

ULTIMATE REELS CHECKLIST

Video content is KING! Instagram prioritises video content in the form of reels above all else, and it is absolutely the way to get seen, get found and get results. Here is a handy checklist to ensure you have compiled all the components necessary - and lets get you viral!

- GOOD PICTURE QUALITY
- REEL IS ENTERTAINING /RELATABLE /INFORMATIVE
- REEL IS SHORT AND IMPACTFUL
- FUN TRANSITIONS IF APPLICABLE
- USE IG EFFECTS
- TRENDING AUDIO
- 3 SECOND HOOK
- TEXT IS WITHIN BLUE GUIDELINES
- CLOSED CAPTIONS ARE ON
- CALL TO ACTION
- VALUABLE CAPTION
- RELEVANT HASHTAGS IN CAPTION
- COVER PHOTO WITH HOOK
- SHARED TO FEED

