

BEING SOCIAL WITH STACIE J'S

101 reel ideas for your business



TO GET YOUR BUSINESS SEEN
(AND TO HAVE FUN)

BEING SOCIAL WITH STACIE J



A TIP FOR ADDING MUSIC TO YOUR REELS

I like to do “audio research” to find audio or music that I like for reels.

I will scroll through reels and save audios as I go along.
Doing this also may help spark reel ideas for you!

When it comes to adding these saved audios to your reels, you can find these in the music section when you’re adding music to your reels, towards the top there is a “saved” option to click on.

You’ll find your saved audios/music here!

WELCOME

This is a question that may come up if you are super new to reels.. “How am I supposed to make these?!”

Yes, the ideas are right here in front of you, but what kind of videos should I be using for these reels?

Some of these will be you talking to the camera, and some of these reel ideas, you’ll need video for background footage and you’ll rely more on a text overlay to bring value from the reel or to share what the reel is about.

The video for this is called “b-roll” footage. For reels, this is footage of you doing random things throughout your day, some work-related and some not.

Examples of b-roll footage:

You at your computer

On a walk (just your feet or set your camera up)

You working on marketing content

You filling out paperwork

Making lunch

Really anything!

You can check out my IG - Being Social with Stacie J to see how I use b-roll footage for my reels!

All of this is a practice, so the more you do it the easier it gets.

THE IDEAS

My intent with this list of 101 reel ideas, is for you to be able to use the idea exactly how it is or for it to spark an idea for something similar. You may find reels to be time-consuming and difficult as you get started, but believe me, it gets easier and faster the more you do these.

A reminder to bring value to your audience with your reels in the form of education or entertainment... and have fun!

1. Behind-the-scenes footage of your workspace/office/store
2. A day in the life of an employee
3. Product tutorials or demonstrations
4. Meet the team: Introduce your staff members
5. Customer testimonials and success stories
6. Seasonal promotions and offers
7. Highlights from an event or conference
8. Q&A session with your audience
9. Sneak peeks of upcoming product launches
10. Fun office challenges or competitions
11. Tips and tricks related to your industry/business
12. Celebrate your business anniversary
13. Showcasing your company culture - bts, team chatting, working
14. Interviews with industry experts
15. Show appreciation to your customers - b-roll footage w/text overlay
16. Share a funny or interesting industry-related meme or joke
17. Showcase your community involvement or philanthropic efforts
18. Share a book or podcast recommendation
19. Address common customer questions or concerns
20. Share an inspiring quote related to your industry
21. Highlight a customer of the month or week
22. Feature a local business or partner
23. Share a productivity or time-saving tip
24. Share a client win from the week
25. Launch a social media contest or giveaway
26. Celebrate a milestone or achievement
27. Share your work-from-home setup
28. Provide a tutorial on using your product or service
29. Share a throwback photo or video related to your business
30. Share a funny blooper or outtake from a previous video

31. Take your audience on a virtual tour of your business space/location
32. Share a surprising or lesser-known fact about your industry
33. Celebrate a national holiday or observance related to your business
34. Create a time-lapse video of a project or process
35. Share a client success story
36. Offer a sneak peek of an upcoming sale or discount
37. Ask your audience for their opinion on a new product or service
38. Show your team participating in team-building activities
39. Share tips for work-life balance
40. Feature a client/customer using your product or service (UGC content!)
41. Share an interesting statistic or data point related to your industry
42. Take your audience on a virtual tour of your favorite local businesses
43. Share a customer review or testimonial
44. Create a stop-motion video showcasing your product
45. Share a before and after transformation of a project or space
46. Create a how-to video related to your services/business/products
47. Highlight a local nonprofit or charity organization you support
48. Share industry trends and predictions
49. Offer a limited-time flash sale or promotion
50. Share your favorite productivity app or tool
51. Showcase your eco-friendly or sustainable practices
52. Share a customer spotlight - highlight a loyal customer and their story
53. Create a video answering frequently asked questions
54. Share a step-by-step tutorial or DIY project
55. Offer exclusive discounts or freebies to your social media followers
56. Share a customer/client unboxing experience
57. Show your team participating in a community service project
58. Share a virtual cooking recipe or DIY tutorial
59. Take your audience behind the scenes of a photoshoot or video production
60. Showcase your office pet or mascot
61. Share a customer-generated content or user-generated review
62. Celebrate a team member's birthday or work anniversary
63. Share a success story of how your product or service has helped a customer
64. Offer tips for professional or personal development
65. Announce a new partnership or collaboration

66. Highlight your company's values and mission
67. Share a customer poll or survey to gather feedback
68. Create a mini-documentary about your business journey
69. Offer a tutorial on using a specific feature of your product
70. Share a time-lapse video of an event setup or teardown
71. Reveal the inspiration behind your brand or company name
72. Share a personal story related to your business
73. Showcase your company's awards or recognition
74. Share a tour of your product development or manufacturing process
75. Showcase your top-selling products or services
76. Share a team member spotlight or employee interview
77. Offer tips for staying motivated and productive at work
78. Share a customer photo contest and encourage user-generated content
79. Celebrate a national day related to your industry
80. Create a video demonstrating unique ways to use your product
81. Share customer before and after photos
82. Offer a virtual workshop or training session
83. Share a customer testimonial in video format
84. Showcase a product makeover or rebranding process
85. Provide a sneak peek of a new product packaging design
86. Share a time-limited discount code for your audience
87. Offer tips for overcoming common challenges in your industry
88. Share a fun fact or historical tidbit about your business
89. Create a poll or survey to gather feedback on future product ideas
90. Share a gratitude post expressing appreciation for your customers
91. Showcase the process of creating a custom or personalized product
92. Share a before and after makeover of a client's space or appearance
93. Offer a virtual masterclass or tutorial session
94. Host a virtual event or webinar and promote it through reels
95. Share a customer success story in a series of reels
96. Create a "day in the life" series featuring different team members
97. Offer a virtual consultation or demo of your product or service
98. Showcase a new product prototype or concept
99. Share a step-by-step guide on using your product or service
100. Create a time-lapse video of your team collaborating on a project
101. Share a compilation of customer reviews and testimonials

I CAN'T WAIT TO SEE WHAT YOU CREATE!

Random Reels Tips:

- Throughout your day, make small recordings that you can use for future B-roll footage. It is SUCH A GOOD feeling to just have a bunch of b-roll footage recorded and ready to use when needed! I also like to mash 3-4 of them together for reels.
- Batch creating and saving your reels in IG: I've noticed on my account, that if I save them in IG, they either disappear entirely after a while or if I add text overlay, that also disappears. They just get messed up. Now what I do, if I still want to batch create a bunch, I may still use IG to create them, but I will save them to my phone (there's a save option as you are creating in IG) and manually post at a later time. Keep notes of what audio you use for each one because typically the audio doesn't stay when you save a reel. You can create a Canva doc to save all of your captions for easier creation.
- If it's a trending talking audio (ex.movie lines, tv show lines, etc.) When recording, put the speed to 2x. It will go slower so it makes it easier for you to "mouth" the lines
- Take note of the reels that you are drawn to. What are they doing that is keeping you interested and is it something you can do for your own reels?
- You don't have to do every single trend. Only do the trends if it's appropriate for your business and within your brand personality/voice.
- Use CapCut to get the fun movie/celebrity/scene templates. I have NO idea what these are called. The NEW gifs?! haha. You can get the audio in CapCut as well. Think the "Makeba" trend with Bill Hader in the "box"
- Use InShot for easy video editing
- Follow me for all the reel ideas and post ideas for your business 🙏