

# FREE HOTEL REELS GUIDE

The simplest way for hotels to create social content that actually drives bookings.

*By MUOB - Done-for-you video content for hotels & B&Bs*

## Why Reels Matter

If you're not posting short-form video content, you're already behind.

Whether it's Instagram Reels or TikTok, this is where your future guests are hanging out. They're scrolling videos long before they ever search Booking.com. And what they see - or don't see - can make or break their decision.

The good news? You don't need to be a videographer. You just need the right ideas and a bit of consistency. This guide will show you exactly what to post - and how to make it easy.

## Section 1: Reels That Actually Work

These are the exact types of videos we see driving the most bookings - not just views.

They're:

- Fast to make
- Easy to film (or reuse old footage)
- Require no speaking
- Only need simple B-roll + text

The format that works:

- Aesthetic B-roll
- Overlay text using TikTok/CapCut font
- Current trending audio
- Short clips: 2-5 seconds each
- 6-10 clips total

Text Overlay Ideas:

For showcasing the stay:

- 'POV: you wake up here tomorrow'
- 'Everything you need for a quiet escape'
- 'The kind of place that makes you cancel your other plans'
- 'Why book a chain when you can stay here?'
- 'This is your sign to take a break'

For romance or couples:

- 'Date night getaway idea '
- 'Cosy spots for two'
- 'She said this was her favourite trip ever'

For the vibe:

- 'Underrated stay in [location]'
- 'Hidden gem alert'
- 'Feels like a movie'

For unique features:

- 'Room with a view >>>'
- '5-star breakfast at a 3-star price'

For last-minute bookings:

- 'Available this weekend '
- 'You could be here by Friday'

How to Find Trending Sounds:

On TikTok:

1. Scroll your FYP - if you hear the same sound 3+ times in 10 minutes, it's trending.
2. Tap the sound -> Save it -> Use it in your video.
3. Look for calm or aesthetic audio - not just comedy sounds.

On Instagram:

1. Look for the arrow next to the sound name.

2. Save and reuse in Reels editor or CapCut.

Editing Tips:

- Keep clips longer than 2 seconds, shorter than 5.
- 6-10 clips is ideal.
- Clean cuts, no transitions needed.
- Add text after selecting music so it fits the beat.
- One short overlay message per video.

Want us to make these for you?

Send us your B-roll once per month - we'll turn it into scroll-stopping content with proven overlays and trending sounds.

Book: [calendly.com/contact-muobsocial/30min](https://calendly.com/contact-muobsocial/30min)

Email: [contact@muobsocial.com](mailto:contact@muobsocial.com)

## **Section 2: How to Film on Your Phone**

You don't need a professional camera. Your phone is more than enough if you know how to use it right.

Here are 5 quick tips to make sure your footage looks clean and professional:

1. Clean your lens Sounds obvious, but it's a game-changer.
2. Always film vertically Reels and TikToks are made for 9:16.
3. Use natural light Film near windows or outdoors when possible.
4. Don't zoom Walk closer instead. Digital zoom ruins quality.
5. Keep the camera steady Use a tripod or lean against something.

Bonus Tips:

- Shoot long clips: 25 seconds long and cut down to 2-5s long
- Avoid fast movements unless intentional
- Keep entire edited video between 15-30s

- Try a mix of wide shots, close-ups, and slow pans

This makes it easier to cut together a smooth and engaging video.

Want to go pro? We can send a professional videographer to your property to film all your content in one day.

Email us: [contact@muobsocial.com](mailto:contact@muobsocial.com)

Or book a call: [calendly.com/contact-muobsocial/30min](https://calendly.com/contact-muobsocial/30min)

## Section 3: Posting Strategy

If you're only posting once in a while, you're missing out. Consistency is what gets results.

Heres what we recommend:

Minimum:

- Post 3x per week on both TikTok and Instagram Reels

Ideal:

- Post daily (or at least 5x per week) to build momentum

Where to Post:

- Instagram Reels
- TikTok
- Optional: Facebook Reels and YouTube Shorts (same video works)

How to Schedule Efficiently:

- Use Meta Business Suite to schedule posts to Instagram and Facebook
- For TikTok: upload the video in advance and save as a draft or set to 'Private'
- When your scheduled Instagram post goes live, manually publish the TikTok draft to match timing

Tips:

- Keep posting even if your first few don't go viral it builds trust and reach over time
- Use your best-performing videos again every few weeks (reposting works!)
- Aim for consistency over perfection

Want a system that handles all of this for you?

We can create, schedule, and manage your entire video strategy for Instagram and TikTok all you have to do is send footage once a month (or let us come film it for you).

Book your free strategy call at [calendly.com/contact-muobsocial/30min](https://calendly.com/contact-muobsocial/30min)

Or email [contact@muobsocial.com](mailto:contact@muobsocial.com)

## Section 4: Tools We Recommend

You don't need a huge tech stack just a few simple tools that make filming, editing, and posting easier.

Here's what we actually use and recommend to hotels:

### 1. CapCut (Free)

- Easy-to-use video editing app
- Add text overlays, trim clips, and match video to audio
- Available on desktop and mobile

### 2. Meta Business Suite (Free)

- Schedule Instagram and Facebook Reels in advance
- Monitor engagement and replies from one place

### 3. TikTok App

- Upload drafts and schedule with reminders
- Use trending sounds directly in the app

#### 4. Notes App or Google Sheets

- Keep a running list of content ideas
- Store your captions, hashtags, and publishing times

#### 5. MUOB (Thats us)

- We handle everything for you: filming, editing, posting, and reporting
- Want us to take over? Just send your footage once a month or let us come film on-site

Let us take this off your plate. Book a call or drop us an email:

Book: [calendly.com/contact-muobsocial/30min](https://calendly.com/contact-muobsocial/30min)

Email: [contact@muobsocial.com](mailto:contact@muobsocial.com)

## Section 5: Want It Done For You?

If you dont want to film, edit, schedule, or manage social media at all well do it for you.

Heres how it works:

#### Option 1: Send Us Footage Once a Month

- Well give you a shot list and filming guide
- You send over the clips
- We edit everything, post it, and track performance

#### Option 2: We Come to You and Film On-Site

- One of our professional videographers comes to your property
- We capture all the B-roll you need in a single day
- Then we turn it into daily content that books rooms

Either way, you get:

- Reels that actually perform
- A consistent online presence
- More time to focus on your guests

### Next Step:

Lets jump on a quick, no-pressure 30-minute call. Well:

- Review your current content
- Show you whats working for other hotels
- Map out a custom strategy for your property

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