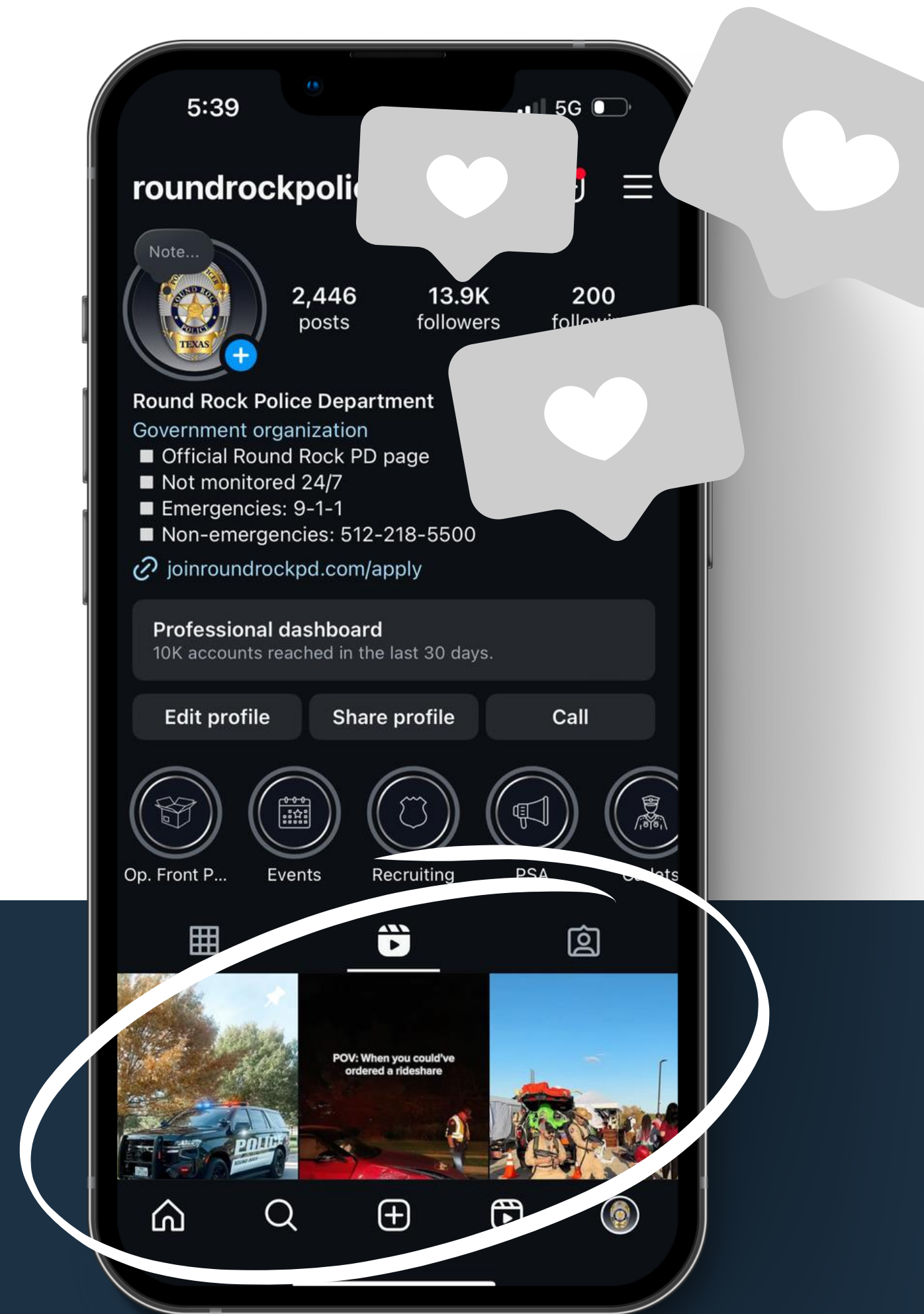


A REEL STRATEGY

Melanie Forcier
Public Information Officer
Round Rock Police Department



INTRO

- **Public Information Officer**, Round Rock Police Department
- **Former PIO**, West Lake Hills Police Department
- Over 5 years of experience in government communications.
- Expertise in strategic communication, social media strategy, marketing, and branding.



Q: What is the average social media user's attention span for **video content**?

2 SECONDS

TAILOR YOUR CONTENT

SHORT-FORM VIDEO

- ✓ SOCIAL MEDIA CAMPAIGNS
- ✓ PROGRAM LAUNCHES
- ✓ COMMUNITY EVENTS
- ✓ BTS, PSA'S, TRENDY CONTENT

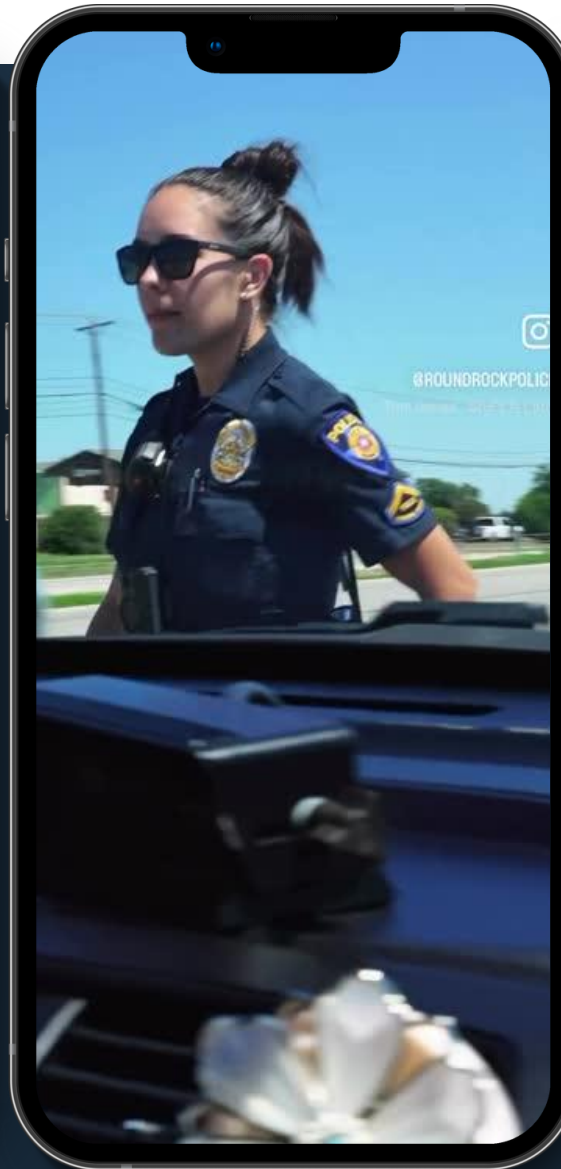
LONG-FORM VIDEO

- ✓ STORYTELLING
- ✓ DEPARTMENT INITIATIVES
- ✓ EDUCATIONAL CONTENT
- ✓ INTERVIEWS/Q&A SESSIONS

EXAMPLES



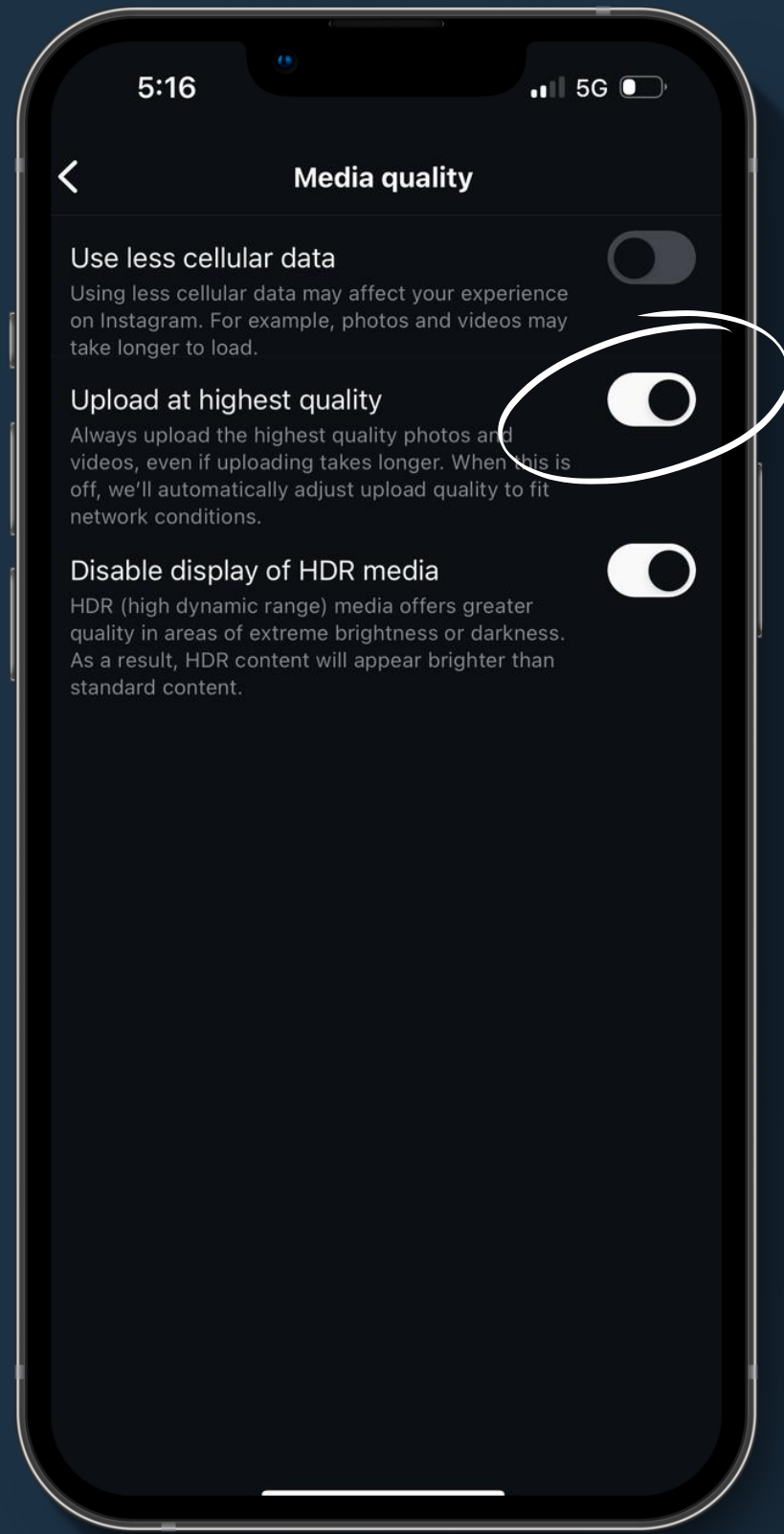
PSA's



BTS



TRENDY CONTENT



EQUIPMENT, TOOLS, & SETTINGS

- iPhone 15 Pro
- CapCut
- **iPhone Video Settings:** 4k, 60fps
- **Upload Settings:** 1080p, 60fps
- **Social Media Settings:** Upload at highest quality
- **Gimbal:** DJI OSMO Mobile 6

UNDERSTANDING THE ALGORITHM

- **7 to 15** seconds is the ideal length for Reels to maximize engagement and algorithm favorability.
- Prioritize trending sounds and effects.
- Keep up with the latest trends so your content resonates with current conversations.
- Use descriptions and closed captions.

YOUR HOOK MATTERS!

Instagram prioritizes high-quality encoding for videos that receive more views.

- Adam Mosseri, Instagram CEO

EXAMPLES OF CREATIVE HOOKS



TRANSITIONS

REEL TIPS

- Use **engaging** transitions.
- Keep it **short and sweet**—don't overthink it.
- Use current **social media trends** to inspire new content.
- When shooting in landscape, keep in mind vertical dimensions. Work **SMARTER**, not **HARDER**.
- Never stop **learning!**

THANK YOU!

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