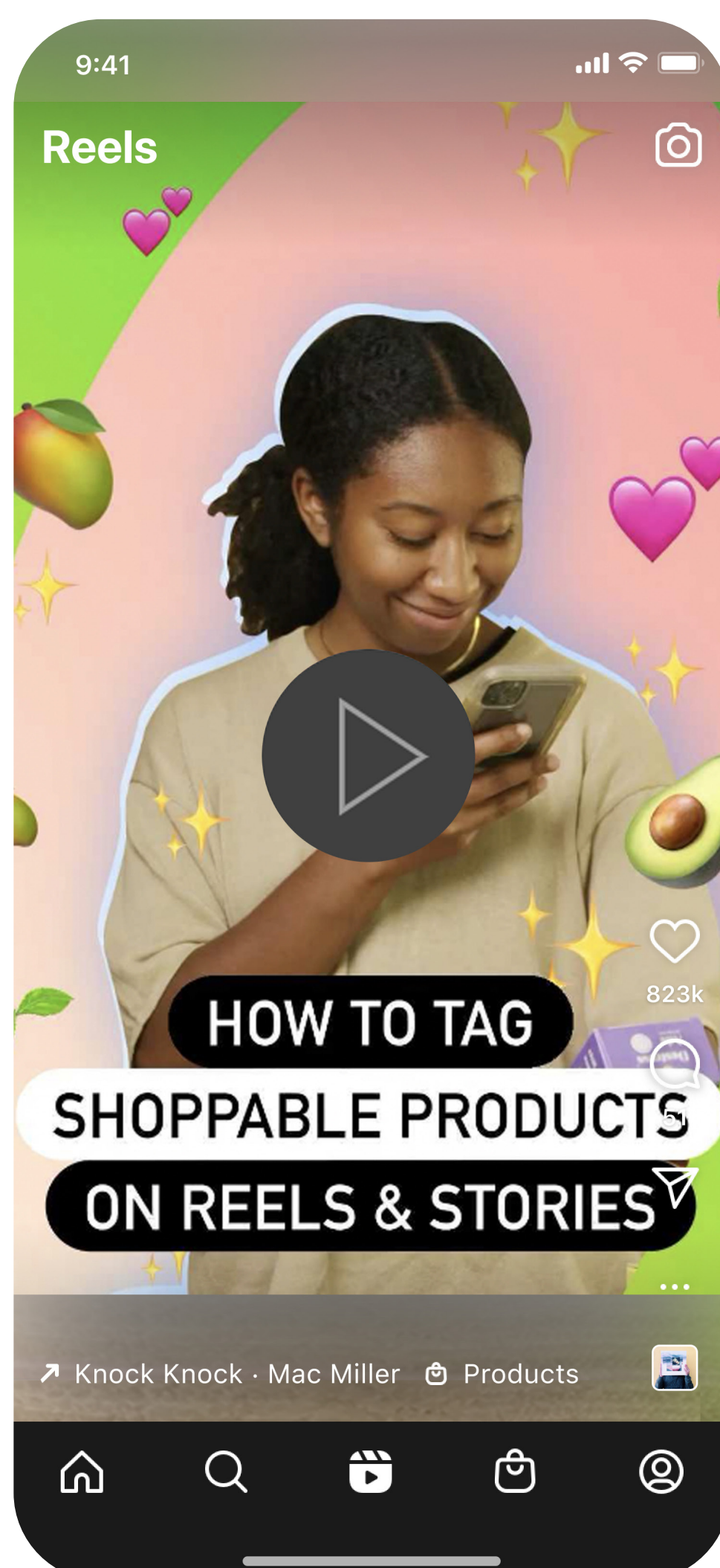

Pro-tips:

Reinforce your message with Timed Text. Do you have an FAQs page on your website? Try making a reel with Timed Text to bring an FAQ to life, bringing your community closer together.
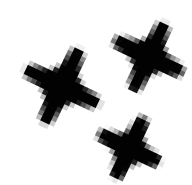
Step 5:
Add a caption, tag and cover

Write a caption, **tag products**, and select a cover photo.

Now you are ready to share your reel with your audience!

Reels 101 Guide

Need more content inspiration? Check out the grid below for step-by-step guidance on how to make a reel for your vertical.

Vertical	CPG	Food and Beverage	Retail	Services
Step 1: Topic	Three ways to use [insert your product]	A demonstration on how to prepare a dish	How to style day to night outfits	Top three services
Step 2: Format	Grab one photo and three videos of your product. Each video should show a different way to use the product. Put the content together with the photo first and the three videos following.	Film a video of you demonstrating how to prepare the food or beverage. You can add a photo or video of the final product at the end.	Film a clip walking towards the camera, while describing how you would style your daytime outfit. Jump as you reach the camera. Film another clip in the nighttime outfit, starting in the same position where the daytime outfit clip left off. Wave to the camera. Edit the two clips to make a seamless transition.	Film a video of you pointing slowly in three different directions.
Step 3: Music and Sound	Find a song with heavy beats and switch to a new use case on each beat of the music. Adjust video clip lengths to switch to a new use case on the beat of the music.	Record a voiceover to speak about how you prepare the food or beverage.	Find an upbeat song with a beat drop and align the night transition with the drop. Adjust the audio so that the transition happens on the word "start."	Find a rhythmic song to align to the timed text.
Step 4: Effects or stickers	Add the "Add Yours" sticker to encourage viewers to show how they use the product. Or add the Quiz sticker to get feedback on which way to use the product your viewers like best.	Use the Captions sticker to add your voiceover as overlay text.	Use the Align tool to match up your two clips for a seamless transition.	Add a timed text box for each service to appear on the beat of the music. Align the text to appear where you point.
Step 5: Caption, tag, cover	Tag your product and add a caption such as "three ways to use [insert product]."	Add a caption such as "Make [insert dish] with me."	Tag your products and add a caption such as "Day to night outfit inspiration with our [insert products]."	Add a caption such as "Here's three ways [insert business] can help you [insert service]."

Check out how SMBs created their own standout Reels for their business.

Reels

Introducing:
The Tiny Tassel
Valentine's Collections!

823k
51

Knock Knock · Mac Miller Products

Reels

Make a yuzu matcha
with us! 🍋

1,613
31

golde ✓ Follow

We're celebrating 2022 with a yuzu matcha ...

Joe Henderson · M: 2 people

FAQ:

How long are Reels?
Reels can be up to 90 seconds. While Reels up to 60 seconds can be boosted, we recommend boosting Reels that are 15 seconds or less to maximize results.

How do I view insights for my reel?
Go to the Reels tab on your Instagram profile. Select the reel you'd like to view metrics for. Tap the three dots, and tap View Insights. You'll be able to see how many likes, comments, saves, and shares your post got, as well as other engagement and post interactions metrics, like accounts reached and plays.

Where will people be able to see the reels that I create?
For public accounts, anyone on Instagram can see and share your reels. People may see your reels on places like the Reels tab and effect, hashtag and audio pages. Reels also appear in the Reels section on your Instagram profile, and if you post to Feed, it will also appear in your main profile grid.

Message us @instagramforbusiness for more information and tips.

Learn more about how to use Instagram Reels below.

- [How to turn your favorite photos into reels](#)
- [How to make a dual frame reel](#)
- [Three reels ideas for small businesses](#)
- [How to tag products in Reels](#)
- [Three easy transitions for any reel](#)
- [How to add music and voiceover to your reel](#)
- [How to add timed text](#)

Take a deeper dive into Instagram Reels with these educational resources.

- [Instagram for Business website](#)
- [Everything you need to know to create great reels guide](#)
- [Templates, stickers and more new features that make creating Instagram Reels easier than ever](#)
- [Learn more about Reels](#)
- [Reels education course from Meta Blueprint](#)
- [Small business case study](#)