

**MARKETING MEETING**

**MARCH 25TH**

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# CREATING REELS & USING CAPCUT

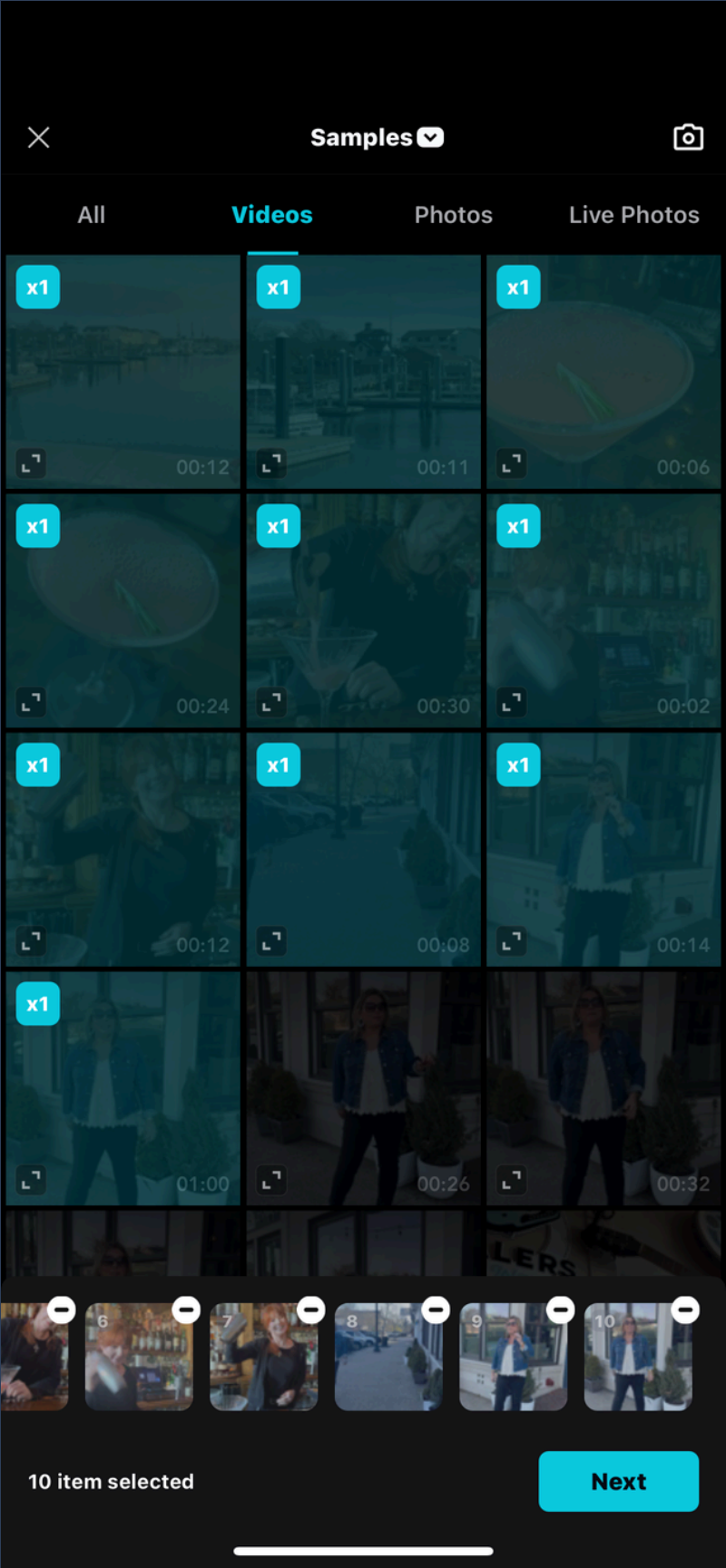
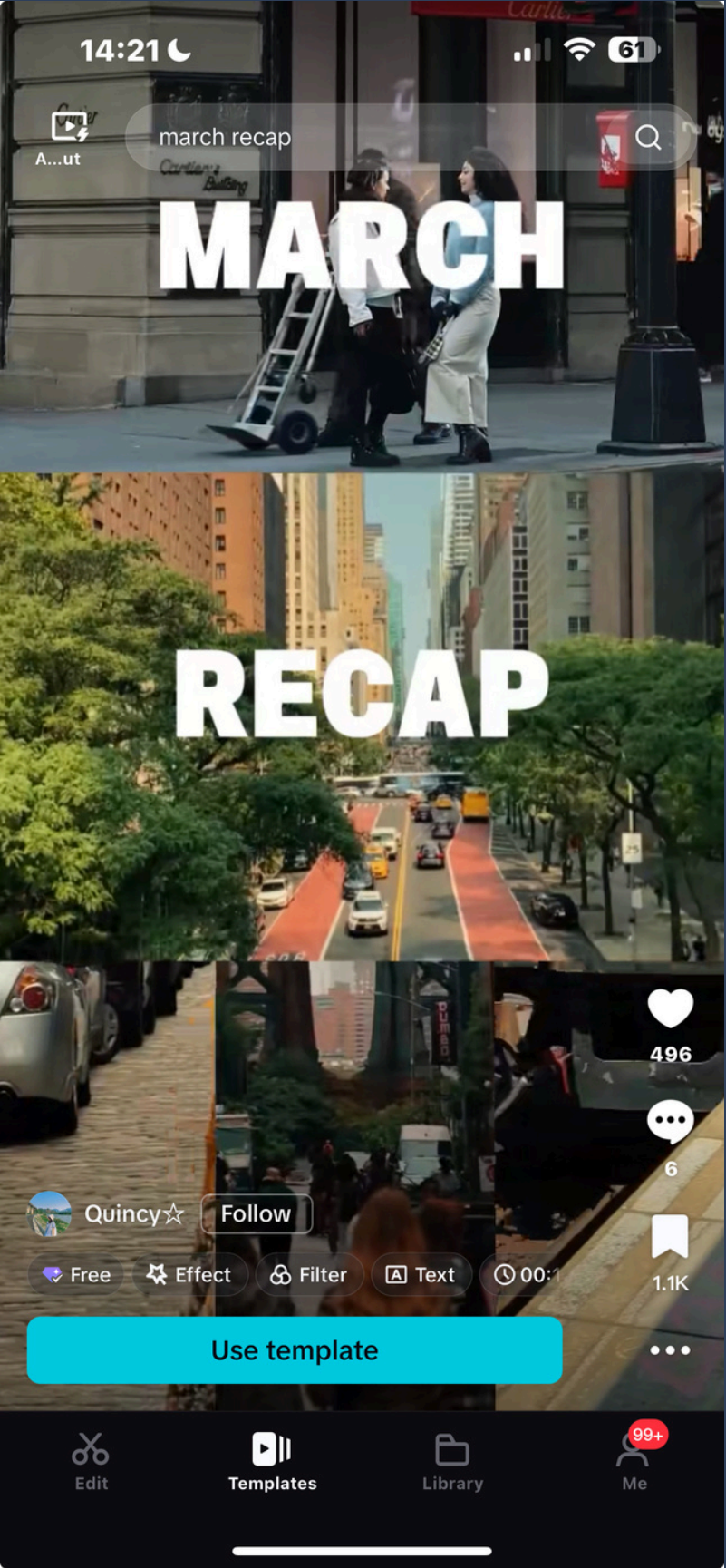
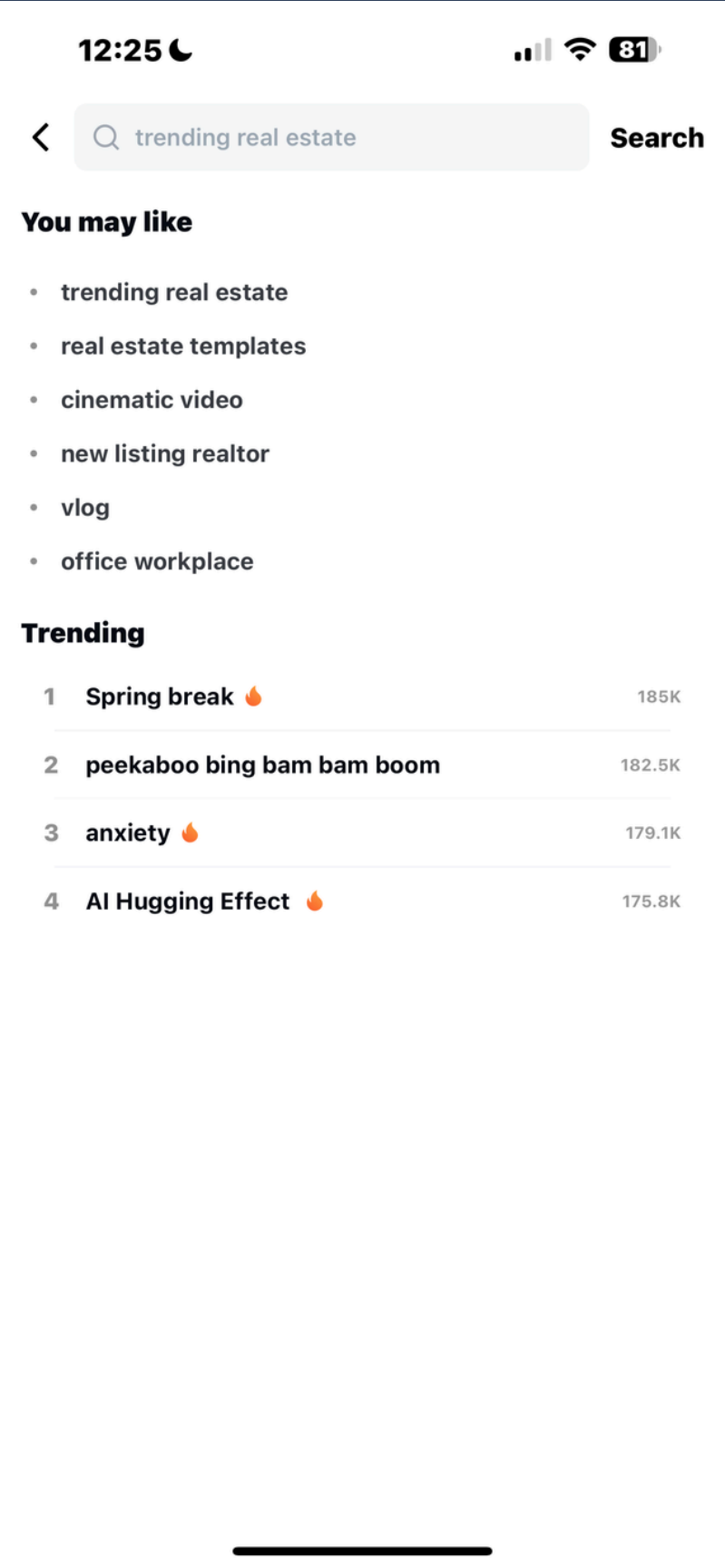
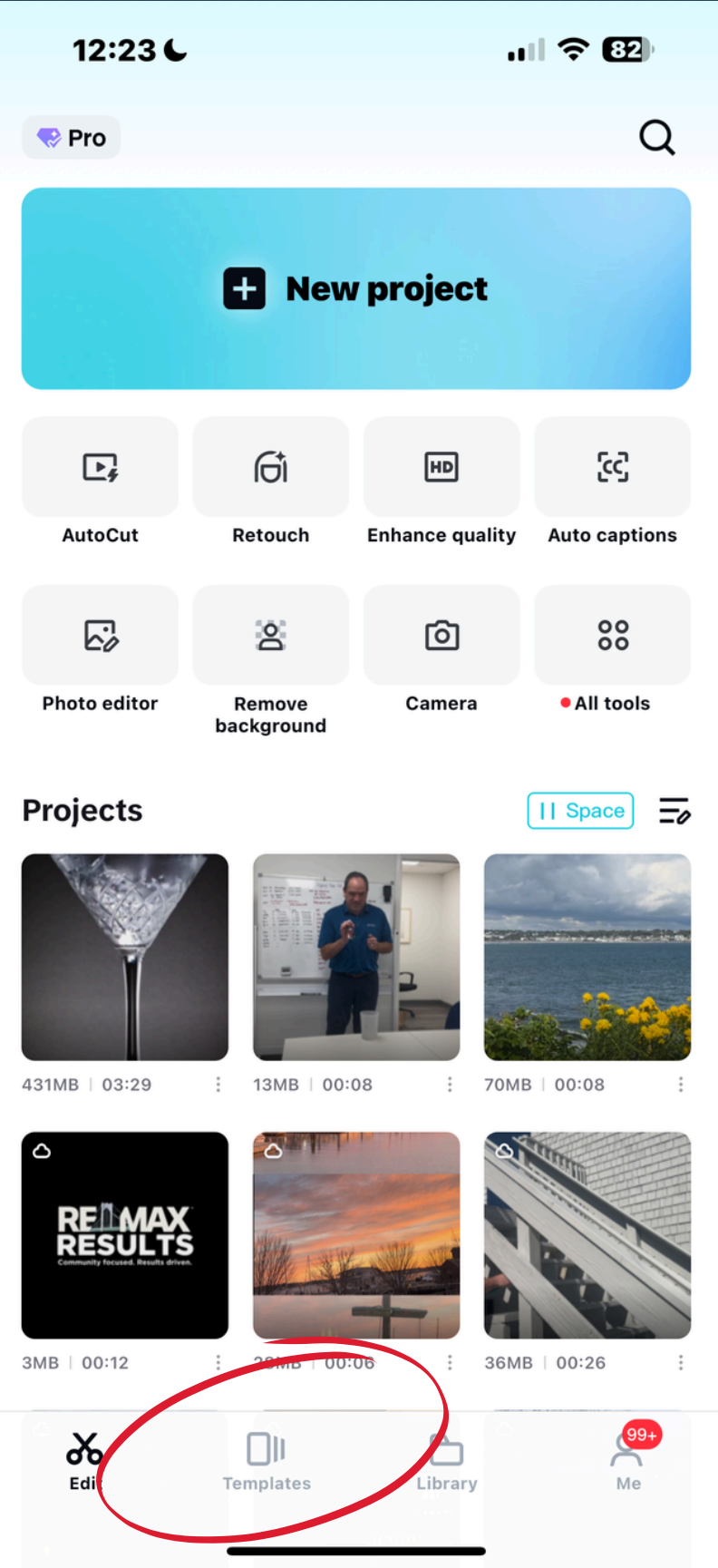
# AGENDA

- Creating Templates
- Creating Reels

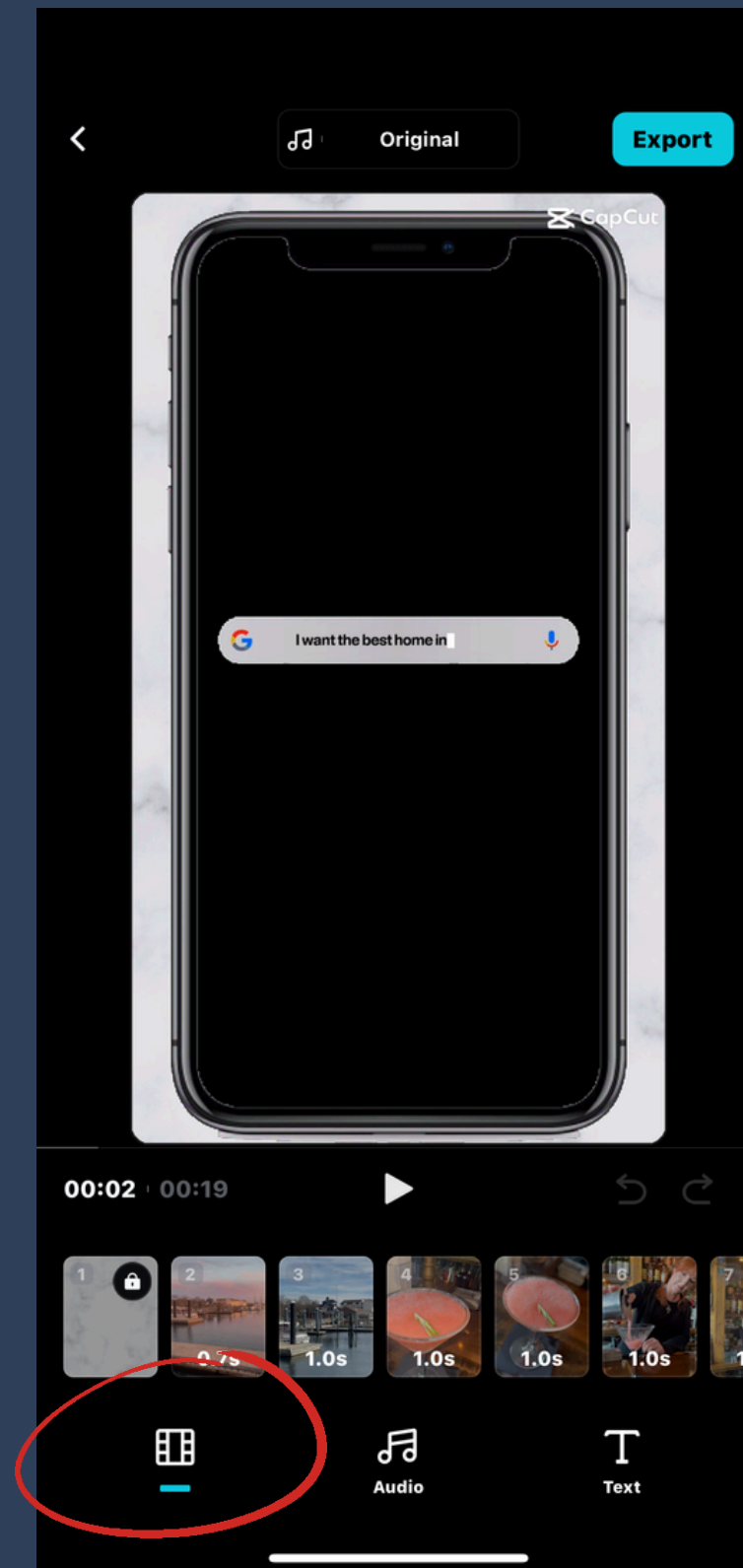
# TEMPLATES ON CAPCUT

- Open CapCut, on the bottom of the opening page, click templates
- Search for a template (any topic video you want to make)
- Click “use template”, and choose your content
- Click on the first clip, then click “crop”. This will allow you to scroll the video, and choose what part of the video you want shown
  - Repeat as needed
- Change text or audio\* as needed

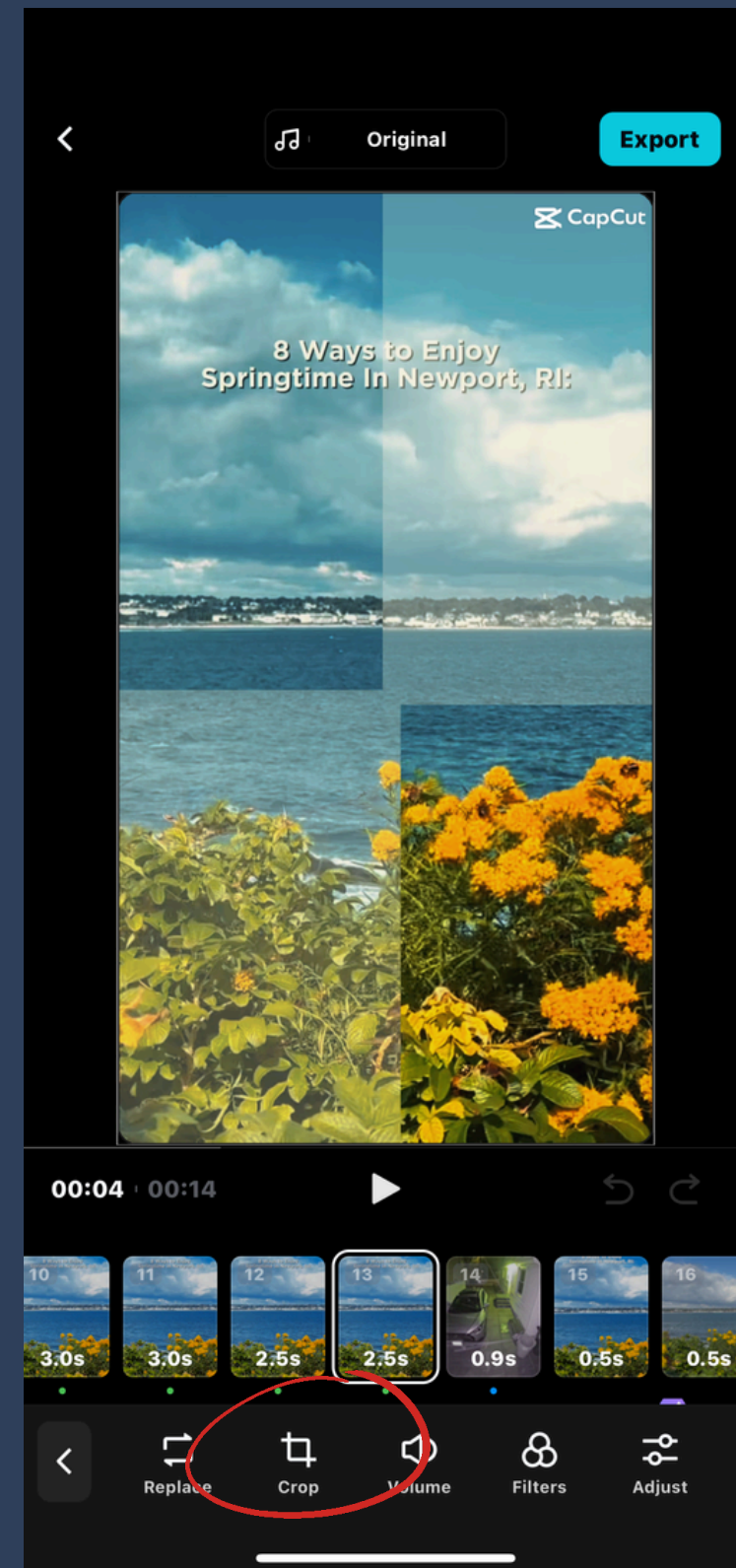
\*Almost all templates are synced with their audio, so unless you want to change it, you don't have to.







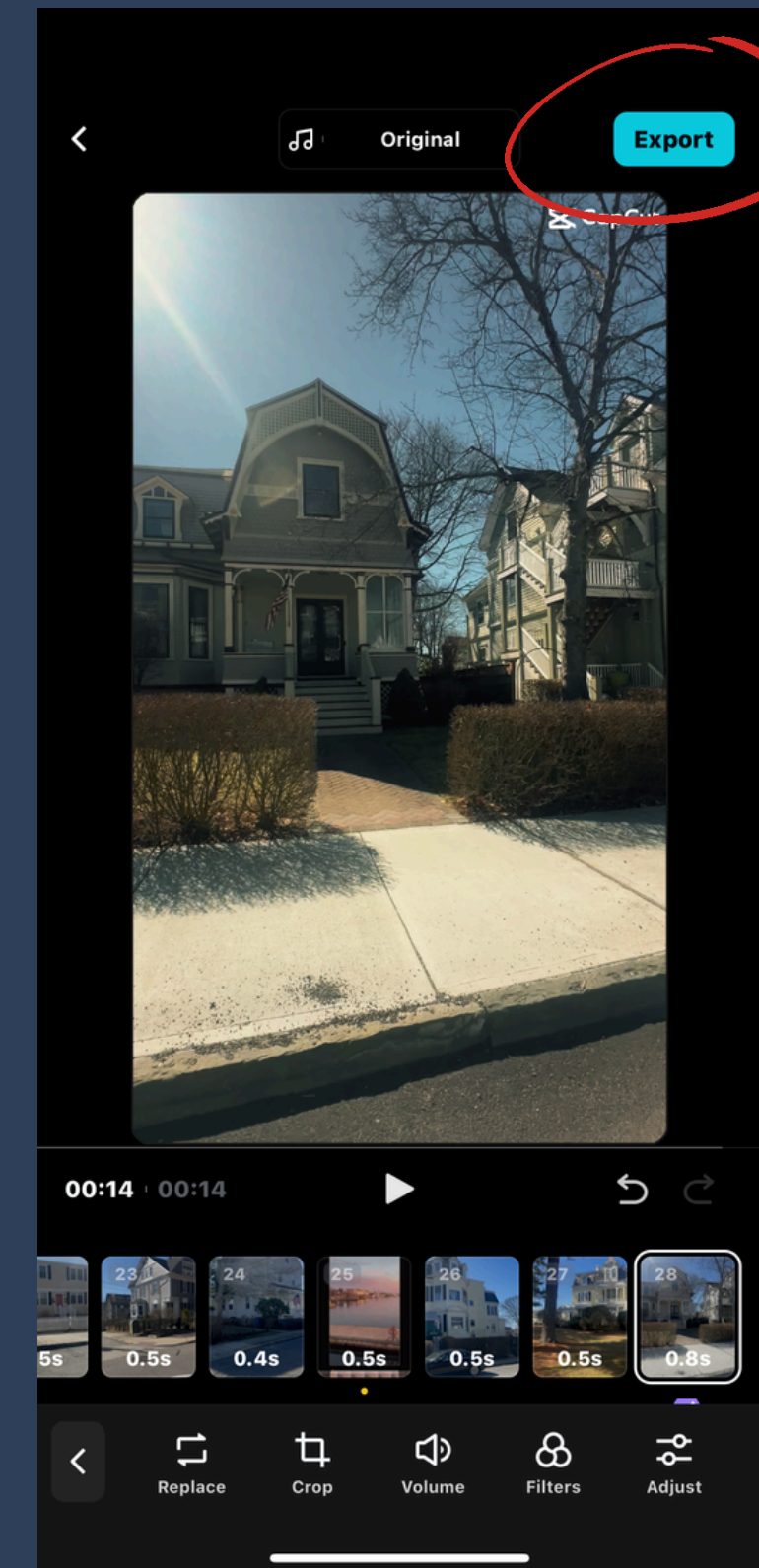
media audio text



crop



drag this bar to  
choose the part of the  
video you want



export video!

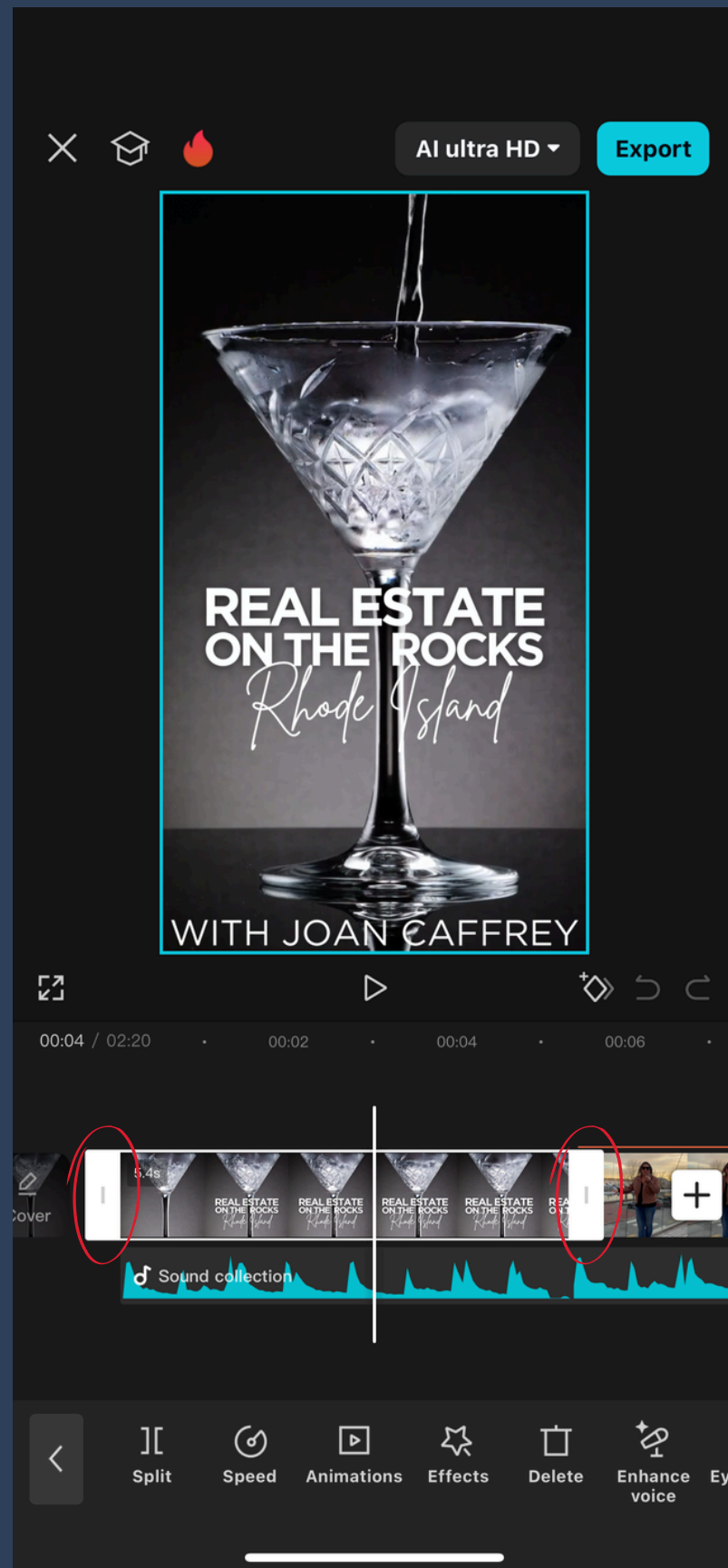
# CREATING REELS

- Instagram, CapCut, any other app
- Choose content that you want to include in your video
- Click “aspect” and choose 9:16
- Drag beginning/end of the video to crop it
- Choose an audio
- Add text
  - Repeat click and drag for when you want text to show up

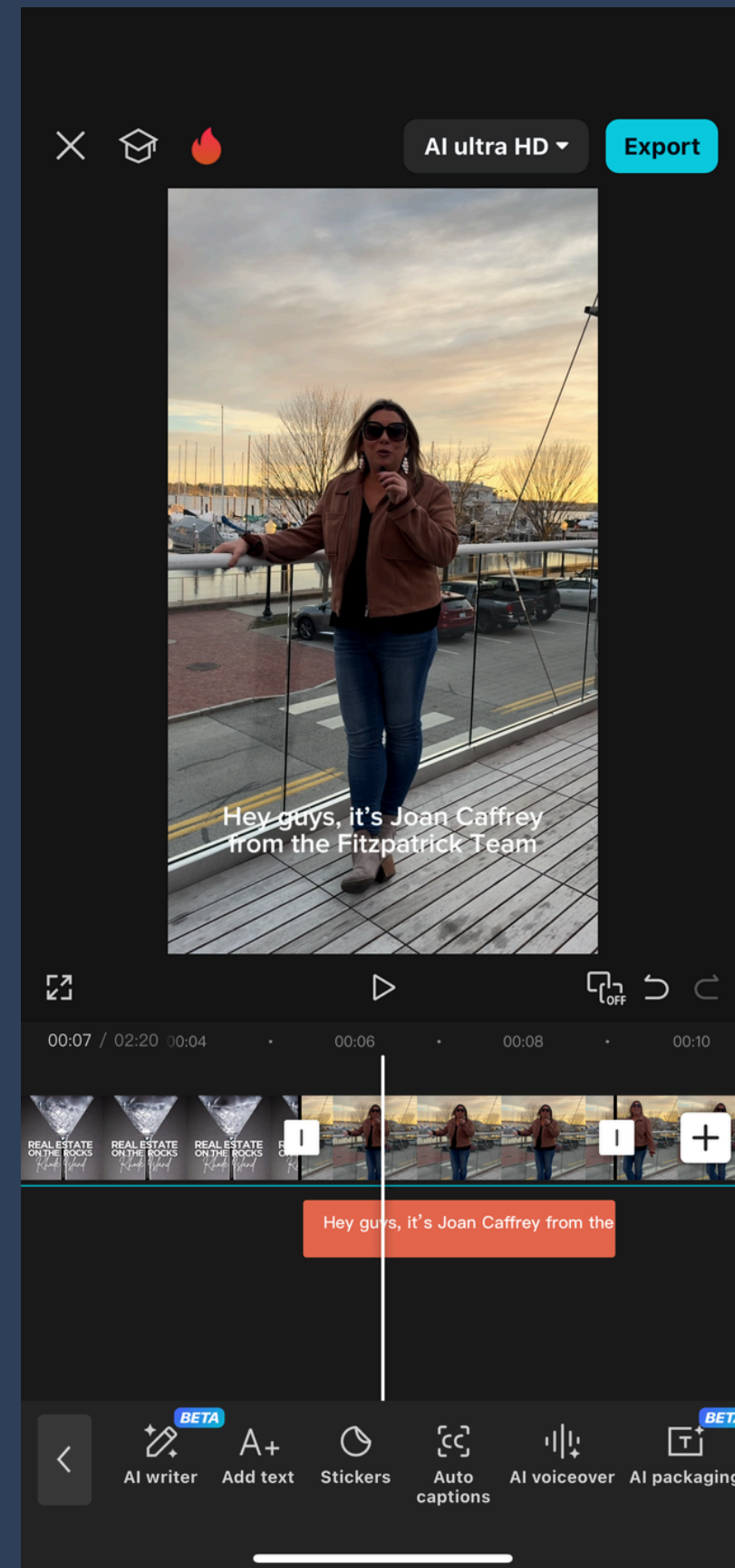
## EXTRA DETAILS

- Transitions
- Effects
- Closed captions\*

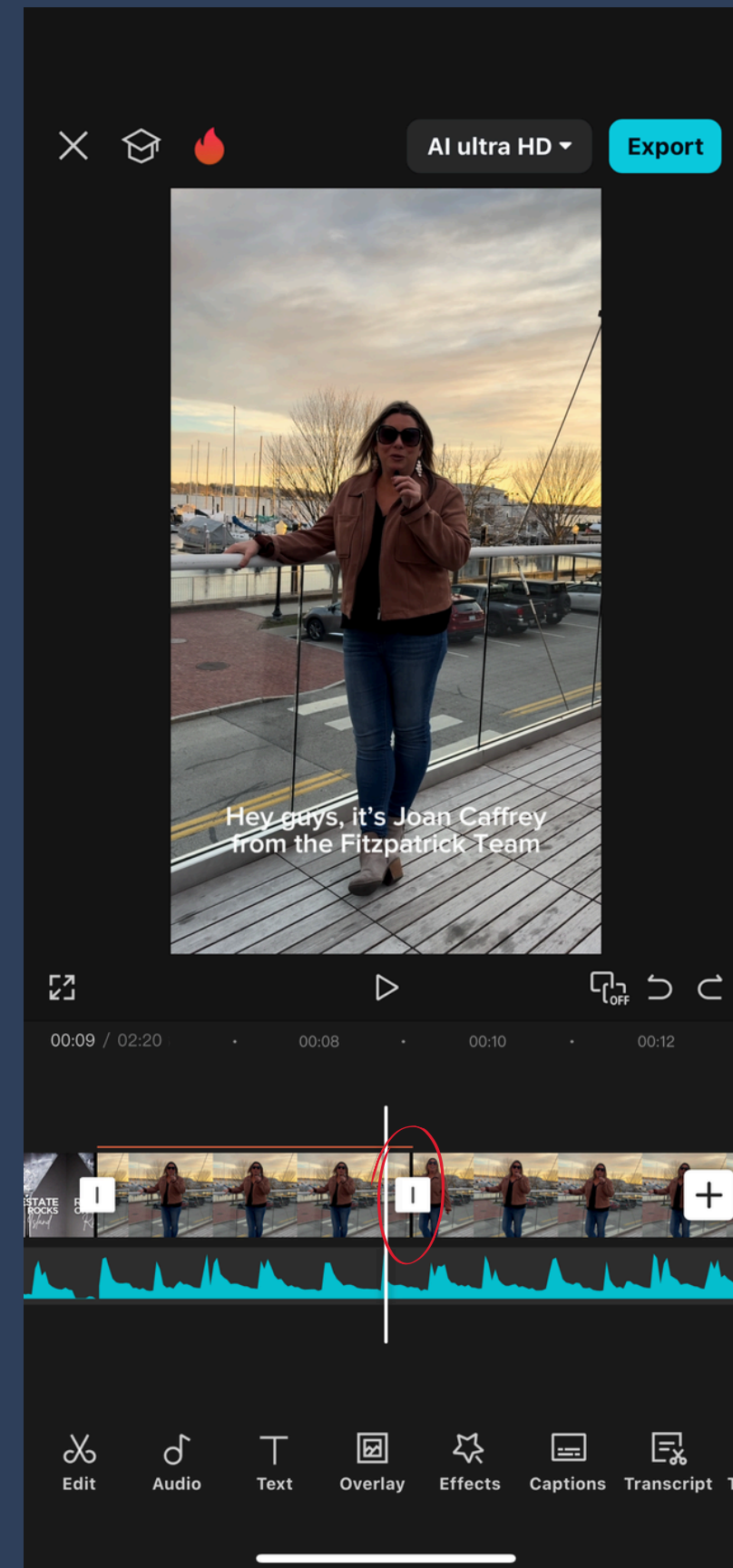




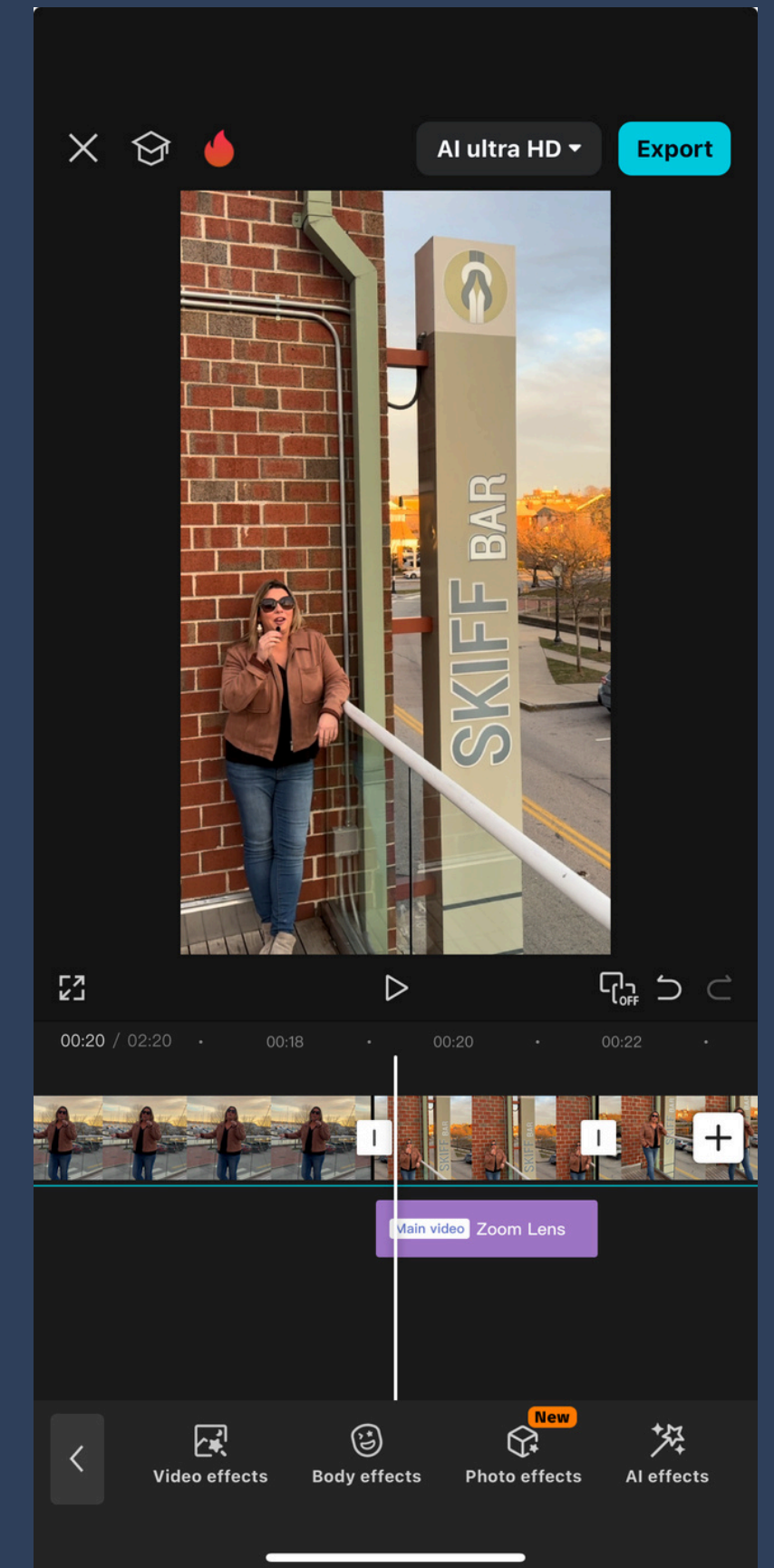
crop video



text



transition



effects



# OTHER NOTES

- Some features on CapCut are only for Pro members, and some AI features have limited free trials. Pro features have a purple diamond. (CapCut Pro is \$20/month or \$180/yearly)
- **Using Trending Audios**
  - Screen record the audio, and **save it**
  - In CapCut, add your content, then click Audio -> Extract -> then click the screen recorded video
  - Line up your content to match the audio
  - In Instagram, upload video, edit, click “tap to add audio”
  - Find your saved sound
  - Add to video, scroll the sound to line it up, turn song volume down
  - Post!

## REEL CREATION CHECKLIST

### REEL CREATION (CAPCUT OR INSTAGRAM)

- Choose content that you want to include in your video
- Click and drag beginning/end of the video to crop it
- Choose an audio
- Add text, repeat click and drag
- Transitions
- Effects
- Closed captions

### CAPCUT TEMPLATES

- Open CapCut, on the bottom of the opening page, click templates
- Search for a template (any topic)
- Click “use template”, and choose your content
- Click on the first clip, then click “crop”. This will allow you to scroll the video, and choose what part of the video you want shown
- Repeat as needed
- Change text or audio as needed

### USING TRENDING AUDIOS

- Screen record the audio, and save it
- In CapCut, add your content, then click Audio -> Extract -> then click the screen recorded video
- Line up your content to match the audio
- In Instagram, upload video, edit, click “tap to add audio”
- Find your saved sound
- Add to video, scroll the sound to line it up, turn song volume down
- Post!

### FINAL STEPS

- Add a caption
- Location
- Tag/Collaboration



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