

30 Day Reel Calendar

At a loss of what to create? Great! Here's 30 days of Reels content ideas to help you create immediate ideas to get started. Some include you being on camera, some don't. Also, while Reels may have taken off due to dancing, all of the suggestions here DON'T involve dancing.

Day 1-4: Answer a few FAQ's. This is great content for group batching! Pick 4 of your top FAQ's and create one Reel per question. This is great to re-share when questions pop up over and over.

Day 5: Reply to a comment or question with a Reel

Day 6-7: Pick a product (or service) and showcase it. Create two Reels here – one 15 sec and one 30 sec. Post separate days.

Day 7: Show how your store or brand provides services to customers. This could be a beyond-the-scenes Reel of a particular service you provide.

Day 8-9: Introduce yourself and your team. You could make a Reel for every team member and let them answer questions. This helps to build trust as potential customers review your feed.

Day 10: Showcase industry events or activities you are attending. How many Reels can one make from SHOT Show? The number is too high to fathom. But watch you don't fatigue your customers when "showing off" all the cool gear and activities in Vegas. It is a careful balance of showing your POV and educating them on what's coming up.

Day 11-12: Use Remix! Talk about news or trending topics. You can do these multiple ways: find someone in similar industry with similar viewpoints talking about a specific subject and add your two cents OR the opposite: find an opposing viewpoint and explain why you don't agree. In today's age, this shouldn't be too hard to accomplish.

Day 13-15: Address common mistakes people make. This is a spin off FAQ's, again, you can make several Reels from this topic.

Day 16: Pick a template from Reels and follow it to complete one of the above!

Day 17-19: Create tutorials: how-to, where-to, when-to – the options are endless! People love a good how-to, these are some of the most engaging Reels on Instagram.

Day 20-21: Mythbusters! Dispel myths that are common for your brand/business.

Day 22: Do a before-and-after sequence. There are several tutorials you can copy and find music to show how your store/brand/product/service looks before – and after!

Day 23-25: Product testimonials – these can be screen-shots of testimonials from your store's page or a third-party site, but uploaded as a video file and include music to make a Reel!

Day 26-27: Create a Reel utilizing general humor that ties back to your industry or brand.

Day 28: Use the Green Screen feature in Reels to talk on camera, and then upload video that shows what you are explaining. Find the Green Screen in "Effects"

Day 29-30: Try Reels Collabs! Instagram's Collabs allow you to invite other users to collaborate on Feed posts or Reels. The post goes to both accounts, and the likes and comments show up on both accounts. Great way to get in front of a new audience.

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Introduce Yourself	2 Answer a FAQ	3 Short highlight of a product or service	4 Behind the scenes of how things work in your business	5 Remix! Find a Reel you can Remix with your own spin.	6 Address common mistakes	7 Find a Template you like and use it to make something fun!
8 Introduce a member of your team	9 Answer a FAQ	10 Longer highlight of a product or service	11 Create a Reel from an event you attended	12 Remix! Find a Reel you can Remix with your own spin.	13 Address common mistakes	14 How-to tutorial
15 Introduce a member of your team	16 Answer a FAQ	17 How-to tutorial	18 Collab with a friendly brand/ product/service	19 Show a before-and-after sequence	20 Product Testimonial Reel	21 General Humor Reel
22 Before and After Sequence	23 Answer a FAQ	24 Make a Reel using the Green Screen Effect	25 Collab with a friendly brand/ product/service	26 Mythbuster Reel	27 Product Testimonial Reel	28 General Humor Reel
29 Reels Collab	30 Reply to a question or comment with a Reel	Find a Template you like and have fun with it!				