



KT IN with MSKTC

Best Practices for Creating Reels & Other Short-form Videos

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Today's Session Covers...

- What are Reels and other short-form videos?
- Why these types of videos matter
- Common formats
- Best practices & pitfalls
- Resources

What are Reels & Other Short-form Videos?

Short videos designed to quickly share a single message and reach new audiences on social media.



*Instagram
(IG) Reels*



*Facebook
(FB) Reels*



YouTube

*YouTube
Shorts*



TikTok

*TikTok
Videos*

Ideally between 30 seconds to 2 minutes,
with 30-60 seconds being the sweet spot

Why Short-form Videos Matter

| Audience Behavior

- Mobile-first consumption
- Low time commitment

| Platform Prioritization

- Higher reach compared to static posts

| Accessibility & Relatability

- Easier to digest than long text
- Can humanize complex topics

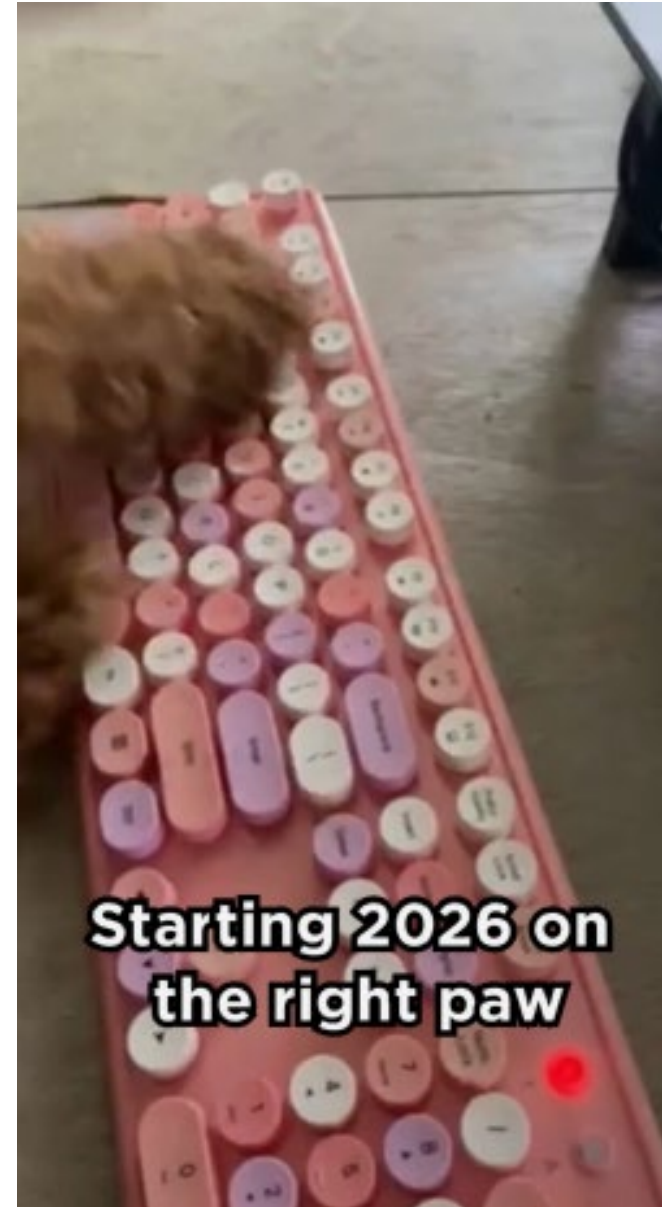


Common Formats

| Entertainment

- Skits, trending audio, etc.

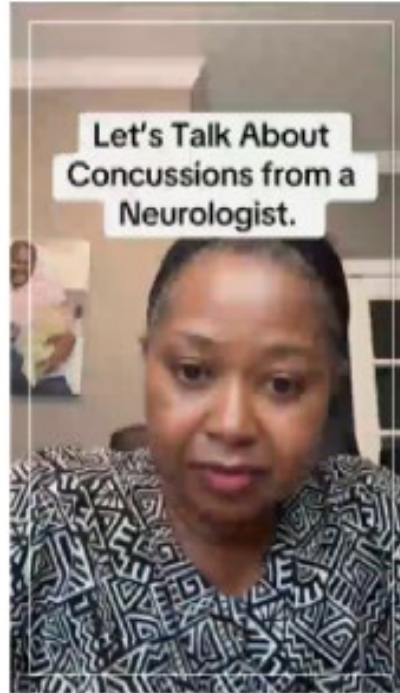
https://www.instagram.com/p/DTBUDS0gb_U/



Common Formats

| Talking Head / Expert Insight

- One person speaking directly to camera



Common Formats

| Text-Based or Caption-First

- On-screen text + b-roll or simple background

<https://www.instagram.com/p/DOyyiqMiZzx/>



Common Formats

| Behind-the-Scenes / Humanizing Content

- Day in the life
- “Get ready with me”
- Event prep, conferences, webinars

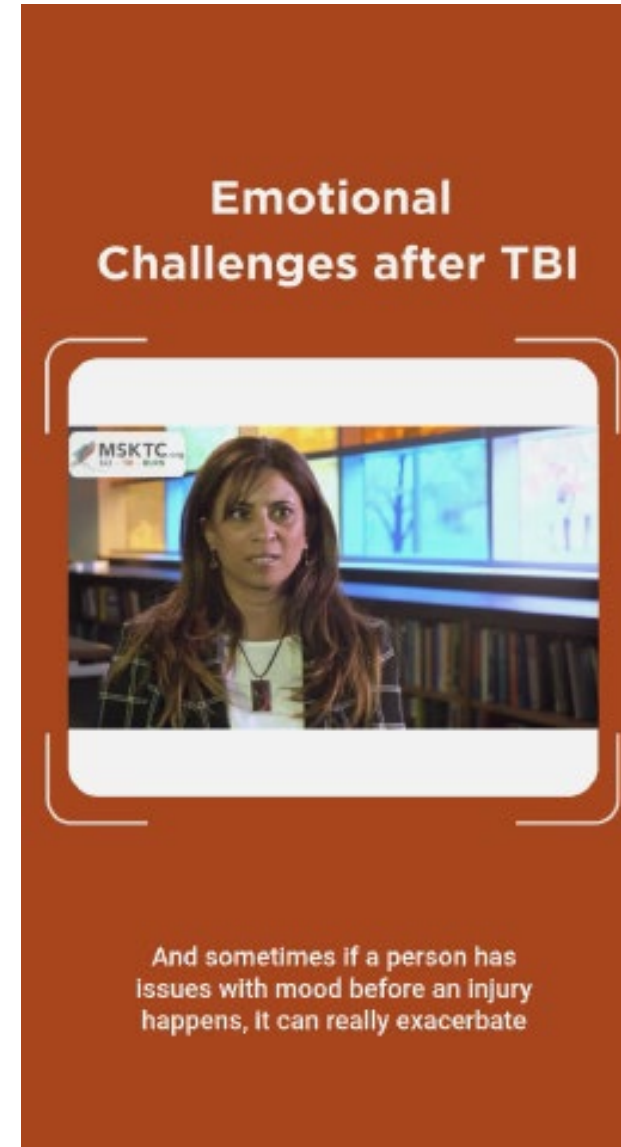


Common Formats

| Repurposed Content

- Webinar clips
- Quotes pulled from longer videos
- Stats or visuals turned into motion

<https://www.instagram.com/p/DUEAvKKgh1W/>



Best Practices

| Hook Fast (First 1–3 Seconds)

- Start with:
 - A question or bold statement
- **Avoid logos and long intros up front**

| Design for Silent Viewing

- Captions are necessary

| Platform-Aware

- IG, TikTok, FB, YouTube Shorts = Vertical
- Respect safe zones (don't crowd edges)



Pitfalls to Avoid

| Wrong sizing and placement of text overlay

| Weak or delayed hook

| Trying to say too much in one video



Resources for Creating Short-form Videos

Create inside the platform

- Use the platform's built-in recorder/editor to keep workflows simple and consistent

Editors (confirm approval first)

- Canva
- Descript (adding captions)
- CapCut



What Makes Short-Form Video “Successful”?

| **Goal:** Reset expectations

- Success ≠ going viral
- Better metrics to watch:
 - Watch time
 - Completion rate
 - Saves and shares



Recap

- Short-form video is designed to share one clear message—quickly
- There are many formats beyond trends or “viral” content
- Strong hooks, captions, and accessibility matter more than perfection



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