

MARKETING MEETING

MARCH 25TH

CREATING REELS & USING CAPCUT

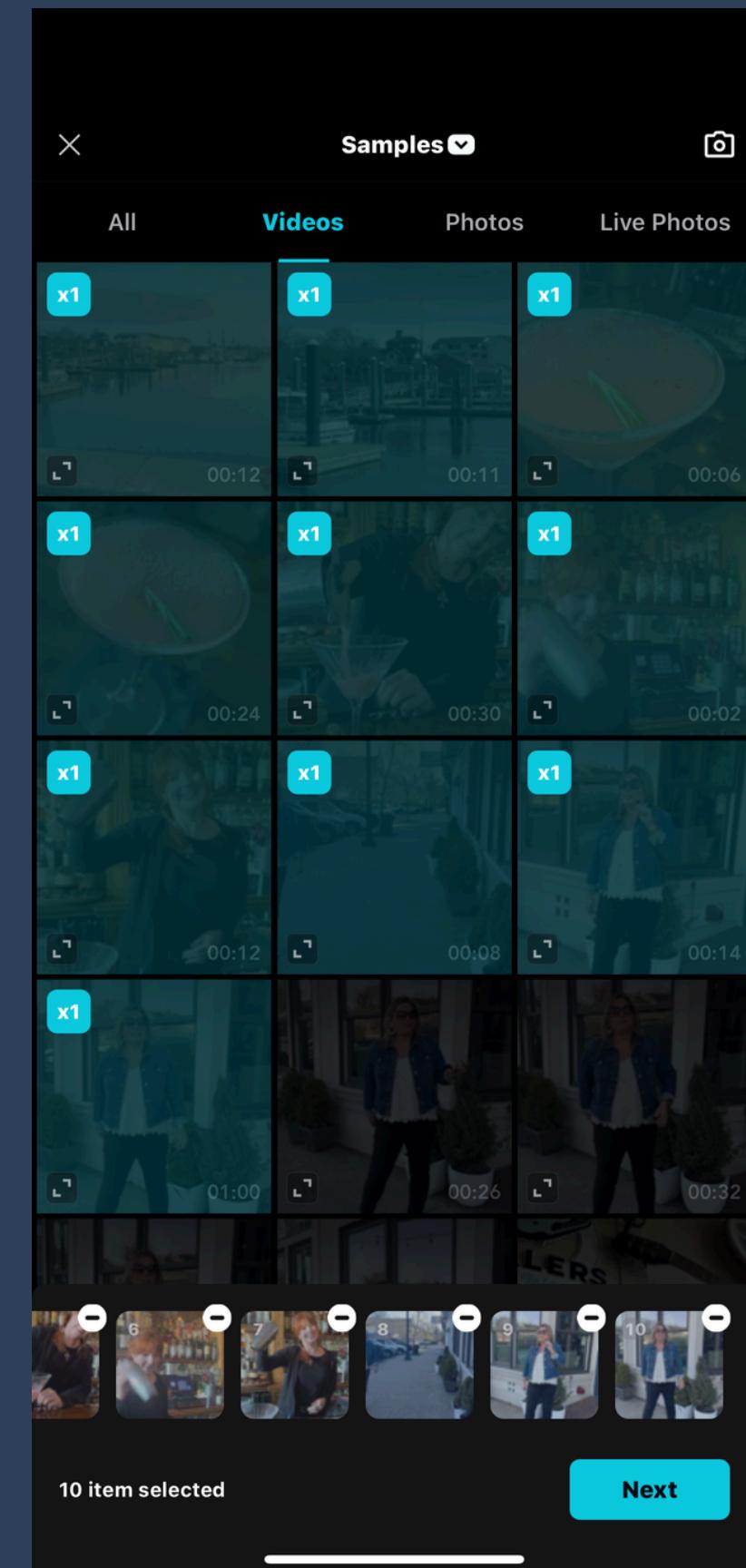
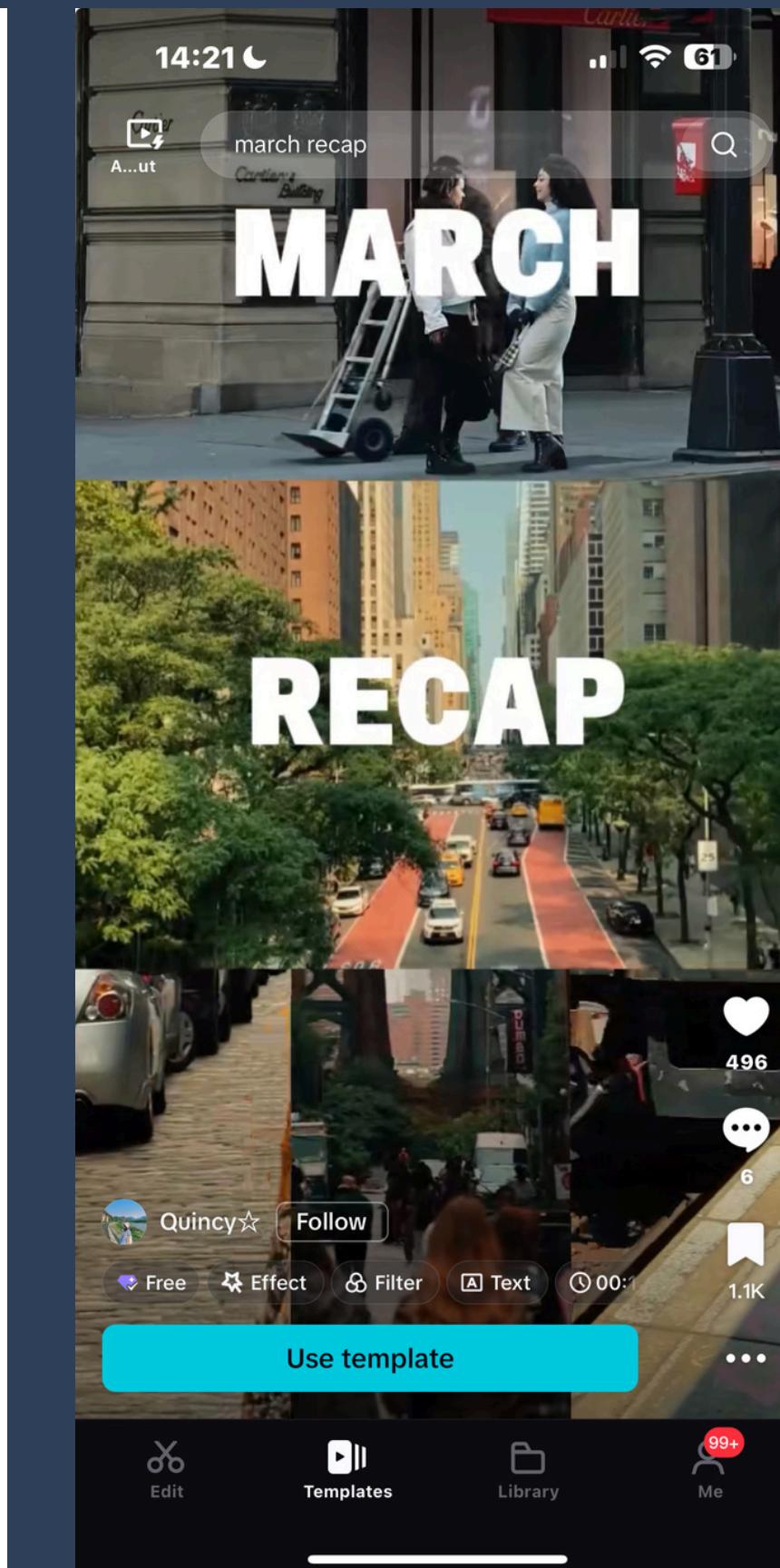
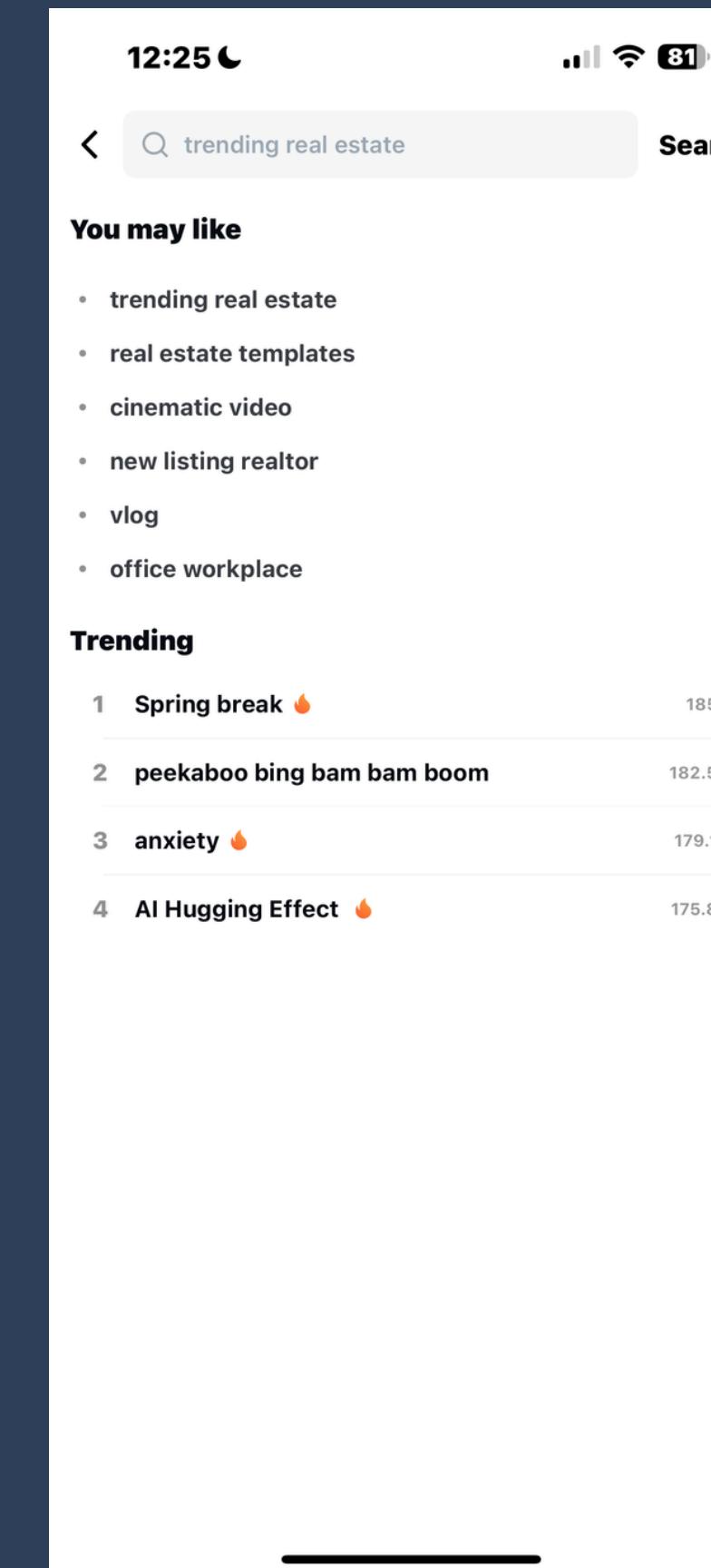
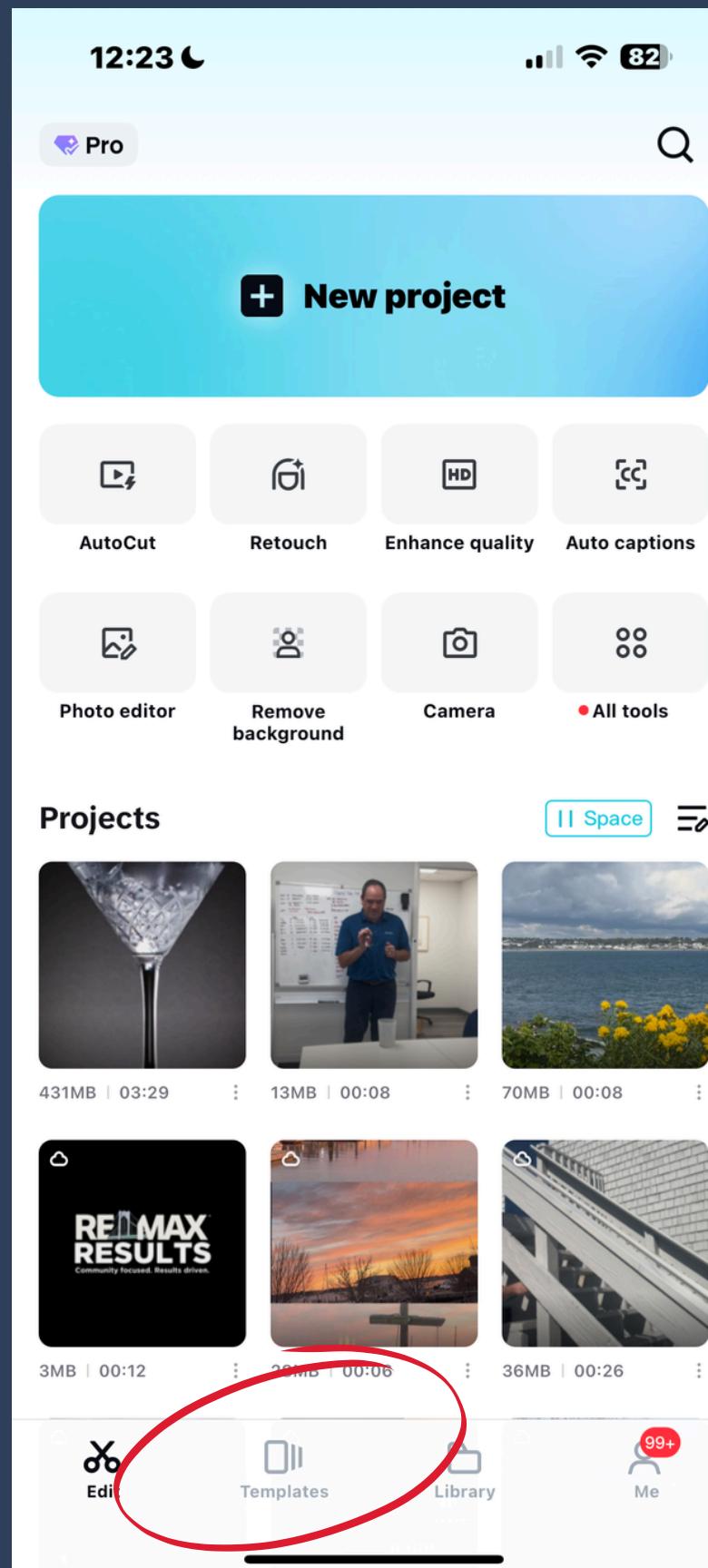
AGENDA

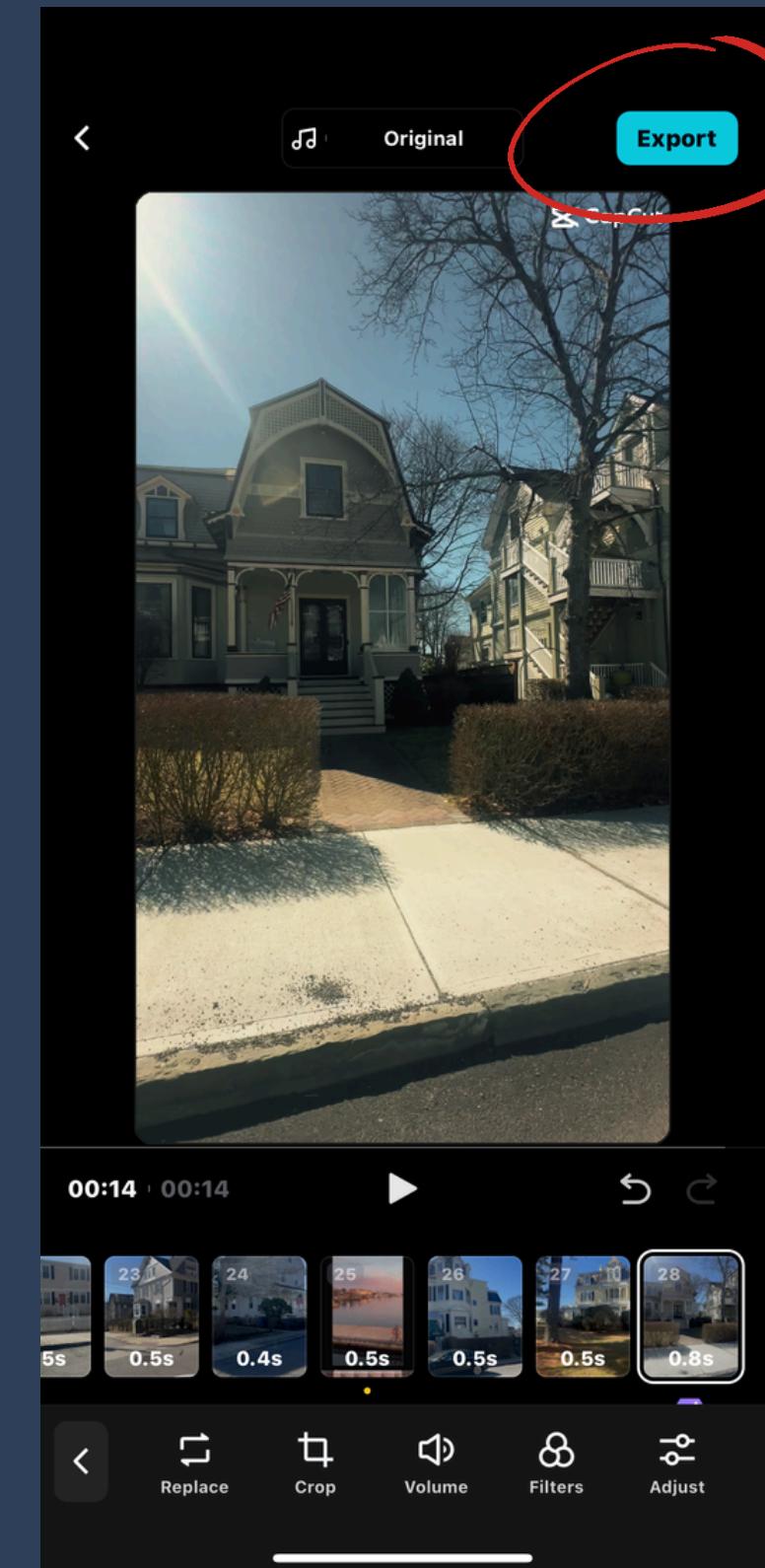
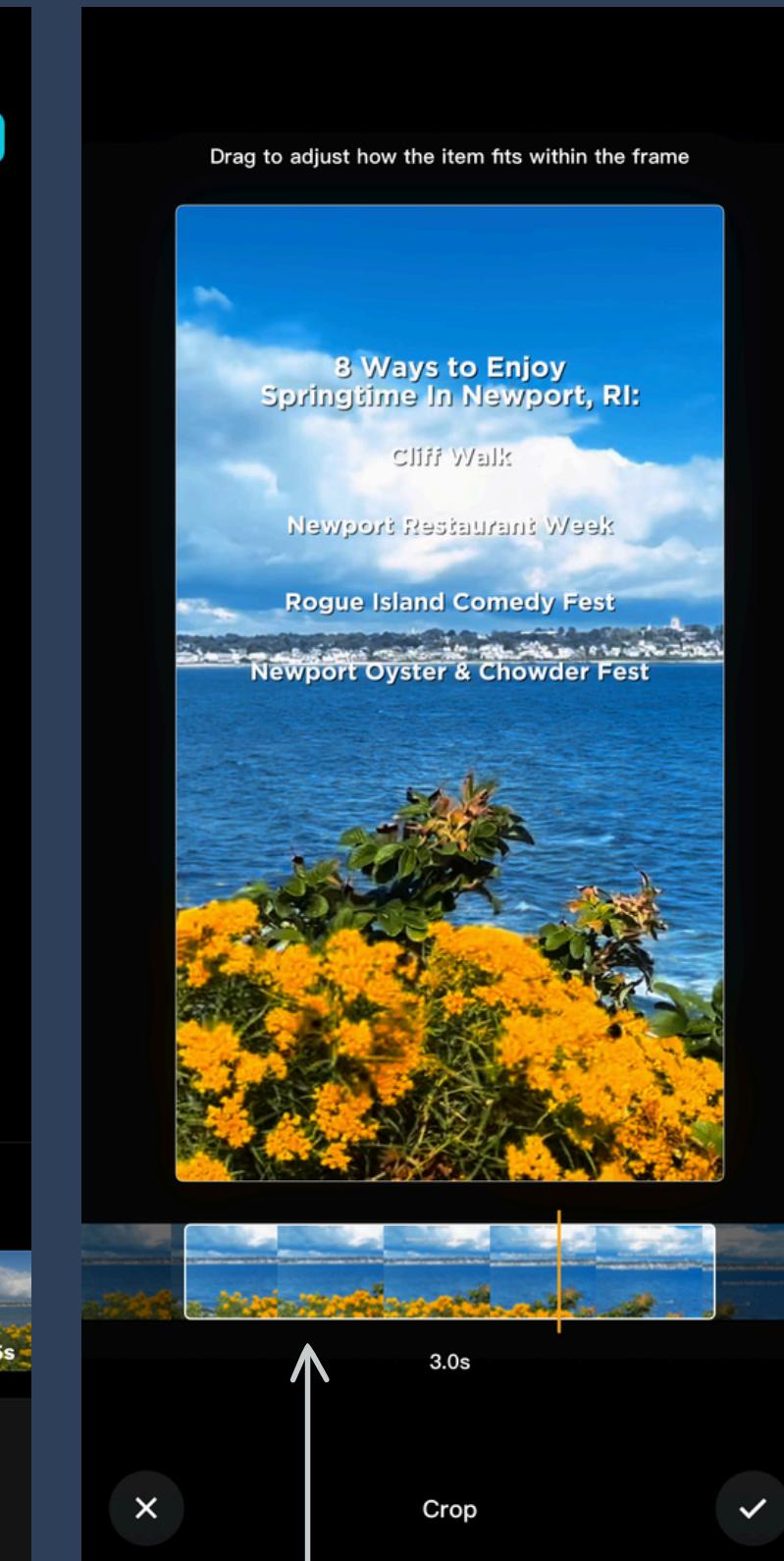
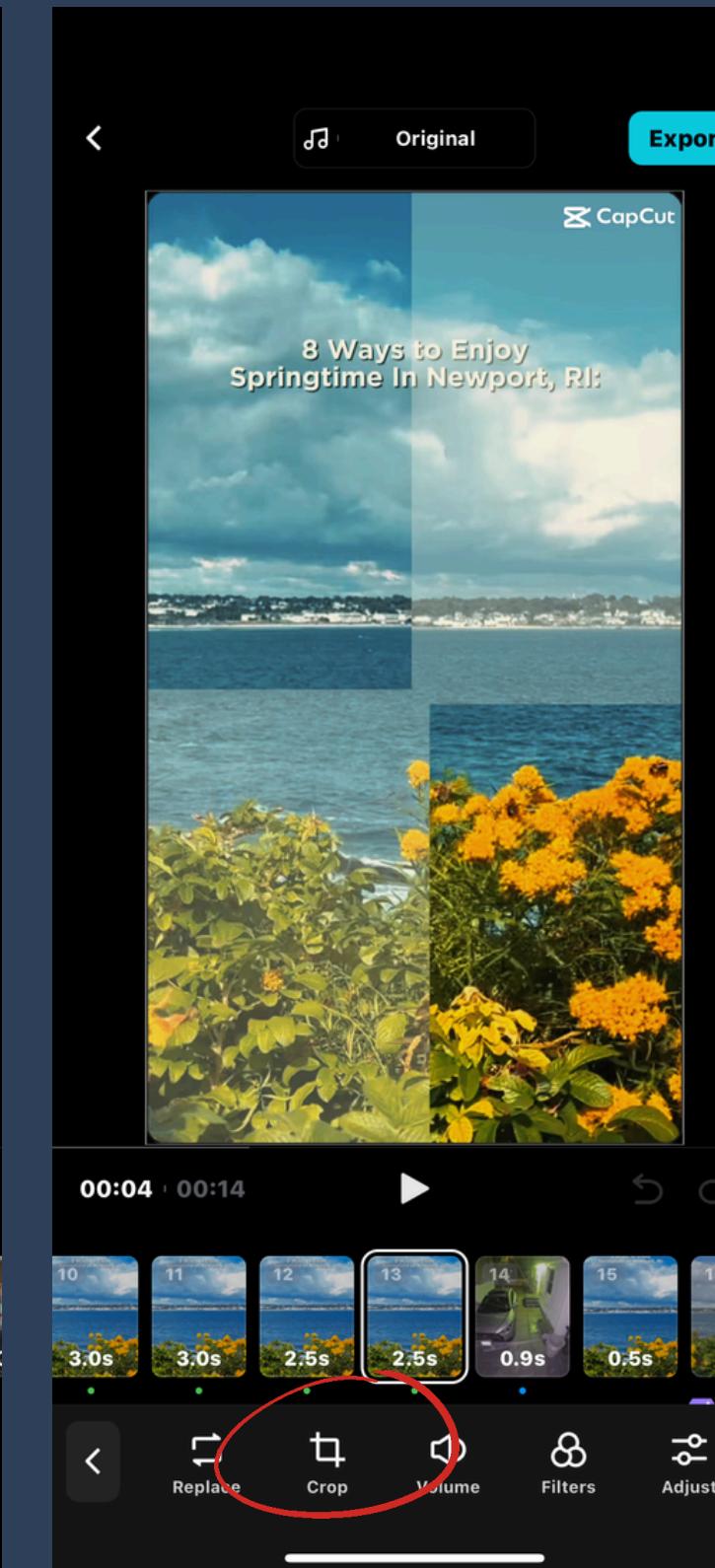
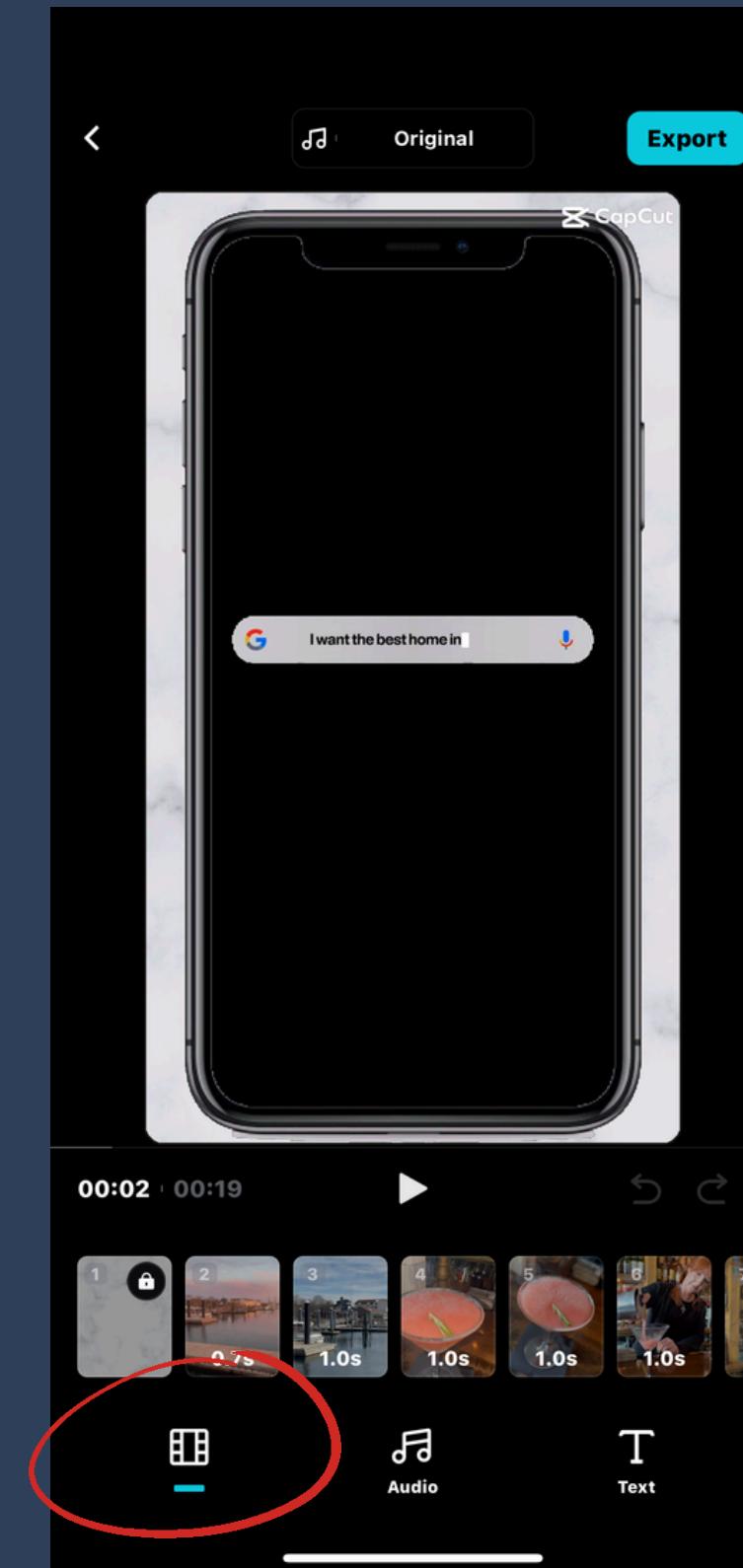
- Creating Templates
- Creating Reels

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.



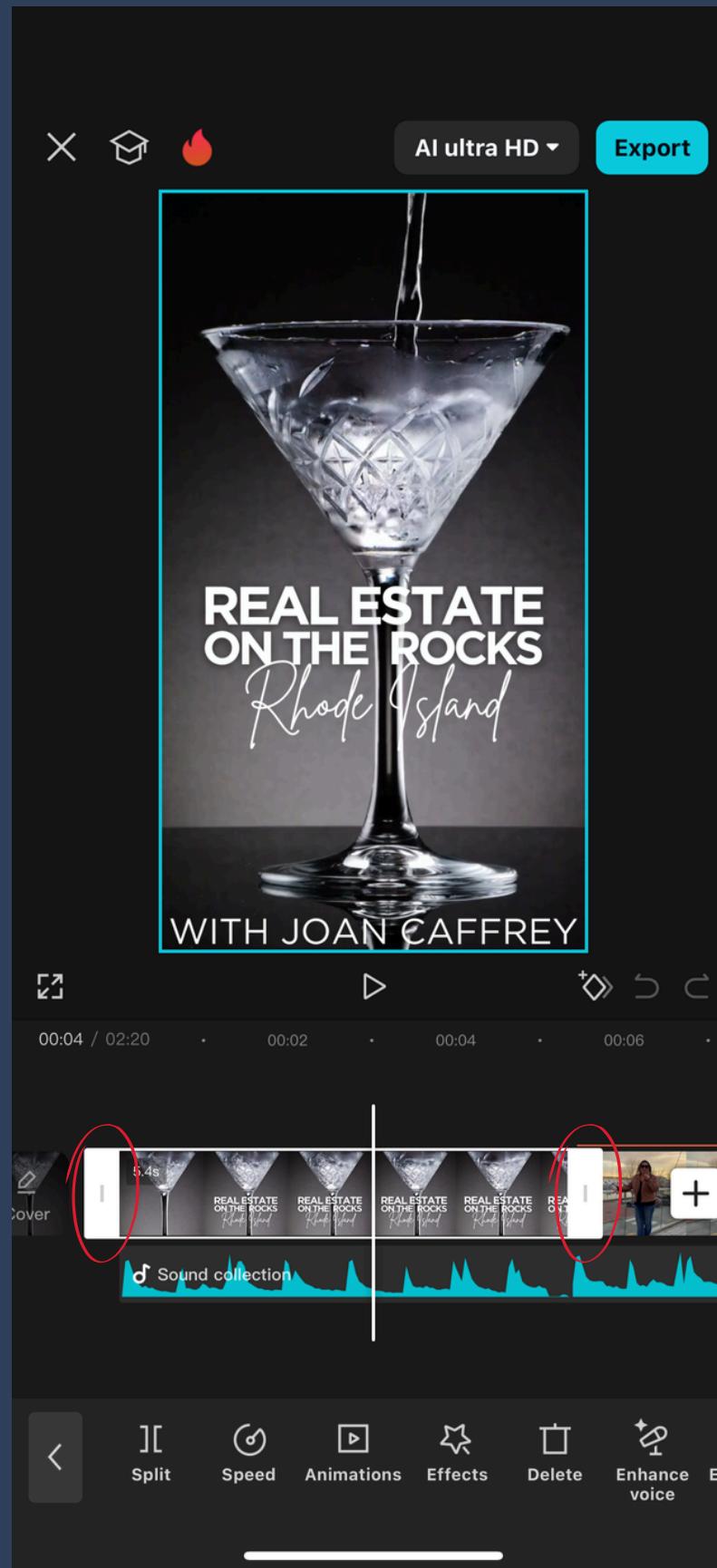


CREATING REELS

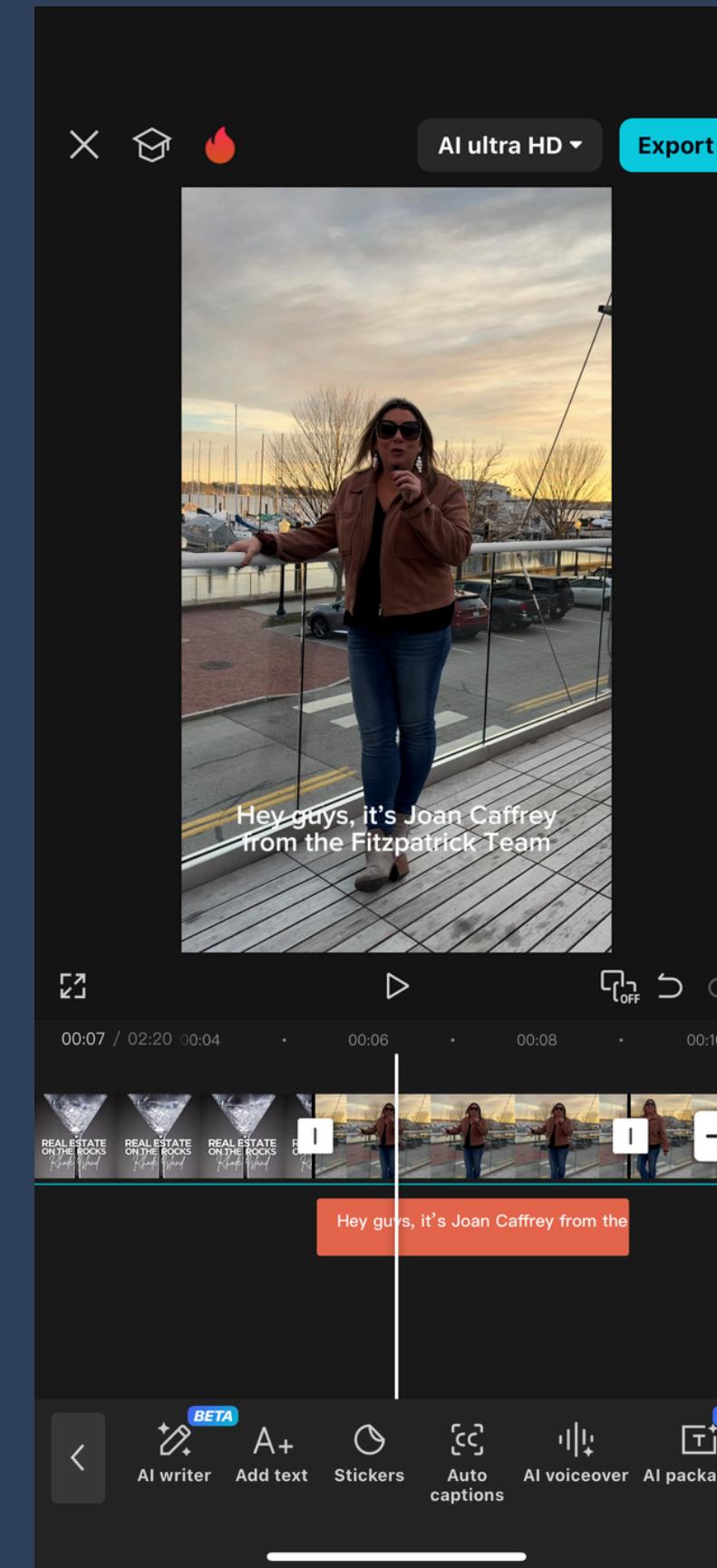
- Instagram, CapCut, any other app
- Choose content that you want to include in your video
- Click “aspect” and choose 9:16
- Drag beginning/end of the video to crop it
- Choose an audio
- Add text
 - Repeat click and drag for when you want text to show up

EXTRA DETAILS

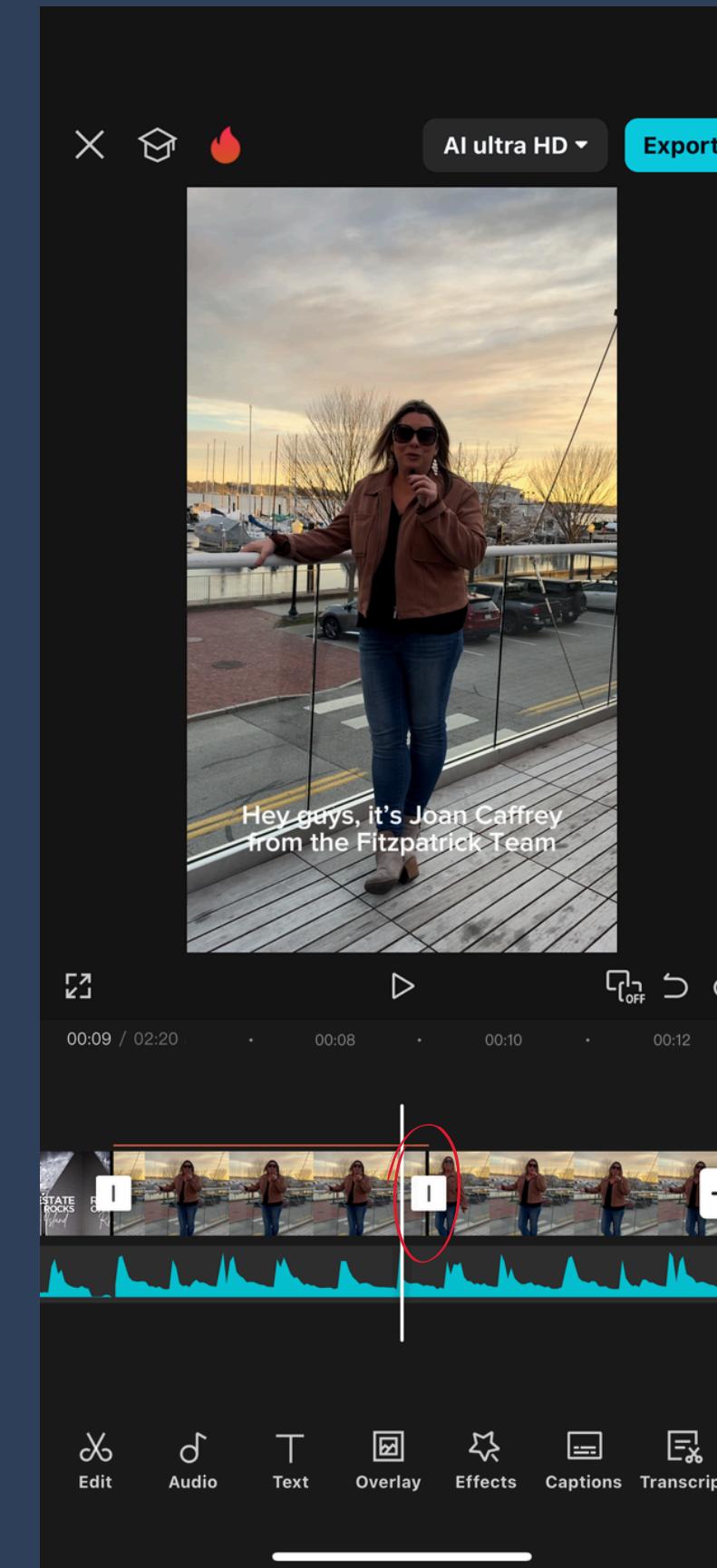
- Transitions
- Effects
- Closed captions*



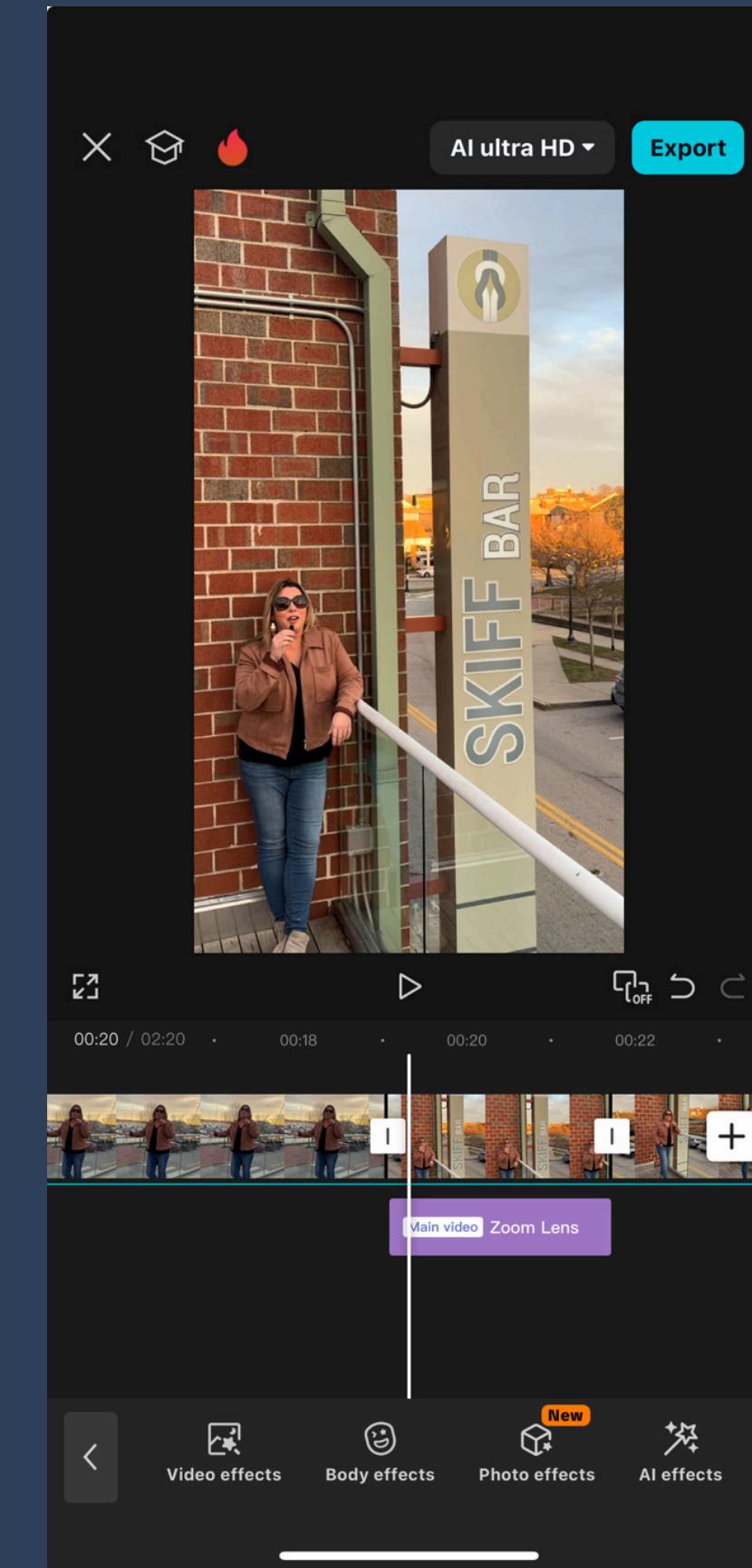
crop video



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, the 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, the 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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