Be Reels: How to Create Short-Form Content

*Instructor: Cale McCall,* [*Cale.McCall@nreca.coop*](mailto:Cale.McCall@nreca.coop)

Learning Objectives:

From BeReal to Instagram Reels, short-form content has been dubbed the most popular and effective social media format for 2023. In this webinar, you'll learn what short-form content is, why it's important, and how to use it to gain members' attention.

Key Takeaways:

1. **What is short-form content?**
   1. Content is “bite-sized” and easy to consume.
   2. Short-form video is the most popular and effective social media content format.
   3. Social media platforms are creating spaces for the format to thrive.
2. **Why is the new format so popular?** 
   1. Compared to traditional video content, short-form productions costs are lower and can be created by someone with almost any level of experience.
   2. The format allows for universal engagement with the inclusion of closed captioning and graphics on screen.
   3. Social algorithms are prioritizing the content, leading to more impressions and engagements.
3. **Going behind the strategy.** 
   1. Users are craving authentic moments with brands and creators, and short-form content allows for a “behind-the-scenes” look into people’s lives and brand operations.
   2. Detailed algorithms allow for content to be tailored to the user, increasing the time they spend on the platform.
4. **Lights, camera, action!** 
   1. You can reformat almost any type of content into short-form content. Popular content includes:
      1. Informational videos (how power gets to you, capital credits, etc.)
      2. Popular trends (take a look at Reels and see what you can create)
   2. Use assets you already have to create videos. For example, take a text post and turn it into a Reel using [Canva](http://www.canva.com/) or [Adobe Express](https://www.adobe.com/express/).
   3. Use tools like [CapCut](https://www.capcut.com/) to help make your videos using templates already available to you. It’s as easy as point, click, upload!

Notes:

Helpful Resources:

* [Why Short-Form Content Is Taking Over.](https://spliceapp.com/blog/why-short-form-video-content-is-taking-over-social-media/)
* [11 Social Media Trends for 2023](https://blog.hootsuite.com/social-media-trends/?utm_campaign=selfserve-tier_1_campaigns-social_trends_2023-glo-none---2023TrendsBlogPromo_VarA----q1_2023&utm_source=blog&utm_medium=email&utm_content=&mkt_tok=NDA3LU9ZWi00ODIAAAGJXpfRWllPwz5EvmaQ0_ROSDCDNIjzGyMReKp1wbnpYQShEHAA1BcfjZqoR1uLNaVj38AkN7sc_lLcg7Tmxbdvx6kB5T3est_ABCHl3BBtpTMyDpPZSbr9ZlKp9g#5_LinkedIn_will_be_about_much_more_than_jobs)
* [Instagram Reel: Content Ideas](https://sproutsocial.com/insights/instagram-reel-ideas/)
* [Content Trends for 2023](https://sproutsocial.com/insights/social-media-trends/)