



THE ULTIMATE GUIDE
**TO MASTERING TIKTOK
+ INSTAGRAM REELS**

WWW.PLANNTHAT.COM

Introduction

Still scratching your head when it comes to TikTok and Instagram Reels? We get it: jumping in front of the camera and lip-syncing to a trending track can be a daunting task. But short-form videos on social media (like Reels and TikTok videos) are exploding in 2022.

So, what's all the fuss about short-form video content on social media? Here are three reasons why your brand needs to jump on the bandwagon:



- **Short-form video is highly engaging** and allows your brands to share bite-sized information and valuable insights with your ideal customers.
- **Short-form video expands your organic reach** and gets prioritized in the social media algorithms to help your business reach new audiences (without putting money into paid advertising).
- **Short-form video is the king on social media**, with all platforms rolling out exciting new features and content formats dedicated to short, snappy video content.

The good news is that shooting and sharing captivating short-form videos on Instagram and TikTok is easier than you might think. Even better: dancing and singing aren't always required!

With a little insider knowledge (ahem, like we're about to share!) and an understanding of best practice video content, you'll be able to expand your reach, connect with new audiences and convince them to take action.

Ready to learn how to master TikTok and Instagram Reels once and for all? Keep reading to discover everything you need to know about these short-form video platforms and our insider tips and tricks to help you maximize your reach and results.

Contents

TikTok 101	p4
What is TikTok.....	p5
How does TikTok work.....	p6
TikTok features you need to try.....	p8
Best practice tips and tricks for businesses on TikTok.....	p9
Instagram Reels 101	p10
What are Instagram Reels.....	p11
How do Reels work.....	p12
How to track the performance of your Reels.....	p13
Best practice tips and tricks for Instagram Reels.....	p14

READY? MASTER YOUR TIKTOK AND REELS WITH PLANN



101

What is TikTok ?

Let's start with the basics. TikTok is one of the fastest-growing social media platforms out there, focused on one thing: short-form video content. Content creators, brands and businesses can create and share videos that are anywhere from fifteen seconds to three minutes long.

Within the mobile app, users can shoot, edit and publish engaging video content, backed by trending music tracks or original audio. Plus, you can harness the power of filters, creative transitions and even your TikTok captions to deeply connect with viewers and inspire action.

What makes TikTok such a winning platform for brands and businesses is its intelligent algorithm. TikTok's iconic For You page (a.k.a. The app's home screen) delivers stacks of content personalized to each users' viewing habits and preferences.



How does TikTok work?

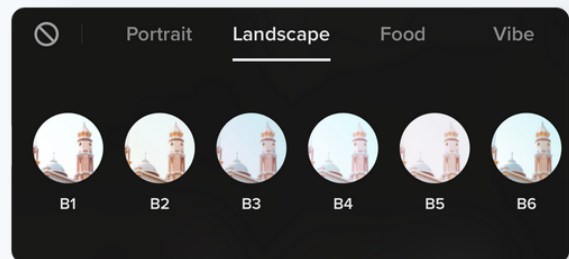
Getting started on TikTok is super simple, and starts with downloading the mobile app (available from the iOS App Store or Google Play). From there, you'll need to sign up and create an account and you're ready to get filming.

Here is a quick step-by-step guide to filming your first TikTok video:

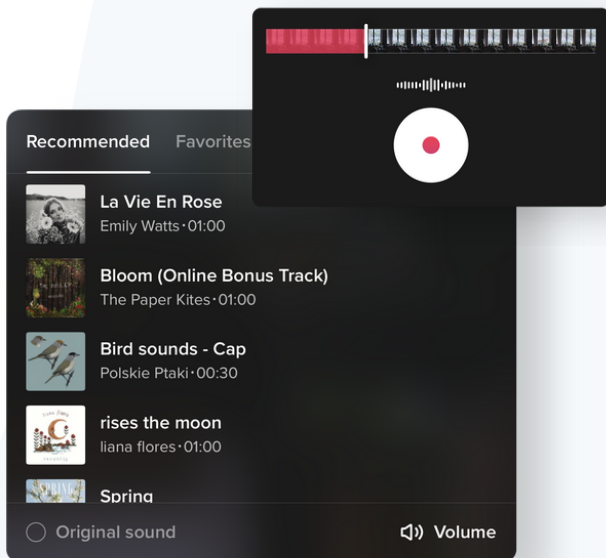
1. Tap the + icon to enter Create mode.



2. Play around with different filters, set up a self-timer and get ready to shoot your clips.



3. To select your audio, tap Add Sound to browse through trending tracks and music.



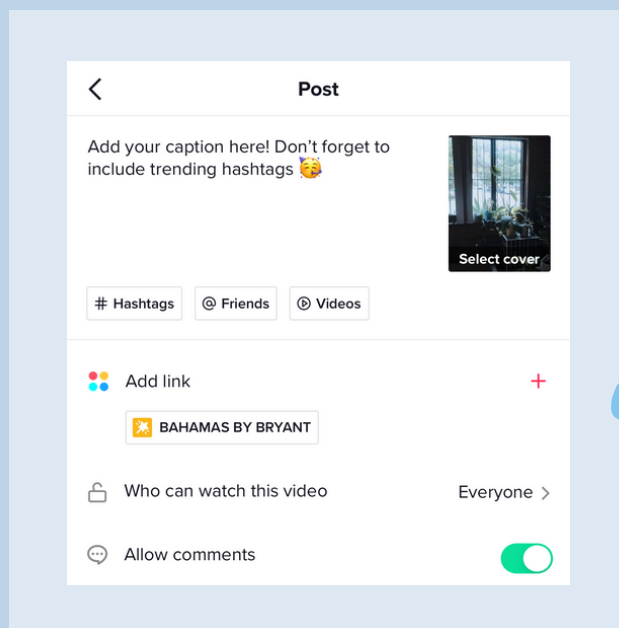
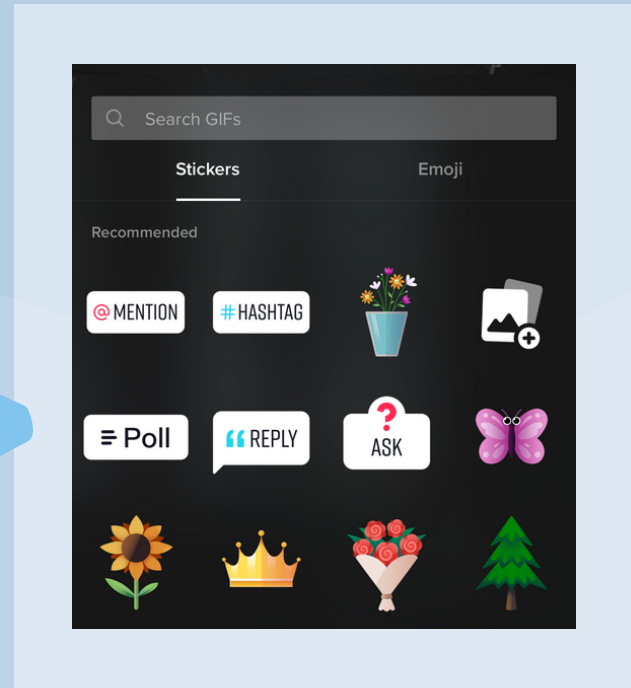
4. Now it's time to record! Hold down the red button to record a video or tap it to snap a photo.

Plus, you can upload video clips or images from your camera roll.

How does TikTok work cont.

5. Once you're happy with the images and video sequence, it's time to get editing.

Here you can text overlays, closed captions, extra filters and even a voiceover.



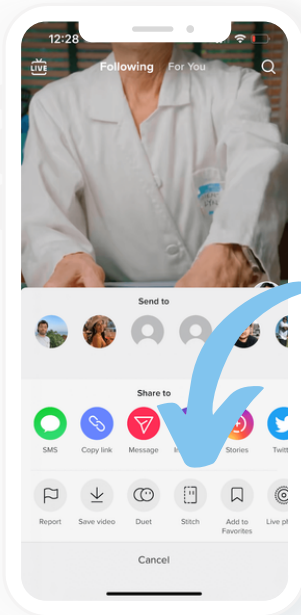
6. Tap next to add your caption and hashtags as well as tag friends and set your privacy controls.

7. Then, tap Post to share your video with the world!



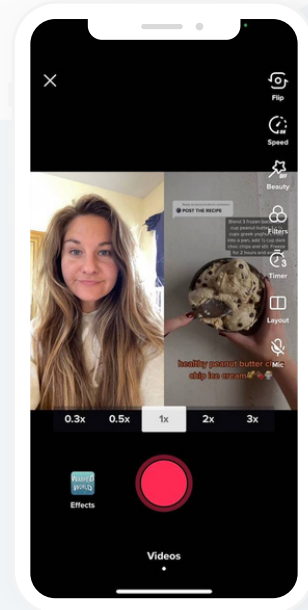
TikTok features you need to try

TikTok is the perfect platform to get creative and produce engaging bite-sized video content. To help you make the most of your TikTok content, we've rounded up the must-try platform features to add to your radar.

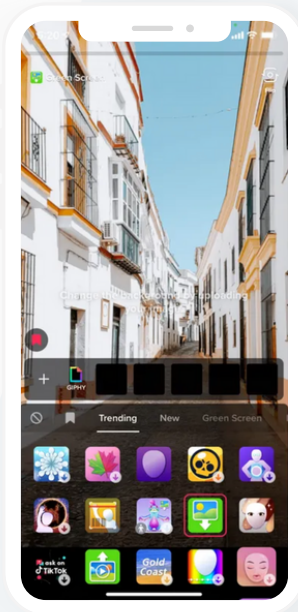


- **Stitch:** easily collaborate with other TikTok users' videos by trimming their original video and adding your own using the stitching feature.

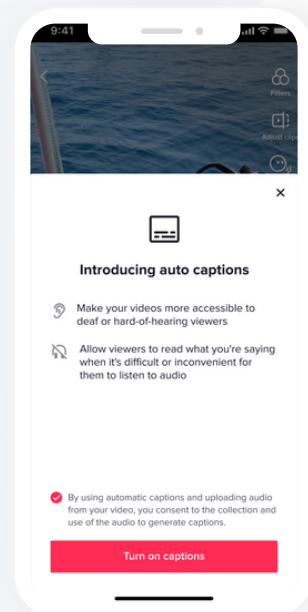
- **Duet:** want to film a hilarious reaction or imitation video? Using the Duet feature allows you to collaborate with another TikTok video and show both videos side-by-side.



- **Green Screen:** as the name suggests, this effect allows you to transport yourself into another world. Simply search for #greenscreen in the Effects library and use any photo from your phone library as your background with this creative filter.



- **Auto captions:** want to make your TikTok content accessible to all audiences? Make sure to switch on auto-captions in your TikTok settings, a handy feature that automatically generates captions for any videos with audio or voiceover.



Best practice tips and tricks for businesses on TikTok

Ready to stand out from the crowd on TikTok? Here are five expert tips and strategies to help you level up your TikTok content and see results from your short-form video content.

- Experiment with transitions: get creative with how you slice and dice your video clips and find fun and interesting ways to keep your audience engaged throughout the entire video.
- Replicate trending TikTok formats: notice your favorite creators and brands are using a particular video format? Find a way to replicate this trending format for your own business and jump on this emerging TikTok trend.
- Showcase your expertise: whether you bust an industry myth, share insider tips or share a bite-sized tutorial, use your TikTok videos to share value and win trust from your audience.
- Use hashtags: be strategic about which hashtags you add to your TikTok captions and look for relevant hashtags and keywords with high search volume to boost your organic reach and discoverability.
- Add a call-to-action to your caption: plus, make sure to inspire action from your audience by spelling out what you want them to do after watching your video (whether that's to head to your website or follow your brand on TikTok).

Instagram



REELS

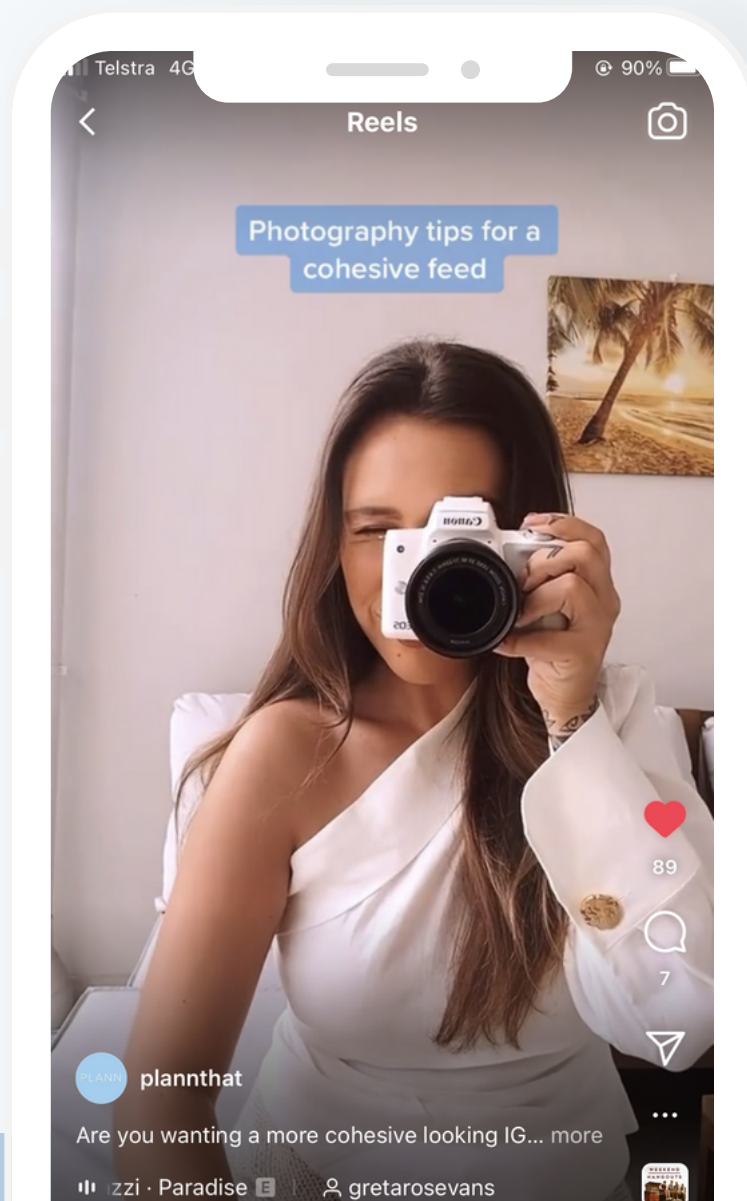
101

What are Instagram Reels?

Reels are Instagram's answer to TikTok's booming short-form video format. These short, snappy videos give users the ability to shoot and edit 15-second multi-clip videos complete with audio, effects and creative editing.

Just like TikTok videos, Reels are vertical videos designed to take up your entire phone screen space and can be up to 60 seconds long. Plus, Instagram even has its own answer to the TikTok For You page with an entire tab of curated, scrollable Reels within the Instagram app.

Any Reels you share to Instagram will be saved to your Feed (along with a custom tab on your Instagram profile). Plus, Reels boost your chances of being discovered and featured on the Instagram Explore feed, making this content format a winner for any brand or business looking to expand its organic reach on social media.

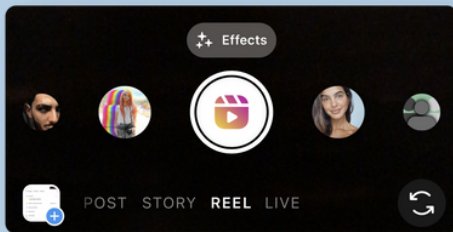




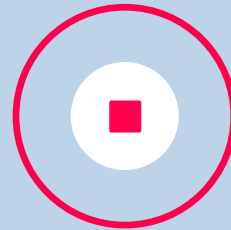
How do Reels work?

Once you've created an Instagram account, you're ready to start creating Reels. Here is a quick guide to filming and publishing your first Reel:

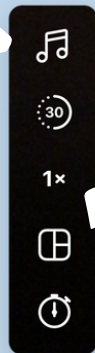
1. Open up the Instagram camera and swipe to Reels.



2. To film your Reel, either press and hold the record button OR upload footage from your camera roll.

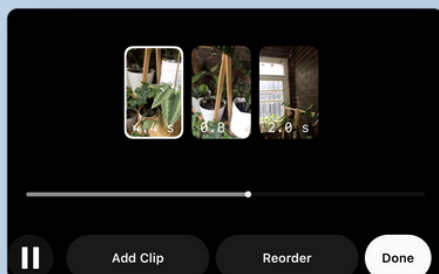


3. Select Audio (the music icon) and browse Instagram's music library and trim to your favorite part of the song that you'd like to use.

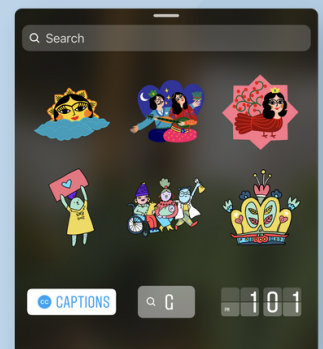


4. You can also change the speed of your video, add special effects and even use a Timer to set the length of your video.

5. Then, simply tap the record button to film each clip. After you've filmed your clips, you can easily review, trim or delete clips.



6. Finally, you can go through your Reel and add stickers, drawings or text overlays.



7. Now, all you have to do is add your caption, hashtags and hit publish to share your Reel.



How to track the performance of your Reels

Did you know that Reels have their own section in your Instagram Insights? That means you can easily review and track the performance of your Reels content to assess what is and isn't working.

Simply head into the Instagram Insights (available for Business and Creator accounts) to review your latest analytics. Not sure what metrics you should be tracking? Here are the key KPIs to track:

Accounts Reached:

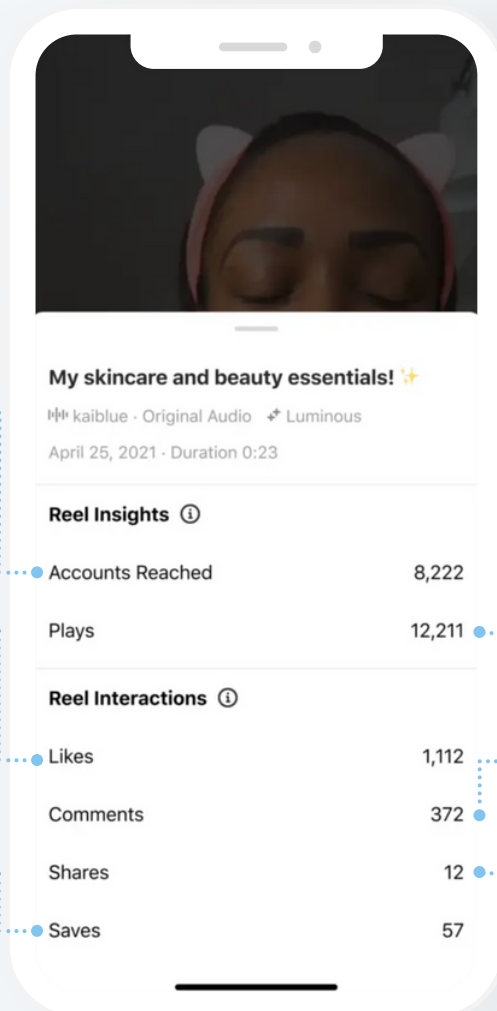
This shows how many unique Instagram users saw your Reel.

Likes:

This shows how many users liked your Reel.

Saves:

This shows how many times your Reel was bookmarked by a user.



Plays:

This shows how many times your Reel has been played. This number might be higher than the number of accounts you've reached as some users might play your Reel more than once.

Comments:

This shows the number of users that left a comment on your Reel.

Shares:

This shows how many times a user shared your Reel to their Instagram Story or sent it to another user.

Plus, you can dive into the analytics for each unique Reel you've shared as well as see how all of your Reels have impacted your performance on Instagram as a business or brand.

Best practice tips and tricks for Instagram Reels

With so many Reels being shared on Instagram each and every day, it's important to understand how to make your content stand out on the platform. Luckily, we've rounded up four practical tactics you can use to level up your Instagram Reels and supercharge your performance.

- Educate your audience: Reels are the perfect content format to showcase your expertise and position yourself as a leader in your industry. Get creative and find engaging ways to answer FAQs, demystify what you do and share advice and hacks that will save your ideal customers time and money.
- Craft an irresistible hook: the first few seconds of your Reel are key to catching the attention of audiences. So, use a thought-provoking question, controversial statement or emotive language to get users to stop and engage with your content.
 - TIP: Think about your audience's pain points or key motivators when crafting your hook to make it relevant and compelling to your ideal customers.
- Harness trending Reel formats: before you start crafting Reels, make sure to see what other popular users are doing! Sourcing inspiration from high-profile accounts can help inspire your first or next Reel and give you the opportunity to tap into trending Reel formats that can help more users see your content.
- Make your content digestible: the key to keeping users engaged with your Reels is to use punchy transitions, text overlays and a bite-sized structure. Try keeping your Reels to three key messages or points and using your caption to share more information. This will ensure you don't overwhelm your audience with too many messages and boost the chances of viewers sticking around to the end of your Reel.

Ready?

MASTER YOUR TIKTOK AND REELS WITH PLANN



Psst... have you heard? You can now schedule your Instagram Reels and TikTok videos ahead of time using Plann.

Now that you know the best ways to produce short form videos, it's time to start filming! Plann has the tools to strategically share and schedule content on social media. By scheduling your Reels and TikTok videos ahead of time, you can ensure your brand is consistently sharing content to social media and effectively harness two of the most valuable content formats available to businesses.

Best of all, Plann allows you to effortlessly repurpose and schedule your short-form video content between platforms. Once you've designed and edited your Instagram Reel, you can repurpose this video for TikTok in one click. It's that easy!

What are you waiting for? Sign up to a fully-featured Plann account and score a free 7-day trial to start scheduling your Instagram Reels and TikTok videos.