



CREATING AHHHH-MAZING VIDEO

PRESENTED BY JULIA CARDAMONE + KELLY MORALES

FITNESS
fernwood®

TODAY WE'LL BE COVERING

- Why you should be creating videos for your club pages
- How to develop content ideas & what to post
- Best practices for creating videos on Instagram Reels & TikTok
- Best practices for capturing video content on your phone
- How you can easily edit and create Instagram Reels



WHY VIDEO?

- Drive brand awareness for your club
- Promote your key services and community in an entertaining, educational & inspiring way
- Showcase your personality and club's welcoming, fun environment
- Easy to grab attention and engage audiences = more likes, more reach



WHAT TO POST?

- Your staff, your members, your club, are content! You are your very own content factory
- It is important to understand when creating video content that we are always selling the Fernwood brand, our community, our members, our member results and our key services (ie; what makes us best place to be)!



@fernwoodcranbourne



@fernwoodmorayfield



@fernwoodcraigieburn



@fernwoodbeverlyhills

WHAT TO POST?

	JUNE	JULY	AUGUST
National Monthly Theme	FIIT30	FIIT30	PT
Important Dates	Queen's Birthday EOFY	Eid al-Adha	
Novelty Dates	National Best Friends Day International Yoga Day	Christmas in July	Friendship Day/Sisters Day National Watermelon Day
Video Content Ideas	Partner Workouts Yoga Poses based on your star sign EOFY sale – club tour	Christmas in July workouts Behind the scenes at our club Meet the team	Watermelon workout challenge Day in the life with 'X' PT Food Recipes



WHAT'S TRENDING?

FILTERS & EFFECTS



SONGS

Lizzo – About Damn Time



Harry Styles – As it was



Willow Smith – Wait a minute



Darcy Stokes - Dancing In The Moonlight

Harry Styles - Music For a Sushi Restaurant

Take My Breath Away (Love Theme from "Top Gun")

Running Up That Hill (A Deal With God)

SOUNDBITES

[Trend: Talented, Brilliant, Incredible.](#) This soundbite from an interview with Lady Gaga and The Hollywood Reporter has been a popular meme for years — and now it's made its way to Reels trending sounds. It's the perfect audio for showing off your PT'S/instructors/members skills and/or your services.



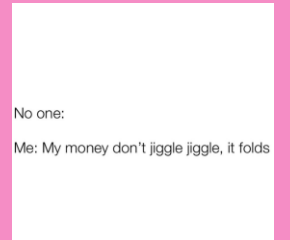
[Trend: Lizzo X Black Eyed Peas](#)

Mashup. Lizzo's "About Damn Time" is mixed with The Black Eyed Peas' "Let's Get It Started" in this trending mashup. Use the song for exercise tutorials, a day in the club vlog, or to launch a local promotion.

HASHTAGS

#exercise
#healthylifestyle
#goals
#skills
#pilates
#balance
#pushups

MEMES



Tip! Use the '[trend discovery](#)' tool on TikTok Business Creative Center or your [explore page](#) on Instagram



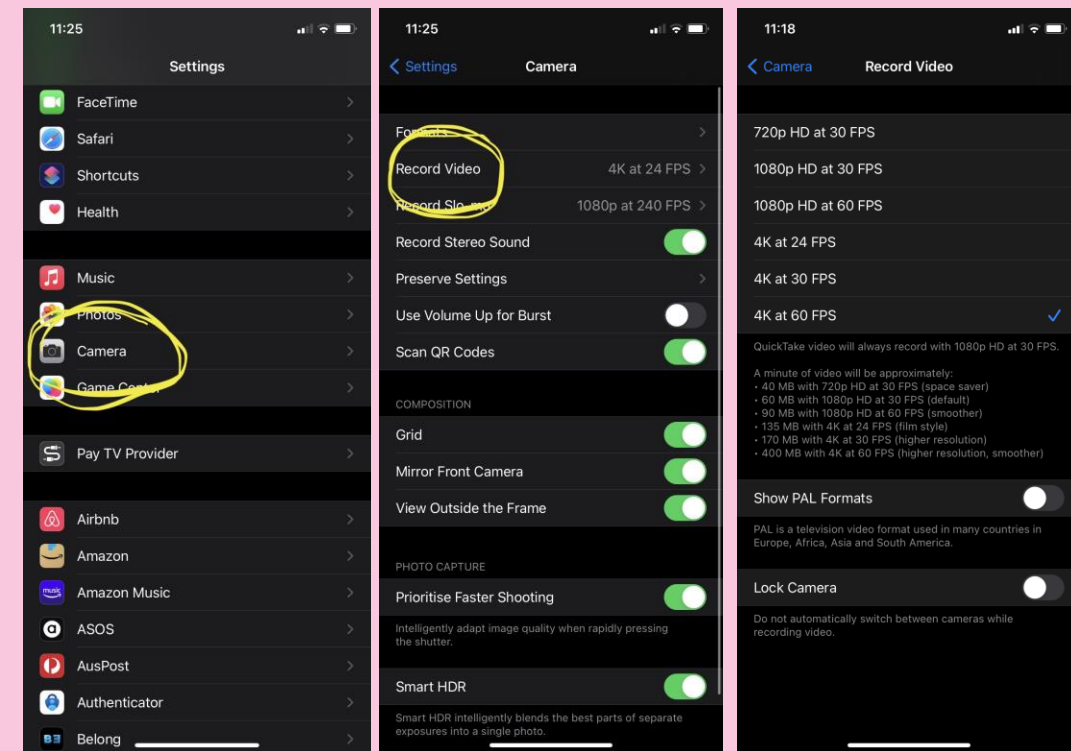
FILMING TIPS

- LIGHTING
- TIDINESS
- STEADINESS
- ORIENTATION
- QUALITY
- CONTENT



<- Ideal

<- If necessary



HOW TO CREATE A REEL

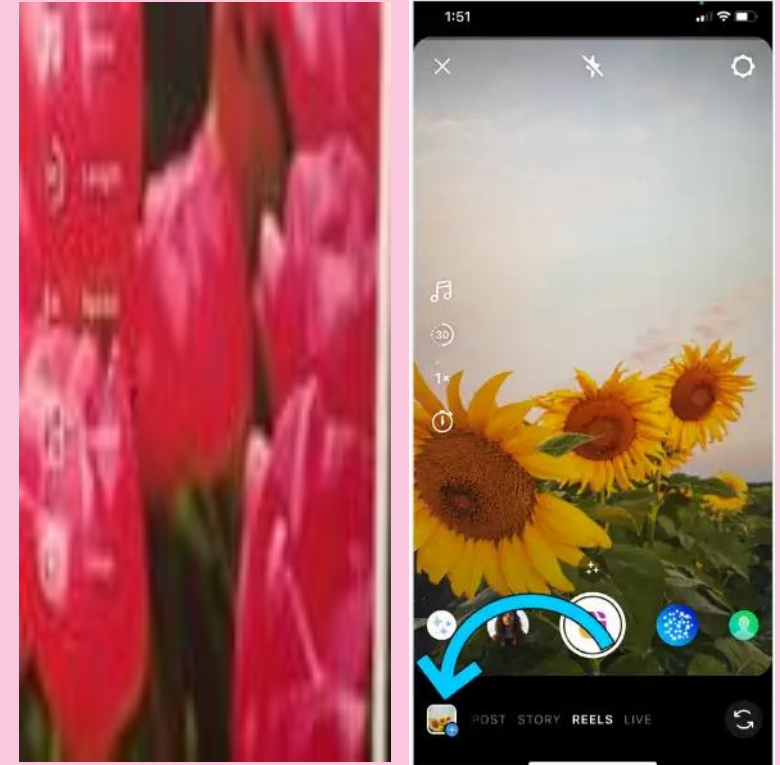
You can create and access IG Reels in three different ways:

- Your Instagram home screen
- The Reels tab
- The Instagram Stories camera



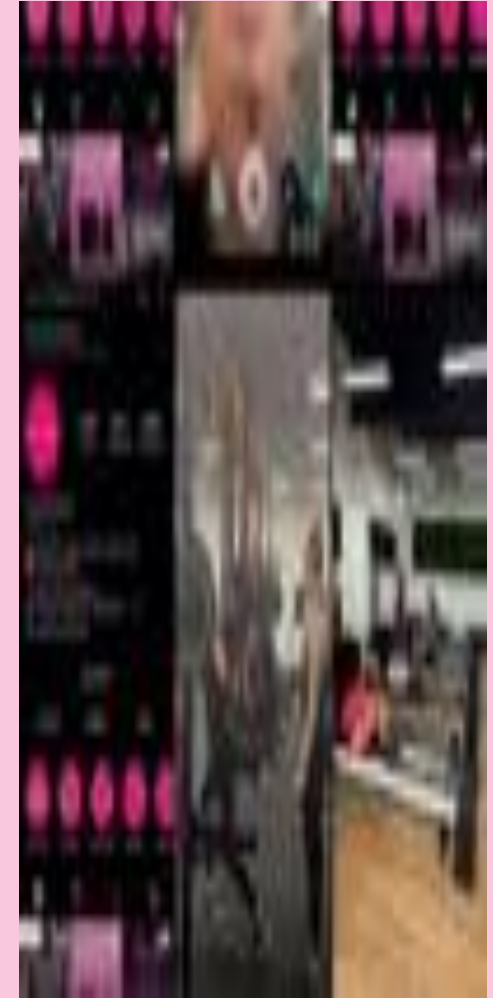
HOW TO CREATE A REEL

- Reels can be recorded in a series of clips, in a single stream, or shot externally and uploaded.
- Best practice is to have your pre-cut footage saved to your camera roll and then upload to IG reels to edit.



HOW TO CREATE A REEL

- You can add music to your footage by searching for a song from the Instagram music library or use your own original audio.
- From the left sidebar you'll also have the option to choose the speed of your video.
- To bring your content to life, you can take advantage of Instagram's many effects:
 - Text
 - Draw
 - Stickers/GIFs
 - Filters
 - Audio (record a voiceover or extra sound effects)

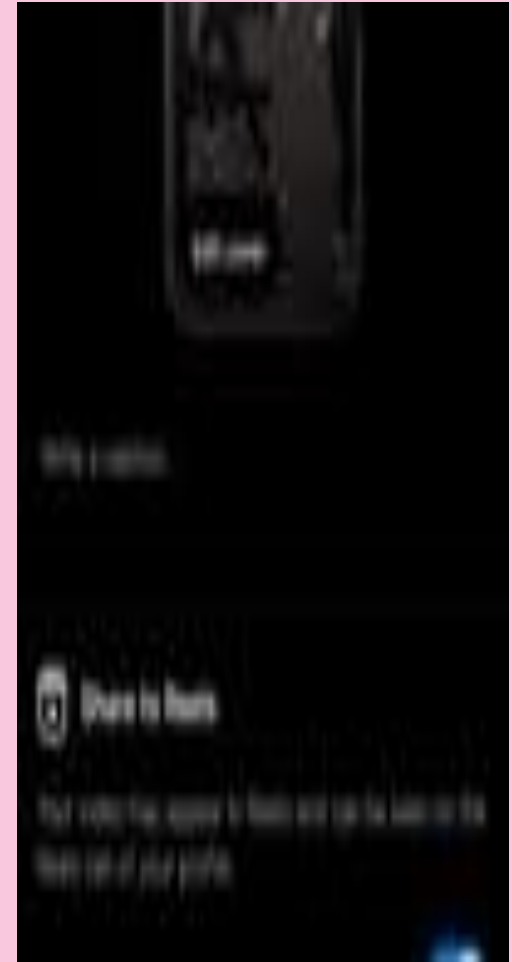


Tip! Explore trending audio on Instagram by heading to the Reels tab – take a scroll and note any tracks that have the “trending” arrow for your next clip



HOW TO CREATE A REEL

- Once you're happy with the clips, you can preview your reel, make additional edits & share your creation.
- Share your reel to your feed for the best reach and crop your profile image, as this is how the cover image will display on your profile's grid.
- And just like that, you've successfully posted your very first Reel – job done!





THANK YOU!

Any questions?

Email us to discuss further:

julia.cardamone@fernwoodfitness.com.au

kelly.morales@fernwoodfitness.com.au