

# *Easy Instagram Reels in Canva*

WITHOUT BEING ON CAMERA



TAUGHT BY MAGGIE STARA

# Welcome

Hey there,

Thank you for choosing this class and me as your instructor - I'm so happy you're here.

In this class resource guide you will find the resources we discuss within our lessons as well as a few more that I thought you might find helpful. Hopefully this guide will help to support you on your journey to finding joy in the world of Instagram Reels and feeling even more confident in your creative process.

I'm really excited for you to dive straight in, and if you have any questions about the materials you learn within this class please don't hesitate to reach out within the Discussions section and ask away.

Thank you again for being here and happy learning!

- Maggie Stara

Note: This guide contains affiliate links that allow you to find the items mentioned in this course and others you might find useful. These help to support me at no extra cost to you. Thank you for your support.



## General Resources:

[Canva](#) - sign up for a free Canva account to follow along with the content in this course.

[Handy Canva shortcuts](#) - check out this amazing resource for all of the best Canva shortcuts to help you speed up your workflow.

The following websites have collections of free-to-use assets you can use in your Reels designs (in addition to content you find within Canva). Note: terms and conditions of websites change occasionally so always check the 'how to use' section of websites prior to downloading their content.

### Free video website:

[Pexels](#)

### Free image websites:

[Unsplash](#)

[Pixabay](#)

[Pexels](#)

### Free music websites:

[Uppbeat](#): a great low cost option for sourcing tracks for your Instagram Reels, YouTube videos and more. It also has a free option which gives you limited access.

[Pixabay](#) - free music to use in your Reels.

[Audio Library](#) - YouTube's free library of music. Note: it has some limitations for uses outside of YouTube.

## Set Goals

It's important for you to determine what you want to achieve with your Instagram Reels in order to know when you've succeeded.

Example from lesson:

[@taylor.loren had a viral reel on How to Light a Candle](#). Which received 1.7m views, but in terms of audience growth and business revenue, she's seen much better results from her more tailored Reels which are aligned with her business goals as well as her target audience's needs.

To set effective goals, begin by writing down answers to the following:

### What is my industry?

- Are you a service-based business, eCommerce business, influencer etc. and you can narrow this down even further by your area of expertise like health & wellness, architecture etc.

### What am I hoping to achieve by creating Reels?

- Is the goal purely to entertain? To add value to existing customers? To generate leads?
- Remember that you can have multiple answers for this one but it's important to know what you're hoping to achieve.

### What kind of vibe am I going for with my Reels?

- Do you want to be perceived as funny, educational, professional & serious, luxury, affordable etc.

### Who is my target audience?

Example from lesson:

- The following two accounts both educate their audience on the topic of investing but in two very different ways based on their audience:
- Girls That Invest - [@girlsthatinvest](#) - largely millennial & Gen Z female audience
- Investopedia - [@investopedia](#) - largely professional, male audience
- [This is a helpful resource](#) for helping you determine your target audience if you're not quite sure about who they might be yet.

### How do Reels fit into my larger business goals?

**Bonus:** Additionally, you may also want to write down which metrics you're looking to measure based on your goals. For example: saves, shares, comments, views etc.

## Instagram Reels: The Grand Tour

These are some helpful accounts for you to follow to make sure you're always staying on top of what's happening in the Instagram world:

[@creators](#)

[@instagram](#)

[@mosseri](#)



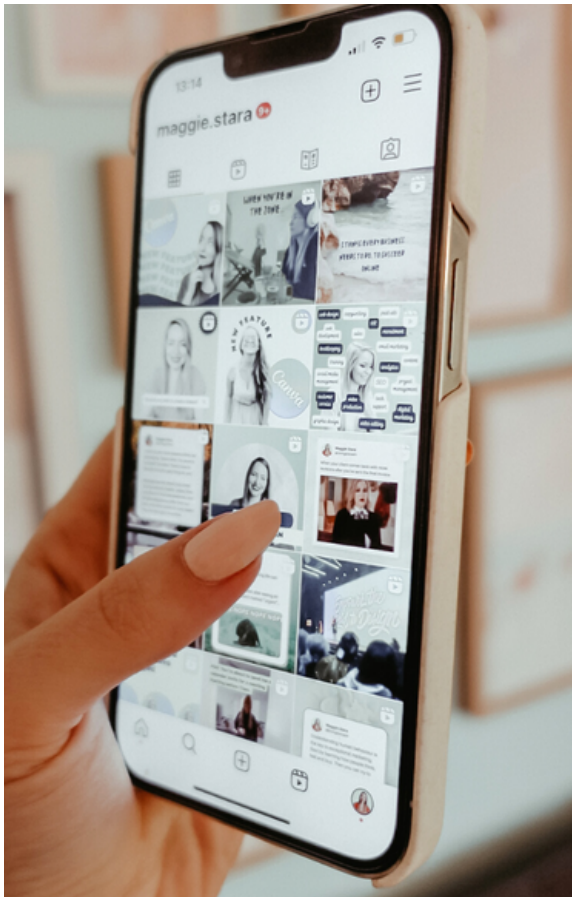
## Easy Faceless Reel ideas

The following are ones you can easily make within Canva and the Instagram app:

- Tip Reel – share tips using a multi-clip Reel [like this one](#) on my own account.
- Quote reel – share a favourite quote or a quote from one of your podcast interviews, blog posts, etc in a Reel [like this one](#) from my own account.
- Tweet Reel – share some advice in a tweet-style Reel [like this one](#) from my own account.
- Meme Reel – or elevate your Reel by adding extra humour with a meme or GIF [like in this](#) Reel from my own account.
- Infographic Reel – share a static infographic with just a few moving elements [like this one](#) from [@ladiesfinanceclub](#).
- Quick Clip Reel – just grab a quick video and add text to it within Instagram [like this one](#) from [@jyamedia](#) and [@socialmediamanageracademy](#) or [this one](#) from my own account.

The following are some that you have to film but still don't have to show up on camera:

- Writing Reel – film yourself writing some tips [like in this Reel](#) by [@marketingharry](#)
- Screenflow Reel – you can record your mobile screen as you demonstrate how people can do something with an app or on their phone [like in this reel](#) from my own account. As a bonus – this Reel was great at getting people to sign up to my email list through the link in my bio.
- Stop Motion Product Reel – [like this one](#) I made for my friend [@kitstercronk](#). This is perfect if you want to get people to purchase a product but you don't want to have models showing it off. You can do stop motion and there's a really handy free app called Stop Motion Studio that helps you make these kinds of quick videos. [Here's a quick tutorial](#) on how to use it.



## Gather Ideas For Your Reels

Set some time aside in your diary for idea gathering. Then try to look at ideas that fit into the following categories:

- Ideas for your existing followers
- What would a non-follower want to see from you
- Promotional Reel ideas to help you sell your product or offer
- Optional category: Trends and trending sounds.
  - These can be a great option so long as they are still aligned with your industry/vibe and the needs of your target audience.

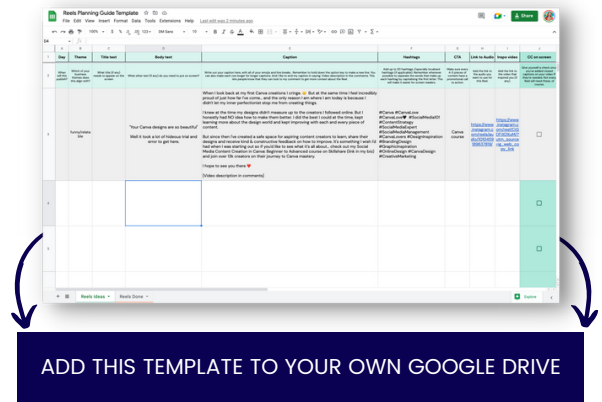
## Organise Your Workflow

Asana - project management tool with an excellent free plan which can help you to organise your thoughts in terms of what you're hoping to plan for your Reel.

Get started with Asana - this helpful video will walk you through the absolute basics of Asana if you're just starting out.

What you may want to include in an Asana task for your Reel:

- Inspiration Reel link: you can link to the original video which inspired you
- Audio link: if you're planning on using audio from within Instagram you can link it here
- Concept description: describe in greater detail what your Reel might look like.
- Call to action: what do you want people to do after watching this Reel?
- Caption and hashtags
- Extra notes: add in any extra notes around this concept if you wish.



Momentum - Free Google Chrome extension which will provide you with a daily inspirational quote and photo whenever you open up a new tab on your browser.

Why plan? It helps you to ensure you're on track with your overall strategy, it saves you time and it helps you to make sure you're definitely promoting your paid offer.

Remember: You want to aim for roughly one out of every five profile content pieces (posts, carousels or Reels) to be promotional.

## Add Captions & Hashtags

Flick - This is a handy tool for researching hashtags and tracking analytics and performance. It can also help you schedule your content as long as your Reel is not using audio from within Instagram. For this you'll have to use Instagram's native scheduling option.

Instagram Hashtags: Ultimate Guide - This is a handy resource for understanding hashtags and how you can best use them.

### Things to consider with captions:

- Links in captions not clickable.
- The first line of your Reel caption is super important as it'll determine if someone taps to read the rest of it.
- Give people a call to action.  
@brockljohnson is the king of this.  
Check out this Reel where he uses a call to action to: "write the word COOL in the comments".

### You can do this a bit more subtly by using some of the following:

- Double tap if you agree
  - Out of the tips I mentioned, which is your favourite?
  - Do you agree with \_ \_ ? Let me know in the comments
  - Save this tip for later
  - DM me for more details
  - Check out the link in my bio for more
- 
- If it's appropriate for your brand - break up your text with symbols and emojis like @yoursocialteam often does.

### Captions examples from this lesson:

Simple Reel, Complex Caption from @laura\_influencetomorrow

Simple Caption, Thorough Reel from @systemssavedme

## Quote Reels in Canva



GET MY REEL DESIGN  
CHECKER GUIDE

Note: place any text or other critical design elements within the transparent area. The darker edges represent the 1080px x 1350px area which will be visible if your Reel appears in someone's regular feed.



GET MY QUOTE REEL  
CANVA TEMPLATE

CHECK OUT MY BEST-SELLING  
SKILLSHARE COURSE ON CANVA



## Tweet & Meme Reels in Canva



GET MY TWEET & MEME REEL TEMPLATES

## Multi-Clip Reels in Canva



GET MY MULTI-CLIP QUOTE REEL TEMPLATE

## How to Animate a Photo Reel



GET MY PHOTO ANIMATION REEL TEMPLATE

[Pixlr](#) – a free background remover tool for anyone who does not have a Canva Pro account. [Here's a handy video](#) on how to use the background remover function. You can then upload your cutout to Canva.



GET MY MULTI-CLIP TIP REEL TEMPLATE

## Behind The Scenes Reels

[This reel](#) from @productreelstips is a great example of how you can quickly do a stop-motion effect with your behind-the-scenes or making-of Reels with just a couple of photos timed to some music.

You can also utilise the 'use template' option on this Reel to quickly recreate it.



## Additional Examples of Simple Reels Showcasing You or Your Process

- The first example from @saeshell\_ is a way for you to leverage trending sounds by using quick clips that you've either filmed or just ones taken from a free-to-use website like Pexels... this allows you to be on camera but you don't actually have to be saying anything.
- You can also do a behind the scenes kind or typical "day in the life of" kind or Reel like this one from @pandrdesignco. Timelapse is a perfect option for this. Or if you're a product-based business, you can also just do quick clips showcasing your process like in this one from @loftdots.
- You can also use little clips of you or your team doing stuff and add some text on screen like in this Reel from @jasminestar. This is perfect for social media managers where you might need your client to film quick clips for you and you just put it together.
- And of course, if you are able to show a process from start to finish, these kinds of Reels are absolute gold mines. In fact there are accounts like @arwithflo that don't have any on-camera content whatsoever; it's all just showcasing the artist's process. And then often there's an associated YouTube video where someone can view the full, longer tutorial and follow along which then is a brilliant way to also promote your efforts on other platforms.
- Finally, for anyone who might be looking for inspiration on how to feature other brands in your Reels as an affiliate or brand ambassador, you can film quick clips like this one from @matdilisio of you using a specific product or service. Mattia's entire account is just him testing different desk setup ideas and promoting the brands he's using via the link in his bio or through sponsorships and people absolutely love it because it's so soothing to watch. But he's never actually talking in any of his videos.



## Before/After – Transition Reel

Check out this [video](#) to learn more about how to use the align feature within Instagram

### Horizontal Video & Tutorial Reels



GET HORIZONTAL & DEMO TEMPLATES

[Lotties](#) – get access to my collections of 350+ free vector animations you can use within Canva which will allow you to customise them to your brand colours.

## Add Closed Captions & More

[CapCut](#) – awesome free tool for adding closed captions, transitions, effects and more. It has a mobile app and a desktop version you can use.

[Check out this video](#) for more CapCut editing tips and tricks.



## Make Your Reels Accessible

### 1) Add a video description

Describe any people, objects, themes, colours or anything else that's going on in your Reel which will help to provide context for people using screen readers on social media.

You can add this within your caption or in the first comment of your Reel.

### 2) Optimise your hashtags

Capitalise the first letter of each word that makes up your hashtag to make it easier for screen readers.

For example instead of #brisbanerealestate I would use #BrisbaneRealEstate

### 3) Check your colours

Make sure your brand colours are accessible using tools like these:

- [Accessible colour palette checker](#)
- [Colorblindly](#) – Free Google Chrome extension

### 4) Add content warnings

Do this for any relevant content – this is particularly key for any Reels covering sensitive topics.

### 5) Add closed captions

You can either do this with the captions sticker or manually within Instagram or by using an external app like CapCut.

### Bonus tip:

Avoid using lots of emojis all next to each other as screen readers will read these out as their alt text which might be something like “smiling face with heart eyes emoji” and that can get annoying if there are 5-6 of them in a row.

[Additional resource from Hootsuite](#) – Inclusive Design for Social Media: Tips for Creating Accessible Channels



Note: the transparent area is what will show on your profile. The Reels icon represents the icon which will automatically appear on your Reel once posted so try to move any text away from this area.

GET MY REEL COVER  
IMAGE GUIDE

## Create an Instagram Reel Cover

Creative market - great marketplace for getting low cost, professional Canva covers for your Instagram Reels if you'd like them to be custom.

## Get More Visibility For Your Reel

### Get social

Remember that Instagram wants to show us more of what we've engaged with in the past to keep us on the platform for longer.

So engage with your followers through stories, DMs and comments in order to strengthen the connection between your accounts and make it more likely that they'll see more of your content in the future.

### Boost your views

- Keep it short - people have very short attention spans so try to catch their attention quickly and for single clip reels try to keep them short. Definitely under 15 seconds but can even be 5 seconds if it makes sense for your Reel.
- For multi-clip Reels like our behind the scenes reels or multi-video reels you want there to be some sort of change every 2-3 seconds. This is a sort of pattern interrupt and it makes people watch the reel for longer because it keeps it dynamic.
- You can also tag other accounts in your Story when sharing a reel that features that account. They get this as a DM and can then share it with their followers and help you reach new audiences.

### Boost your engagement

- Give people a call to action that tells them what you want them to do. This might be to comment, share, save etc.
- Consider asking a question in addition to sharing your Reel to your stories. This helps people be more engaged with your story and makes it more likely that they'll engage with your Reel.
- Create some content that's special just for your existing followers. This might involve you sharing a personal story, a new skill you're learning or something that would make your existing followers feel closer to you outside of your business.
- Focus on the "what's in it for my audience" angle not "what's in it for me". When featuring products in your Reels - make sure you're highlighting the benefits of using the product to your audience, not the features of the product itself.



# Thank you

Thanks again for being here, in this class and wanting to learn from me.

I appreciate you and if you would like to continue to be virtual friends, check out some ways to connect with me below:

 [Maggie Stara](#)

 [@maggie.stara](#)

