

## Number of Functional Features Included In The Solution

Date	3 November 2023
Team ID	NM2023TMID09738
Project Name	How to create a Reel using Canva

Instagram has tools and features for users to create stunning reels, but if you're looking to stand out, head over to Canva's free Instagram Reels creator.

Take things further by automatically syncing your video to a beat with Beat Sync to highlight peak moments and engage your audience. You'll also love features that'll automate manual editing tasks, like speeding up videos or adding subtitles to make your content more accessible to an array of people.

Juggling several things at the same time? It's challenging to keep track of all the content you publish for yourself, your clients, or your brand. But with our Instagram reel maker, you can bet that, even in a rush, you can still produce multiple high-quality reels.

Make IG reels on-the-go with our mobile app or a laptop. Get your entire team onboard, too. Give them access to your projects, collaborate on the reels, and edit them in real-time. With ready-made templates, music tracks, animations, and a media library of illustrations, graphics, and clips, you can easily make reels in minutes.

Upload your reels as is or tweak them on Canva's AI video editor on our free reel creator before cross-posting. Rest assured that all elements you've added will remain on your layout, even if you change the dimension, scale, or file format. Additionally, you have the option to download the reel and post it manually or share it on several platforms directly from Canva's reel editor.

So you've seen Reels take over Instagram and you're wondering what they're all about and how you can get started. The once photo-centric social media platform chased the viral allure of short-form video and seemingly overnight, the infamous Instagram algorithm that dictates who sees what, prioritised Reels.

The subsequent demand on brands, businesses and creators – to shift from creating stunning photos to shooting, editing, exporting and uploading eye-catching videos – left everyone Reeling. Maybe that's how they came up with the name.