

## BRAINSTROMING


Date	OCTOBER 2023
Brand Name	Morning Lust (Coffee Brand)
Project Name	Create an Instagram reel for your business brand and promote it attract a minimum of 100 likes

## Brainstorm & Idea Prioritization:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions




### Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template




# Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.


-  10 minutes to prepare
-  1 hour to collaborate
-  2-8 people recommended

---



## Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

**Team gathering**  
 Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

**Set the goal**  
 Think about the problem you'll be focusing on solving in the brainstorming session.


C

**Learn how to use the facilitation tools**  
 Use the Facilitation Superpowers to run a happy and productive session.  
  
[Open article !\[\]\(28f7b67b913f581c6c661197e3f0621b\_img.jpg\)](#)

1


## Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes







### PROBLEM

In the competitive landscape of social media, achieving engagement targets, especially on Instagram Reels, has become challenging. Many users struggle to attain a minimum of 100 likes on their Reels, hindering their content reach and impact. Addressing this challenge requires strategic content creation and audience engagement techniques to boost likes, ensuring creators can effectively connect with their audience and maximize their content's influence on Instagram.



### Key rules of brainstorming

To run a smooth and productive session

 Stay in topic...   Defer judgment...	 Encourage wild ideas.   Listen to others.   Go for volume.   If possible, be visual.
---	---

## Step- 2: Brainstorm and Idea Listening

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

 10 minutes

#### TIP



You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Person 1

Ensure your Reels content aligns with current trends, popular themes, and hashtags. Research what's trending within your niche and create content that resonates with your target audience

Craft compelling and witty captions that encourage viewers to like, comment, and share your Reels. A clever caption can significantly enhance the overall appeal of your content

#### Person 2

Invest in good quality visuals, clear audio, and creative editing. High-quality production values make your content visually appealing, increasing the likelihood of viewers engaging with your Reels

Maintain a consistent posting schedule to keep your audience engaged. Regular posts create anticipation among your followers, increasing the chances of more likes

#### Person 3

Incorporate interactive elements like polls, quizzes, or challenges within your Reels. Encouraging viewers to participate can boost engagement, leading to more likes

Collaborate with other influencers or creators within your niche. Cross-promotion exposes your content to a wider audience, increasing the likelihood of getting more likes

#### Person 4

Respond promptly to comments and engage with your followers. Building a community fosters loyalty, and engaged followers are more likely to like and share your content

Research and use relevant and trending hashtags in your niche. Hashtags improve the discoverability of your Reels, making it easier for potential viewers to find and like your content

## Step -3: Grouping

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Designate specific days where all group members create collaborative Reels content together. This shared effort can attract a wider audience, increasing the chances of more likes for everyone involved

Organize cross-promotion events where group members promote each other's Reels. This mutual support can lead to increased visibility and engagement, resulting in more likes for everyone's content

Establish a system where group members like and comment on each other's Reels. Genuine engagement from fellow creators can boost the algorithm's visibility, encouraging more likes from the broader Instagram community

Plan theme weeks where all group members create Reels around a specific theme. Coordinated themes create a buzz and attract thematic audiences, increasing the likelihood of likes from interested viewers

Collaboratively create interactive challenges that involve all group members. Encourage followers to participate, like, and share their entries. Interactive challenges enhance engagement and attract more likes as participants invite their networks to view and engage with the content

Host joint live Q&A sessions where group members answer questions from their followers. Engaging live sessions not only boost followers' connection with the creators but also increase Reels visibility, potentially leading to more likes during and after the session

Create comment pods where group members support each other by engaging with Reels' comments. Timely responses and discussions within comments can enhance the post's visibility, attracting more likes from active Instagram users

By engaging in these collaborative activities, the group can collectively increase their Instagram Reels likes, leveraging each other's networks and fostering a supportive community of creators

## Step – 4: Idea Prioritization

4

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



●

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

A

##### Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

##### Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward



##### Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



##### Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



##### Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

[🗨️ Share template feedback](#)