



THEJILLIANFERNANDEZ
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YOUR ULTIMATE GUIDE FOR INSTAGRAM REELS

for teacherpreneurs

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WHAT ARE REELS, AND WHY SHOULD YOU BE USING THEM?

Instagram Reels are one of the most powerful ways to grow your reach, increase engagement, and connect with your audience in a way that static posts just can't. Since their launch, Reels have become a key part of Instagram's algorithm, meaning if you're not using them, you're missing out on major visibility!

WHY REELS MATTER:

- **Prioritized by Instagram** – Instagram continues to push Reels over other content formats, making them the best way to reach new audiences.
- **Higher Engagement** – Short-form videos keep users watching longer, which boosts your content in the algorithm and increases engagement.
- **More Ways to Be Discovered** – Your Reels show up in the Explore Page, Reels tab, and even suggested content feeds for users who don't follow you yet.
- **Trend Potential** – Hopping on trending audio, challenges, or educational trends can help catapult your content to a wider audience.

HOW TO MAKE REELS WORK FOR YOU:

If you want to expand your reach and establish your brand, Reels need to be part of your strategy... but don't stress about being perfect! Here's how to create effective Reels without the overwhelm:

- **Keep it short and engaging** – The best Reels hook viewers in the first 3 seconds and get straight to the point.
- **Use trending audio & effects** – Check the Instagram Reels feed for trending sounds and filters to boost your chances of being seen.
- **Educate, entertain, or inspire** – The best Reels teach a skill, share a relatable moment, or inspire action.
- **Focus on value, not views** – Not every Reel will go viral, and that's okay! It's about consistency, quality, and connecting with the right audience.
- **Optimize your captions & hashtags** – Use searchable keywords in your captions and hashtags to make sure your Reels show up in Instagram search results.



Reels are here to stay, and they're one of the best tools for growth on Instagram. If you've been hesitant to start, just go for it! The more you experiment, the more confident you'll become... and your audience is waiting to connect with you!

HOW DO YOU COME UP WITH CONTENT IDEAS?

GOOD NEWS... YOU DON'T HAVE TO DANCE (UNLESS YOU WANT TO!)

Let's be real... **you don't have to bust out the latest TikTok dance to make Reels work for you!** The key to great Reels? **Relatability and personality.** If you don't feel comfortable doing something, don't do it! That's the beauty of Instagram—you get to create content your way.

Before you dive into making Reels, take a step back and think about:

- **Your niche** – What topics do you love talking about?
- **Your audience** – Who do you want to attract and connect with?
- **Your style** – How do you enjoy showing up on Instagram?

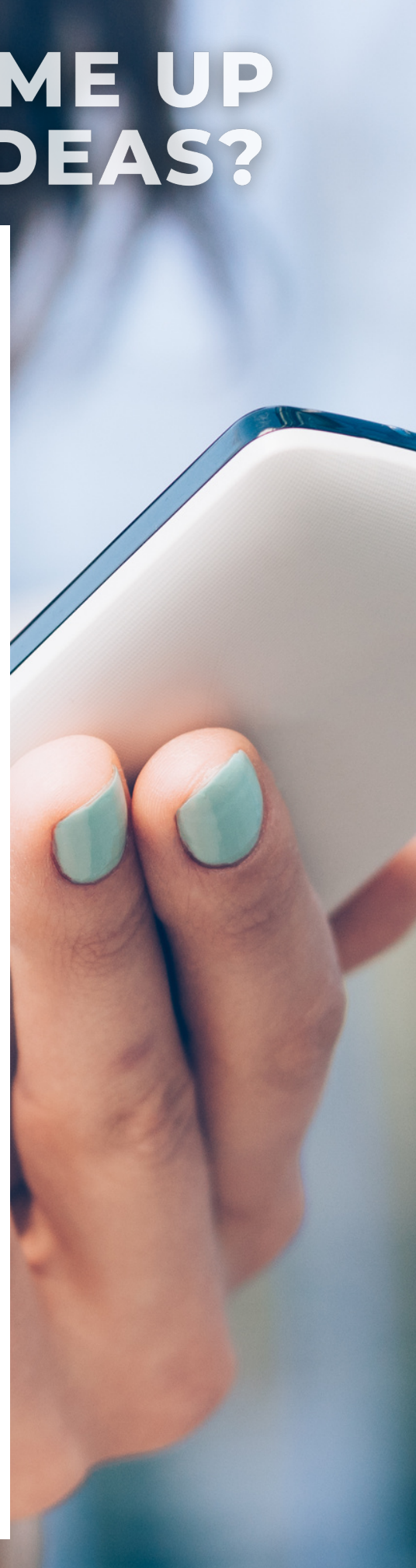
One of the best parts about Reels is that you can **grow your reach without always being on camera.** Yes, showing your face helps build trust and connection, but you don't have to be front and center in every video (and you definitely don't have to jump on every trend). **Do what feels right for you!**

Love sharing tips? Create text-based Reels.

Have awesome resources? Showcase them in action.

Not a fan of talking on camera? Use voiceovers, captions, or trending audio.

At the end of the day, **Instagram works best when YOU enjoy the content you're creating.** Find what feels good, lean into that, and watch as your people *find you!*



QUESTIONS TO ASK YOURSELF BEFORE YOU START

The most successful social media content should always either educate, inspire, or entertain. Here are some questions to ask yourself before you start creating your Reels:

1

What are you actually passionate about? Meaning, what do you enjoy doing and what are you good at? Write these down and figure out how to integrate them into your Reels.

2

Start to think about aesthetics. What colors match your brand? What songs and sounds inspire you? Think about how you can incorporate those into your future Reels content and cover art.

3

As a user, examine what kind of content resonates with you. What do you re-watch over and over? Or even better - what kind of content moves you to share with others? Examine why and take notes on how you can include those elements in your content, because this is the effect you ultimately want to have!

4

What is your niche, and who are you trying to attract? These are the most important questions for teacher sellers. Once you identify your niche and target audience, it will help you narrow down the type of content you should produce to attract that audience.

IMPORTANT DIMENSIONS TO CONSIDER



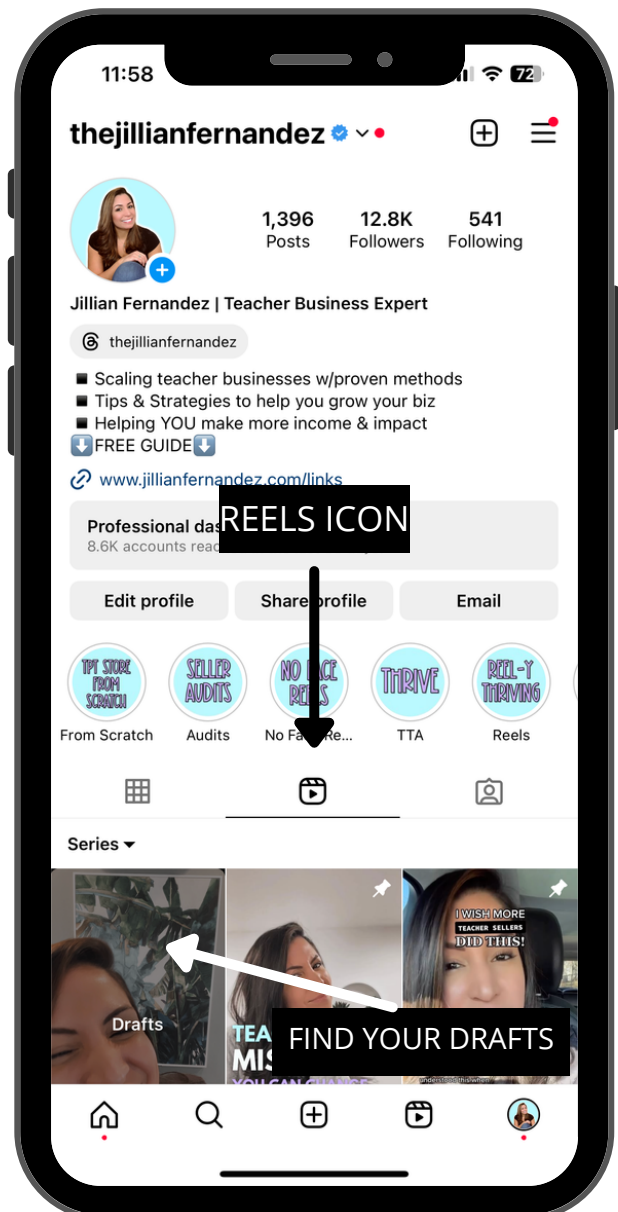
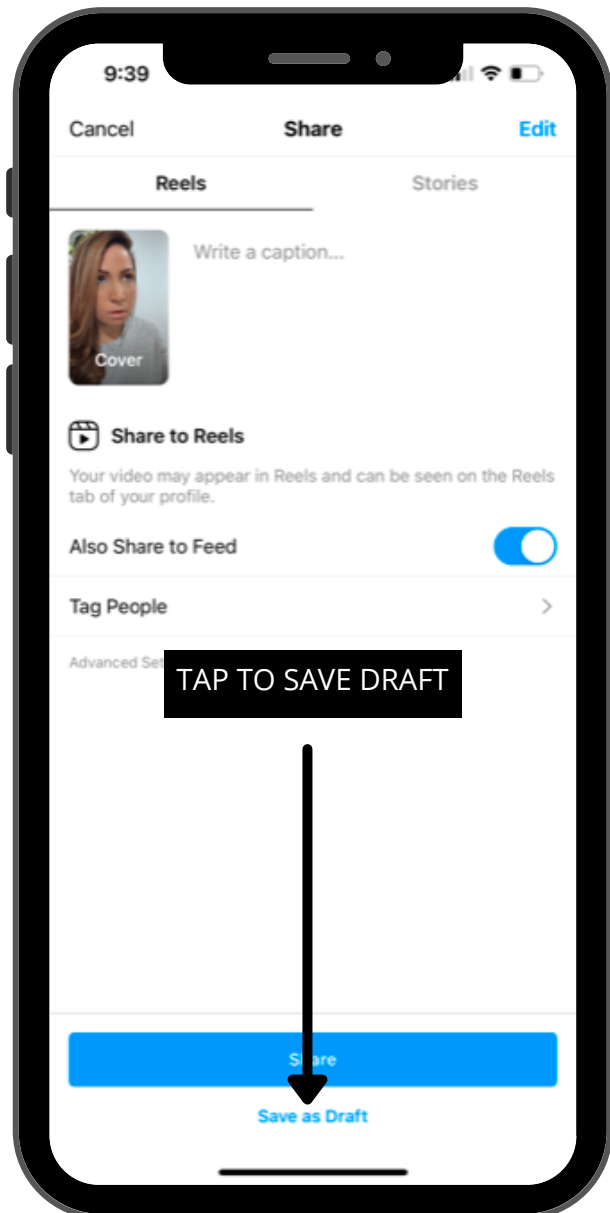
Instagram is always changing things up, but one thing that never goes out of style is making sure your Reels look good everywhere they show up! Here's what you need to know about Reel dimensions:

- **Full Reel Size (9:16):** This is the full-screen vertical video format—how your Reel appears when someone watches it in the Reels tab.
- **Feed Preview (4:5):** When your Reel shows up in the main feed, Instagram crops it slightly to a 4:5 ratio. That means anything at the very top or bottom of your video could get cut off... so keep your text and key visuals centered!
- **Profile Grid Thumbnail (Now 4:5!):** Instagram no longer crops Reel covers to a 1:1 square. Instead, your feed grid now displays them in a vertical 4:5 format. This means you can design taller, more engaging covers without worrying about awkward cropping!

Pro Tip: Instagram has built-in text safety zones, but if you want to make things even easier, use the pre-formatted Reel Cover Templates in the Toolkit... they're designed to look perfect everywhere!

SAVING YOUR REELS AS DRAFTS

If you have an idea for a Reel, but you're not ready to publish yet, you can save your Reel as a draft to publish later. This is also a great feature to use if you're batching your content. You can create your Reels and come back to them later to edit later, add your captions in later, or make any adjustments you would like. To find your Reels you just go to your Reels tab from your profile by clicking on the Reel icon shown below. Then you'll see all your drafts in the upper left corner. Just click on the drafts to find and edit the ones you've worked on.



TIPS FOR GETTING VIEWS AND ENGAGEMENT ON YOUR REELS

The Instagram Reels algorithm is still relatively new, and pretty generous. There are ways you can take full advantage of Reels to broaden your reach.

1

Use trending sounds or skits that are trending and relate them to your niche or the resources you are selling. To use audio from another creator's Reel, tap the music that is running across the bottom of the screen and save it for later or use it on the spot.

2

Create your own trends by finding music lyrics or scenes from movies or tv shows and make up your own skit that relates to your niche or your resources. You can even create your own challenges and collaborate with others to increase your views.

3

Use trending music to draw attention to your Reel. Trending songs not only drive your Reels forward, but they also have their own page where high ranking content gets features which can get you lots of exposure.

4

Encourage shares! Don't be shy... ask your audience to save and share your content because it will help push your content out to more people especially if they share to their stories. The more your Reel is shared the more your view count will increase.

5

Always share your Reels to your feed. This will get more of your audience to see your Reel while scrolling through Instagram. After you've posted your Reel also share to your story. You can partially cover your Reel to intrigue your audience to click. Story views also count as Reel views.

THIRTY DAY CHALLENGE

Here are 30 days of ideas you can use to create Reels as a teacher seller. Use the planner on the next page to use the ideas you like and want to create. Don't forget to use trending sounds, audio, or music of your choice.

INTRODUCE YOURSELF	BEHIND THE SCENES	RESOURCE WALK THROUGH	TIP RELATED TO YOUR NICHE	RELATABLE TEACHING STORY
PRODUCT CREATION PROCESS	TESTIMONIALS FROM HAPPY CUSTOMERS	ASK FOR FEEDBACK ON A PRODUCT	A NICHE SPECIFIC HACK	SHARE ABOUT A NEW OR UPCOMING RESOURCE
FUNNY TEACHING STORY	EXPLAIN HOW A RESOURCE SOLVES A PROBLEM	TIME-LAPSE OF PRODUCT CREATION	TWO TRUTHS AND A LIE	SHARE A FAIL OR STRUGGLE
SHOW HOW ONE OF YOUR RESOURCES WORKS	TIME-SAVER RELATED TO YOUR NICHE	SHARE ABOUT A SALE ON A RESOURCE OR YOUR STORE	KEEPING IT REAL STORY	EXPLAIN HOW TO COMPLETE A RESOURCE
WHAT'S YOUR BEST SELLING RESOURCE	ASK A NICHE SPECIFIC QUESTION TO GET FEEDBACK	A PERSONAL OR RELATABLE STORY	SHARE HOW A RESOURCE IMPROVES ENGAGEMENT	A RESOURCE RECOMMENDATION
A HOW-TO SPECIFIC TO YOUR NICHE	ANSWERING A FAQ ABOUT A RESOURCE OR YOUR STORE	SHARE A SUCCESS OR WIN	SHARE A FREEBIE	A YEAR AGO TODAY STORY

REELS CONTENT PLANNER

SUNDAY:

MONDAY:

TUESDAY:

WEDNESDAY:

THURSDAY:

FRIDAY:

SATURDAY:

NOTES:

Notes