

20 Reel Ideas to Build Brand Identity & Attract Your Community

BTS (Behind-The-Scenes)

- BTS 1: Walk around your work space, and give a wave to your team! If you work alone, don't worry. I do too. Instead, you can give your audience a tour around your work space, including some of your personal touches and/or some of your favorite things about the space.
- BTS 2: Show the process of creating a product or completing a service for a customer/client. These types of Reels are all the rage for makers of all kinds, hairstylists and makeup artists, chefs and cocktail connoisseurs, etc.
- BTS 3: Show the process of packaging a product, receiving deliveries or really anything that you do for your business on a regular basis. Find fun and beauty in the tasks you find most mundane!
- BTS 4: Talk about your interests outside of your work. Big foodie? Share a restaurant recommendation. Animal lover? Share a video of your pet! Film expert? Talk about what you're watching right now.
- BTS 5: Show your audience setup for an event, lead up to a product launch or maybe even the process of renovating your work space. Anything exciting that happens to you or your business is worth sharing and celebrating.

Tips/Advice

- Tips/Advice 1: Explain three things you wish you knew when you started your business.
- Tips/Advice 2: Highlight three or more interesting aspects of a product/service to intrigue your audience.
- Tips/Advice 3: Debunk a common misconception about your industry or a product/service you offer.
- Tips/Advice 4: Have two or more products/services that are similar? Explain the differences to help guide your audience in their purchasing decisions.
- Tips/Advice 5: Explain three or more reasons why someone needs your product/service.

Bloopers/Entertainment

- Bloopers/Entertainment 1: Share bloopers from making Reels. We all mess up, so don't be afraid to share some funny moments where filming a Reel doesn't go as planned. For a few examples, some things that happen to me regularly are: my phone moving or falling over while I'm filming, messing up a lip sync and forgetting to set a timer before I start filming.
- Bloopers/Entertainment 2 (More or less, a continuation of Bloopers/Entertainment 1): Laugh off your mistakes. We're all human, and sharing the moments where you make a mistake are important in making you and your business more relatable to your audience. This type of Reel can extend from your personal life into your business as well. Maybe your dog tore up the new bed you just got them; instead of getting mad, laugh it off by making a funny video. Spill a cup of coffee all over your work space? Film a quick video of your reaction before cleaning up.
- Bloopers/Entertainment 3: Share some weird/unique things in your work space. Have some fun items on your desk, some quirky art or maybe just a cool collection of mugs you use? Share it!
- Bloopers/Entertainment 4: Have some fun with one-liners or jokes that you think are funny. Go up to your employees, friends, partners, etc. and film their reaction to something unexpected or a joke.
- Bloopers/Entertainment 5: First, show the final result of a brand video, product photography, etc. Then, show a funny moment or two from behind the scenes. This could be something as simple as you in a funny position trying to get the perfect shot.

Community Testimonials/Success Stories

- Community Testimonials/Success Stories 1: Get a really great Yelp or Google Review? Take a screenshot, add that screenshot over the top of a photo and share that as a Reel.
- Community Testimonials/Success Stories 2: Customer or client send you a sweet note or email? Take a video, screenshot or record yourself reading the message out loud with images or videos of the work you did for that customer or client.
- Community Testimonials/Success Stories 3: Celebrate your wins. From new business cards to your business anniversary, share your success no matter how big or small.
- Community Testimonials/Success Stories 4: Finish a longer project for a client or customer? Share a bit of the process and final result of your work.
- Community Testimonials/Success Stories 5: Collaborate with other brands on the regular? Support one another by sharing the experience of working together.