



# Reel Impact: A Social Media Series for Speakers

**LK DIGITAL**  
MEDIA & PRODUCTION





# Reel Impact:

A Social Media Series for Speakers



## Agenda



New Tool



Quick Tip



Lesson



# New Tool



## New Tool: Speaker Templates

Customizable (and optional)  
graphics to promote your  
upcoming events

Photos are from the CoolSpeak website. I am happy to swap  
it out for other photos or new ones taken this summer





# New Tool



## How to use your Speaker Template

### You edit it

You can access Canva templates to change dates, clients & locations.

### I create it

I create your upcoming month's graphics during the last week of the month. Un-editable graphics provided via text.



Speaker\_Schedule\_Juan  
Instagram Post



Speaker\_Schedule\_Tim  
Instagram Post



Speaker\_Schedule\_Lijyan  
Instagram Post



Speaker\_Schedule\_Zach  
Instagram Post



Speaker\_Schedule\_Ernesto  
Instagram Post



Speaker\_Schedule\_Natty  
Instagram Post



Speaker\_Schedule\_Chris  
Instagram Post



# Put in the chat what you'd like to do





## Quick Tip

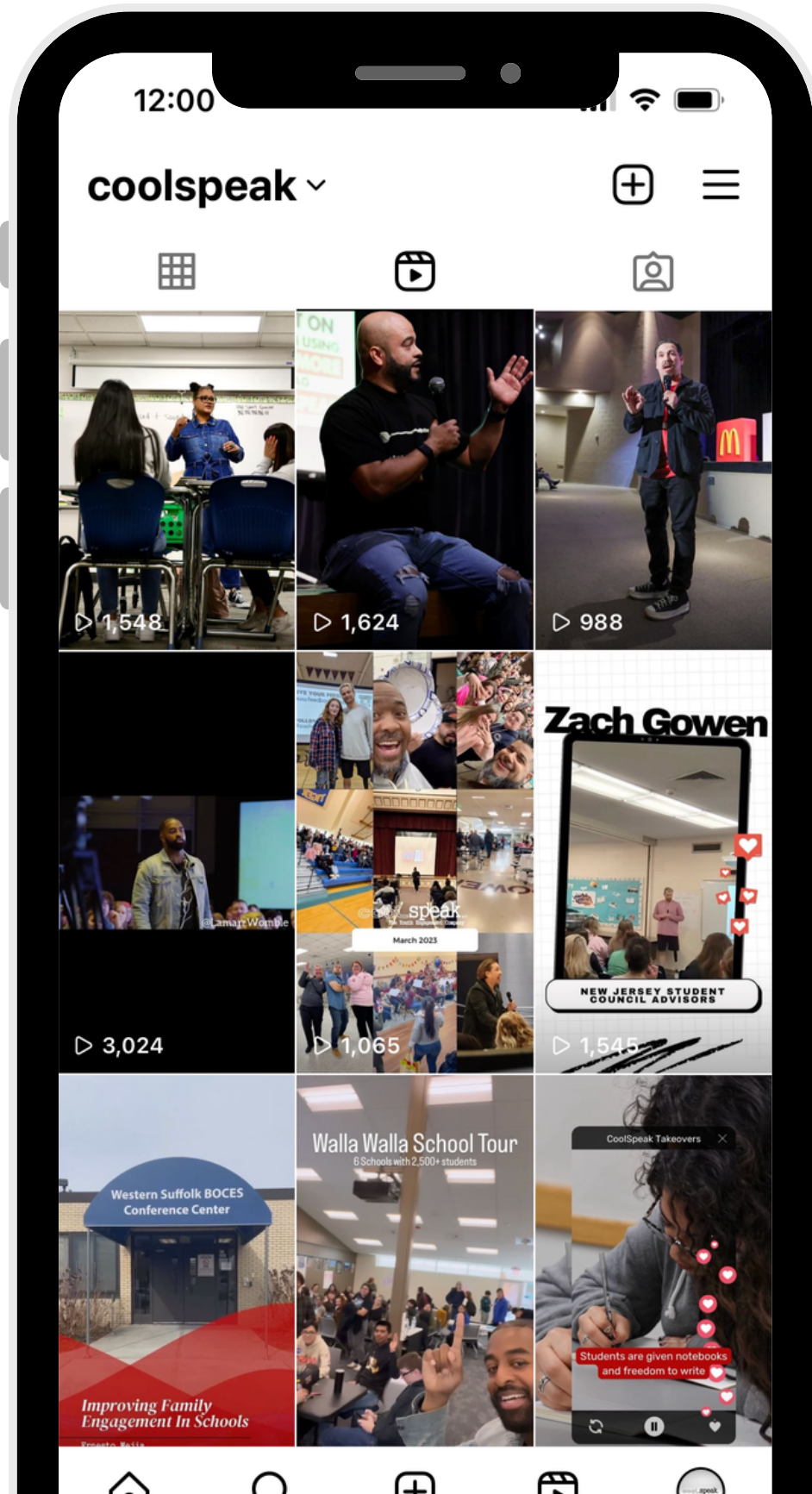


# Instagram Collaborator

- A single, co-created Feed Post or Reel that **simultaneously** shows up on **two** profiles and the feeds of both accounts' audiences



# Quick Tip

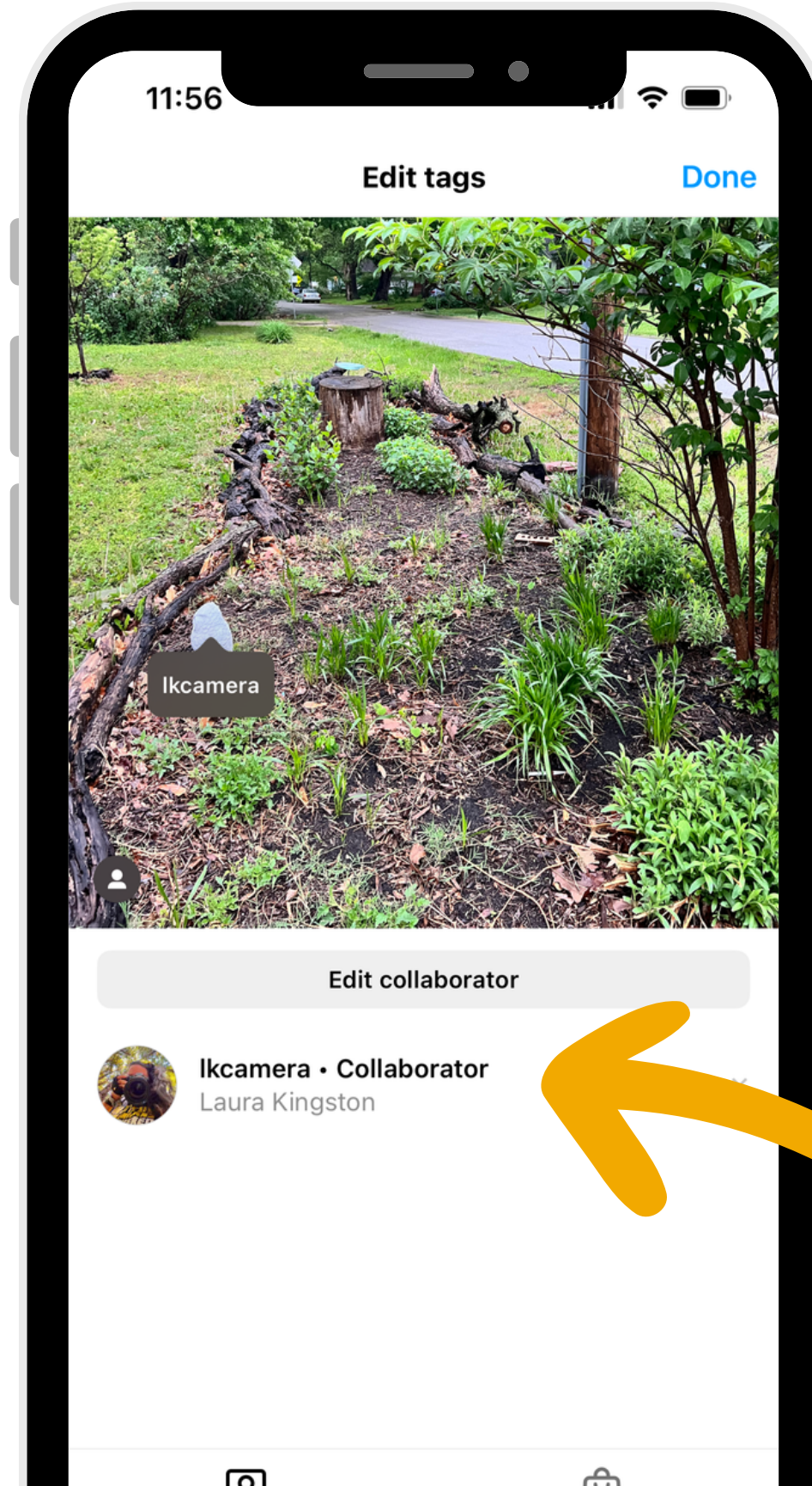
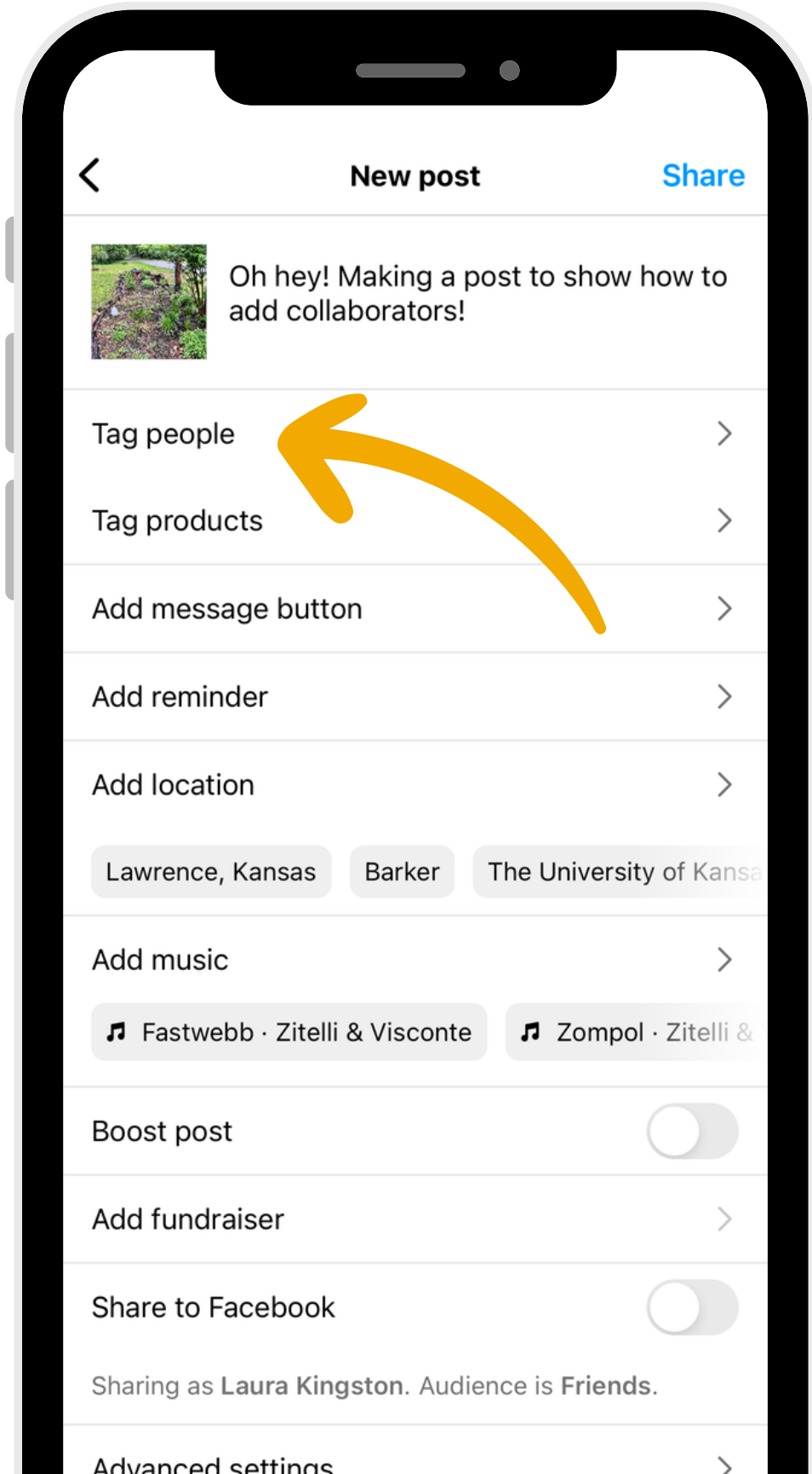


## Why?

- Used when a Post or Reel features just **one** CoolSpeaker
- Have Reels made for you
- **Reach** more people, including CoolSpeak's audience
- Get your voice on CoolSpeak's feed



# Quick Tip



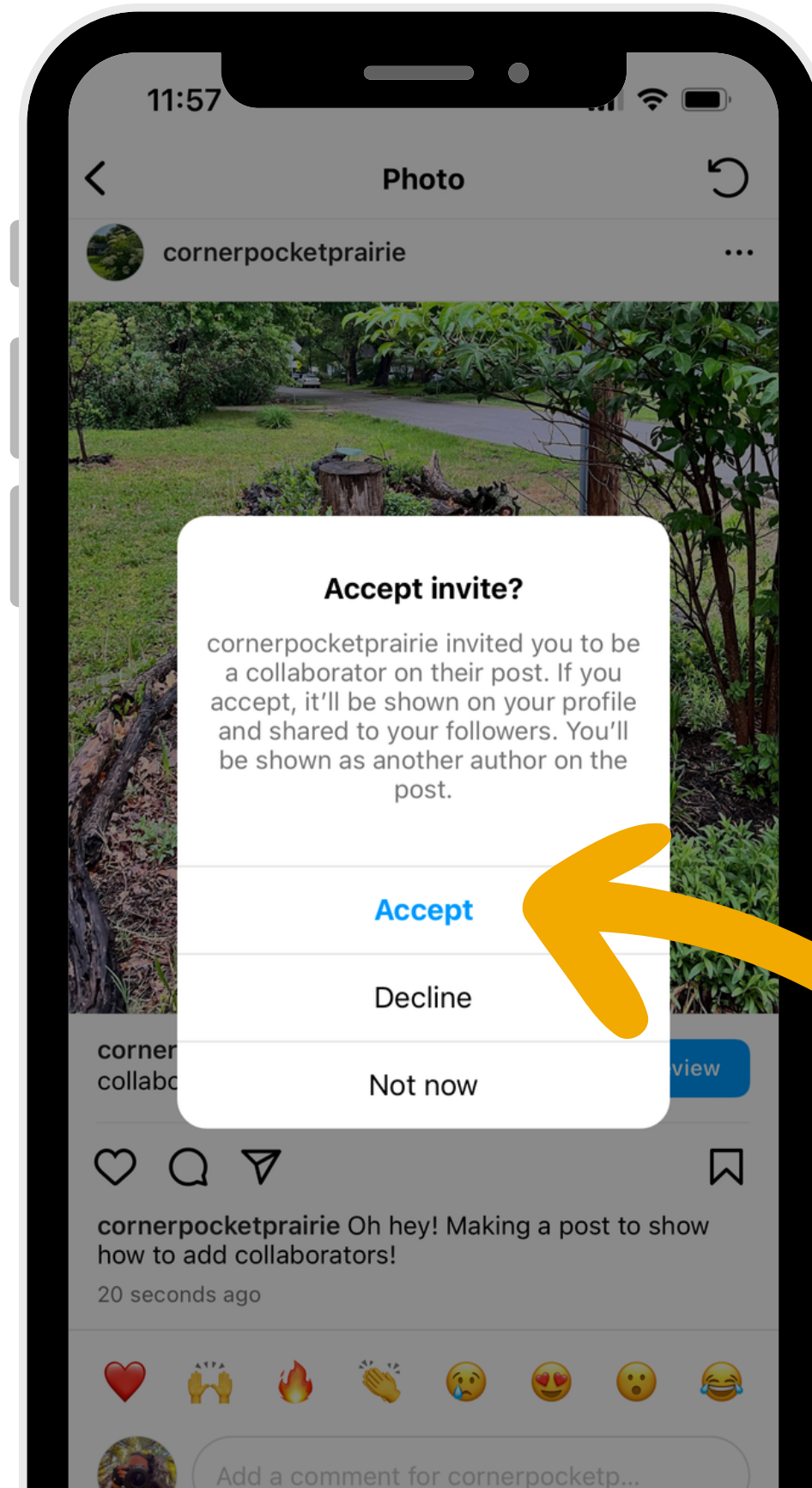
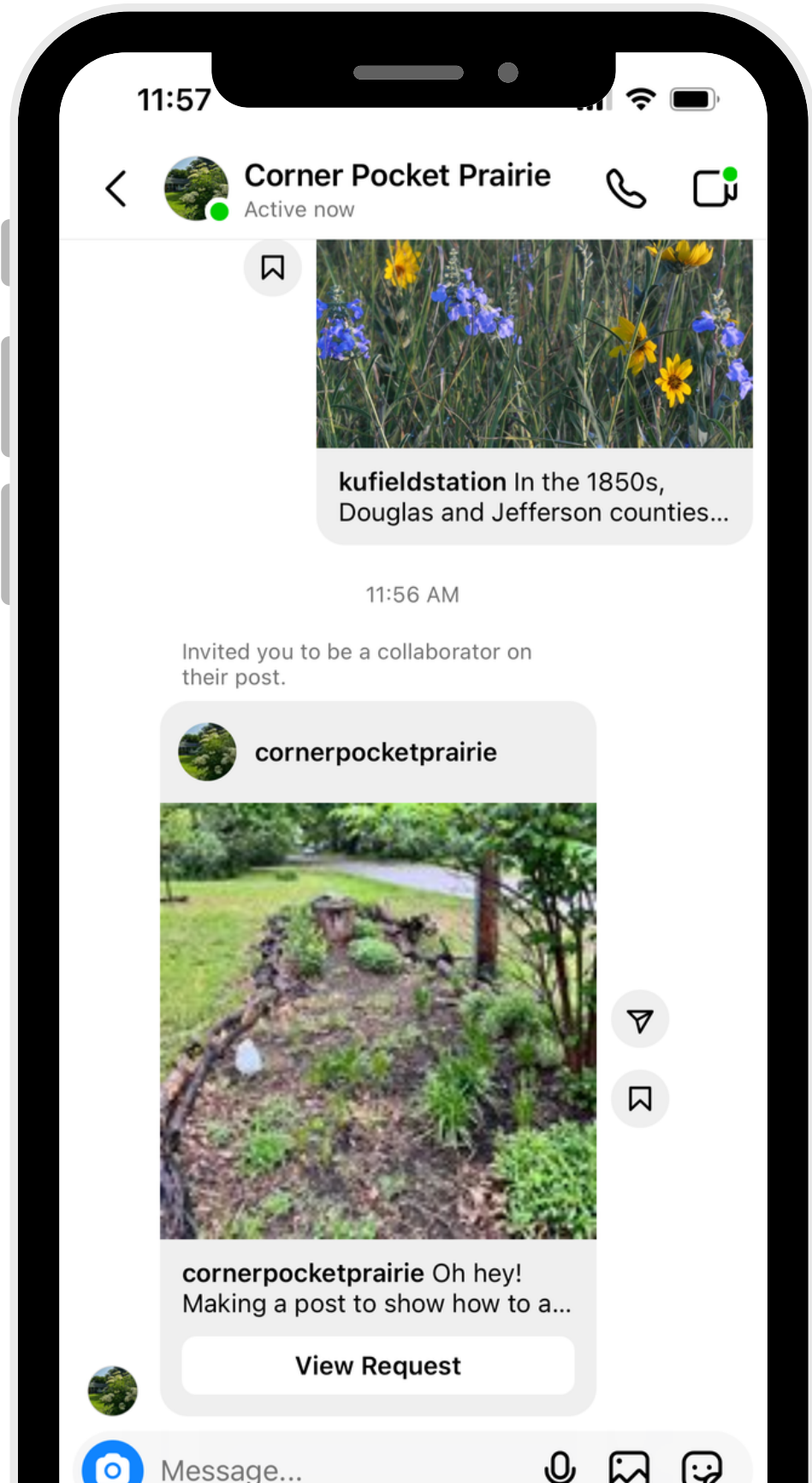
## Step 1

- CoolSpeak will make the post and invite you to collaborate.

*This is what I do*



# Quick Tip



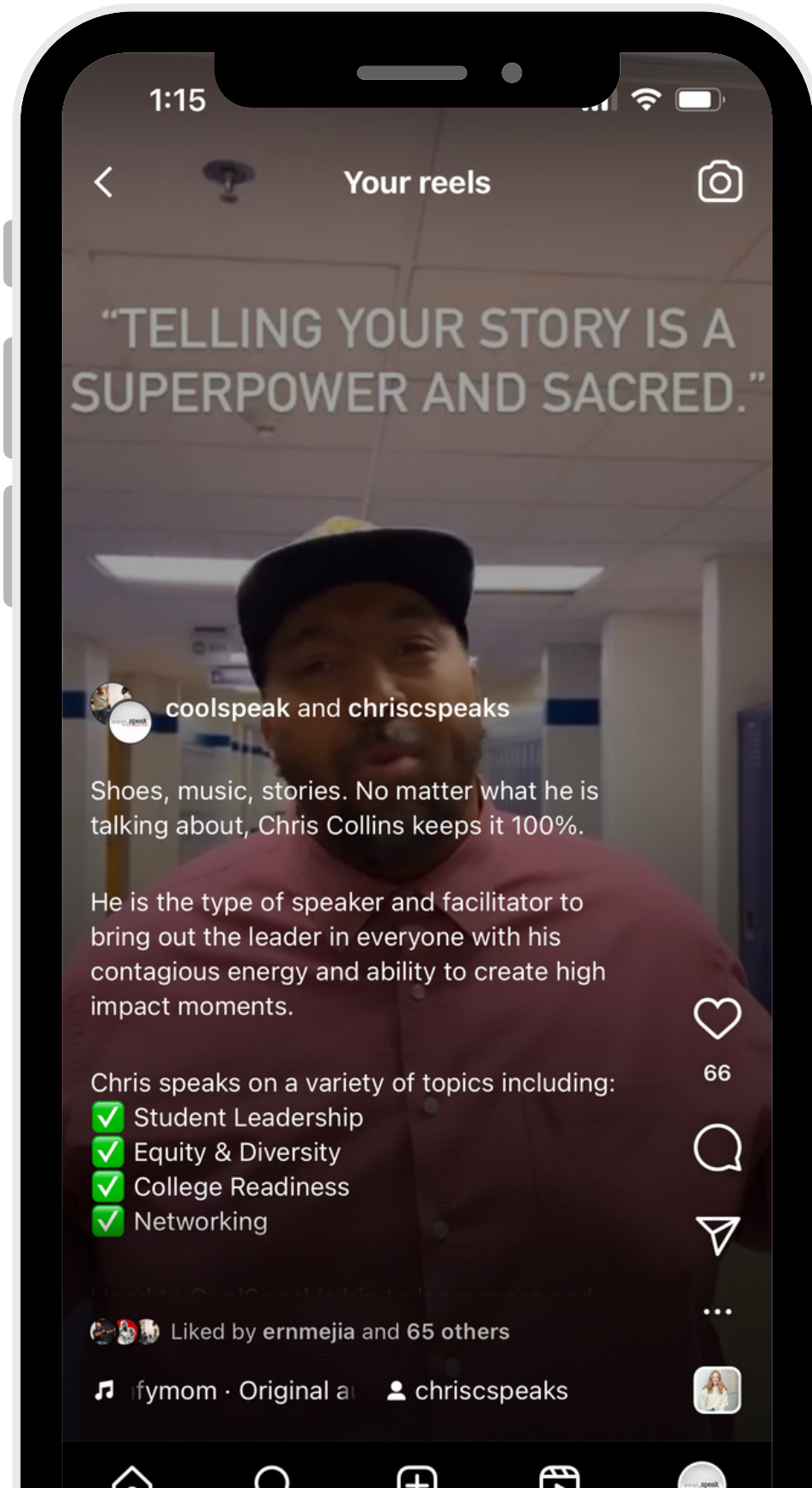
## Step 2

- Once you accept, the post and its comments, likes and shares are shared by both accounts.

*This is what you do*



## Quick Tip



# When?

- Used when featuring just **one CoolSpeaker**
  - Speaking, keynote, workshop
  - Feature
  - Book
  - TikTok-style video



Lesson



# Photography 101



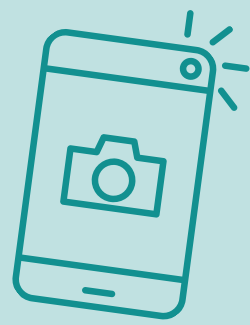
# Photography 101



**iPhone Camera**



**DSLR Camera**



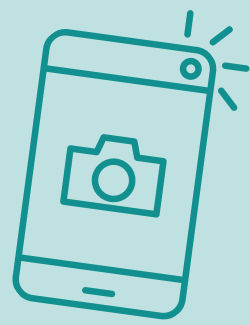
# Photography 101



**DSLR Camera**



**iPhone Camera**



# Photography 101



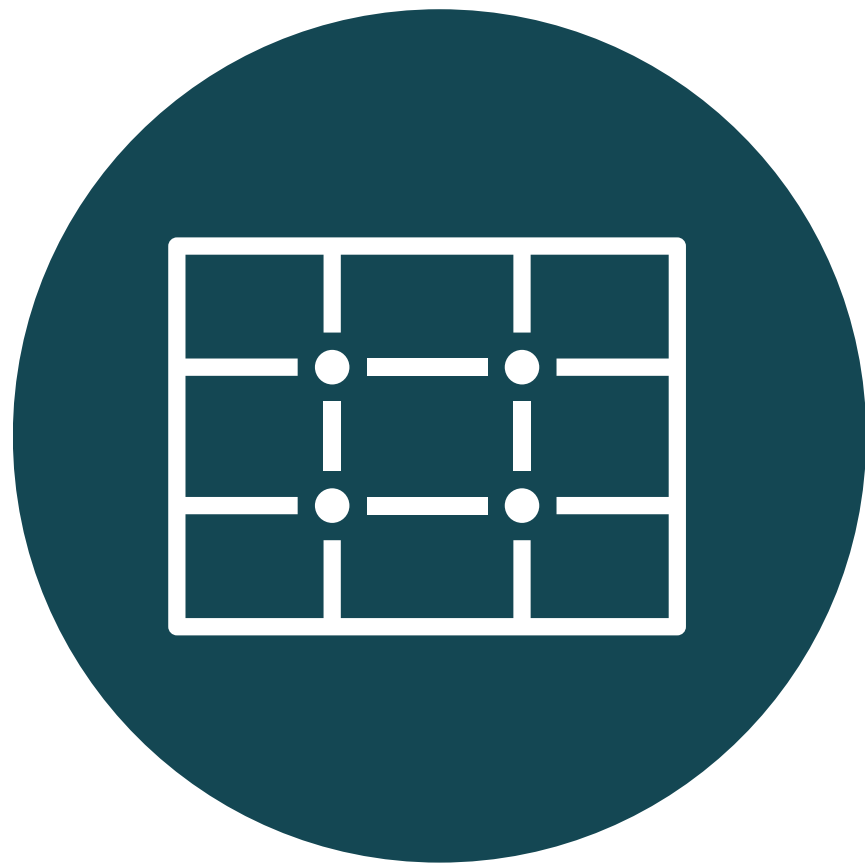
**iPhone Camera**



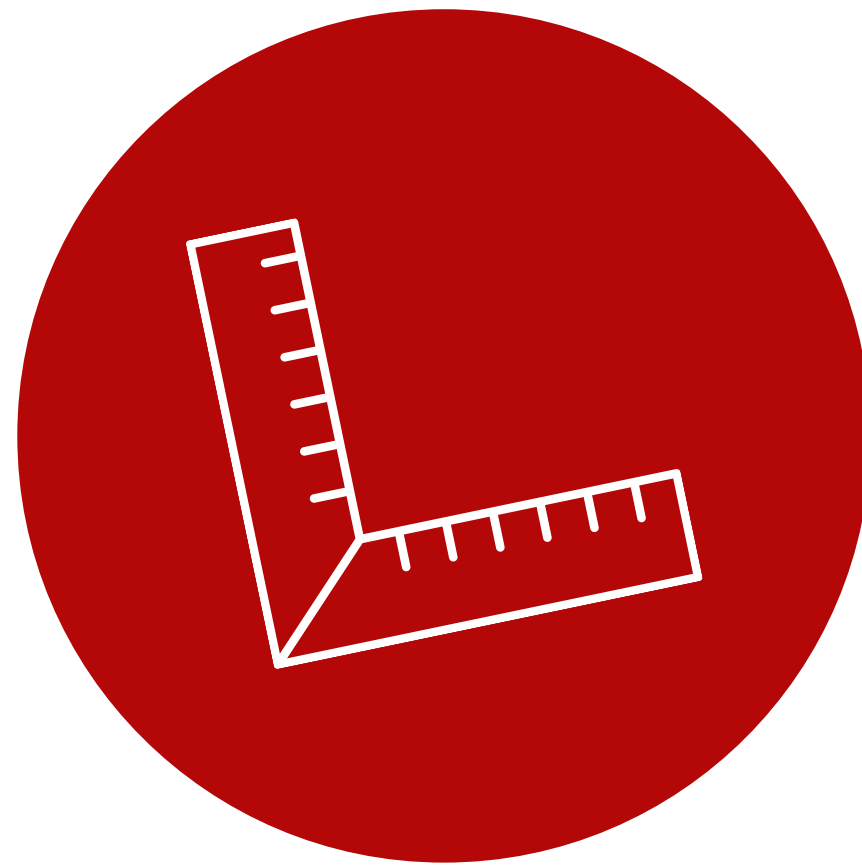
**DSLR Camera**



## 4 basics to improve all your photos



Thirds



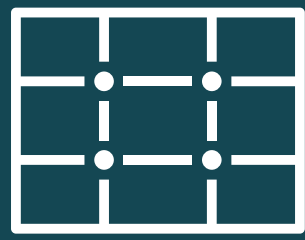
Angles



Frames

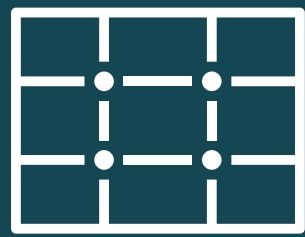


Lines



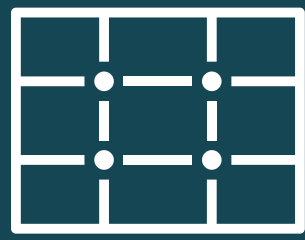
# Rule of Thirds





## The Rule of Thirds

is a composition guideline that places your subject in the left or right third of an image, leaving the other two-thirds more open.

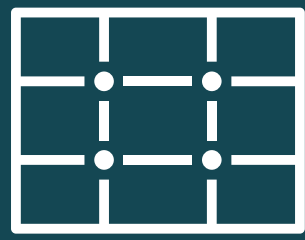


# Rule of Thirds



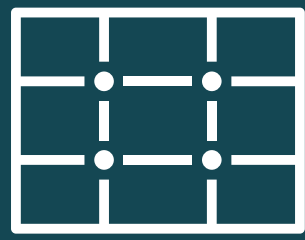
## Why?

- Creates balance between the elements in the shot
- Helps you decide how much background and foreground are necessary
- Helps manage the empty space



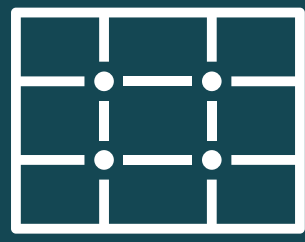
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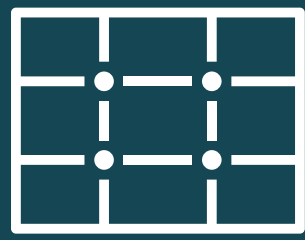




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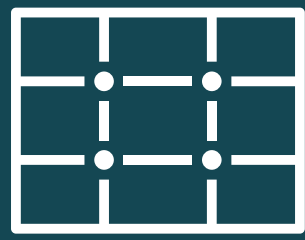






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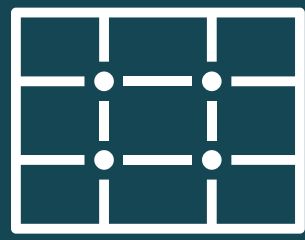




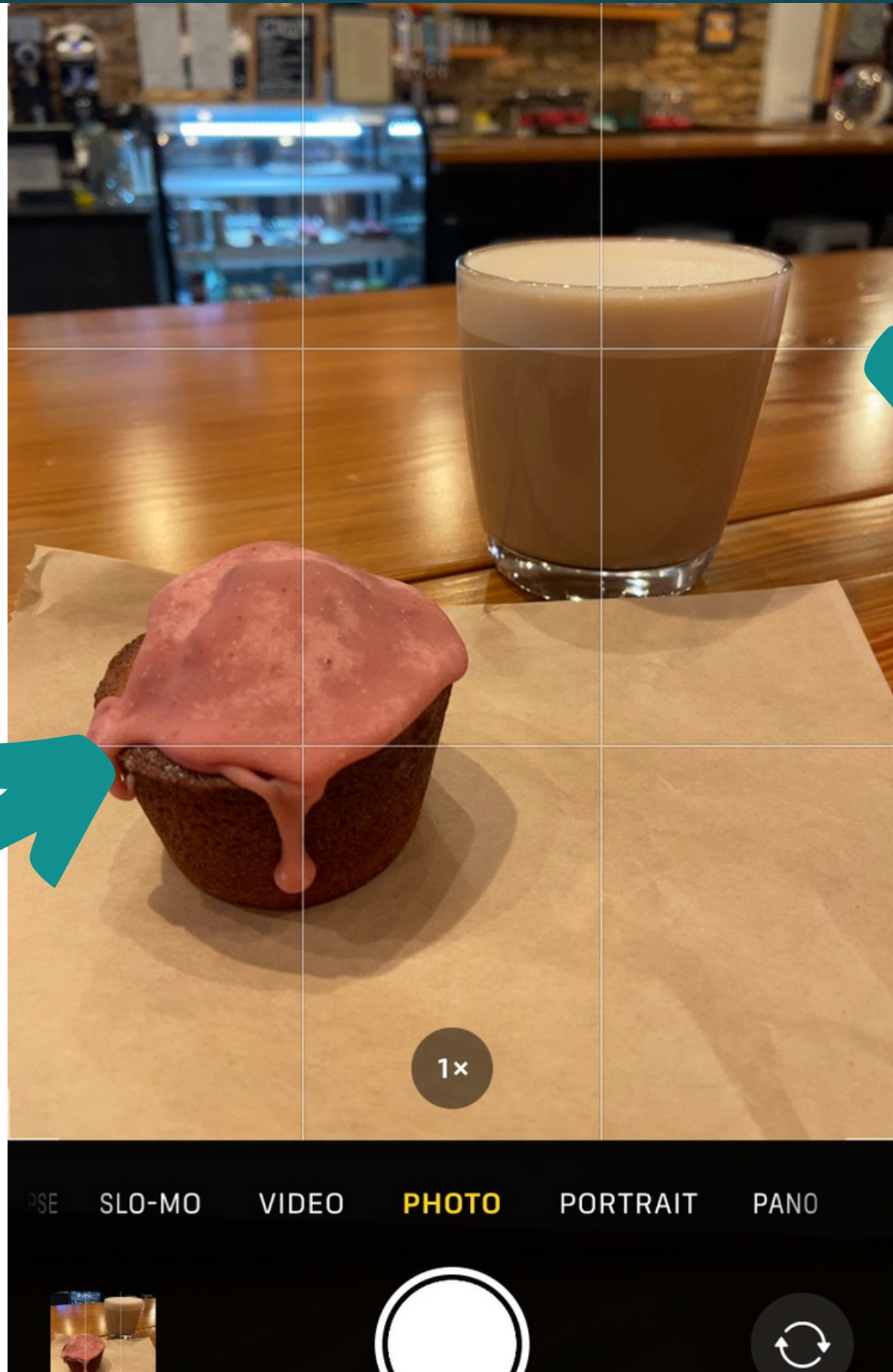
# Rule of Thirds







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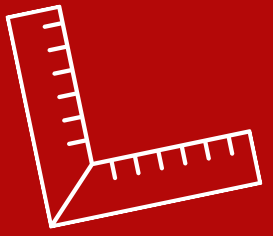
## Camera on your phone

iPhone:

- Go to system setting
- Select camera settings
- Toggle on Grid
  - In the composition section

Android:

- Launch the Camera app
- Tap on Settings
- Toggle on Grid lines



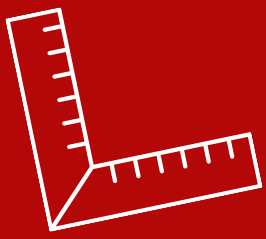
# Adjust Your Angles



**By changing angles, subjects can appear much smaller or larger than normal, lines can converge differently, etc.**

**The degree at which the camera points towards the subject.**

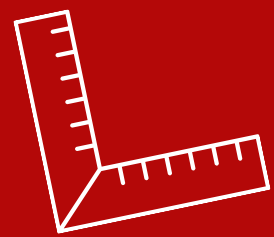
- Eye-level
- Low angle
- High angle
- Over the shoulder



# Adjust Your Angles



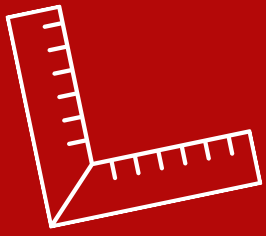
Eye-level



# Adjust Your Angles



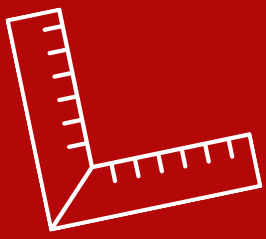
Low angle



# Adjust Your Angles



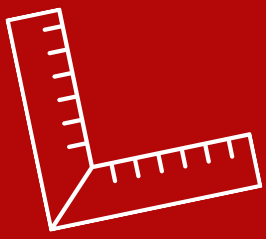
**High angle**



# Adjust Your Angles



Over the shoulder



# Adjust Your Angles



Eye level



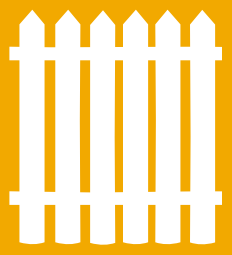
Low level



High level



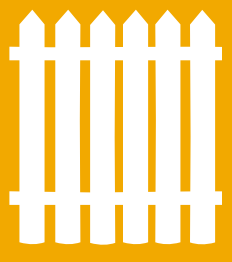
Over the shoulder



**Drawing focus to the subject in the photo by blocking other parts of the image with something in the scene.**

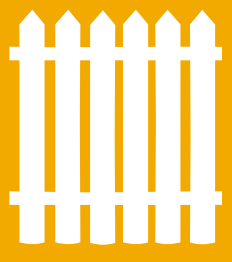
**Shoot through:  
Doorway, chairs, students, branches,  
curtains, pencils, books**





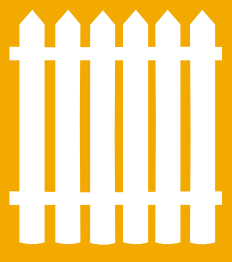
# Finding Frames





# Finding Frames





# Finding Frames





**Lines in the scene create a sense of depth  
or spatial relationship  
between objects in a photo.**

**Lines can be buildings, ceiling tiles,  
desks, hallways, etc.**



# Love Lines





# Love Lines



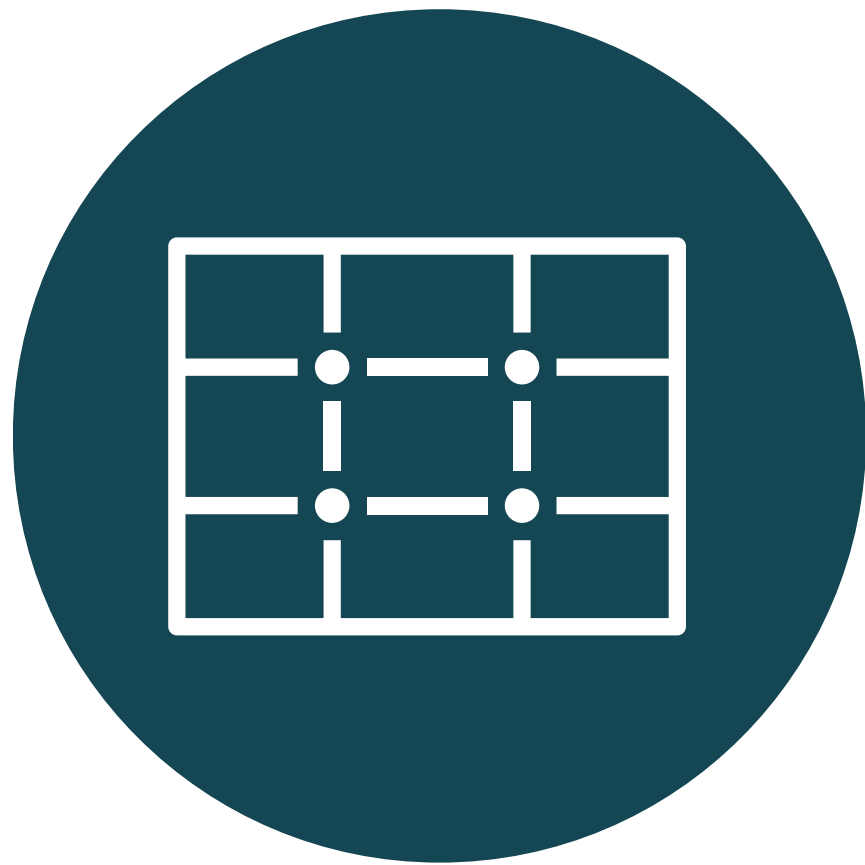


# Love Lines

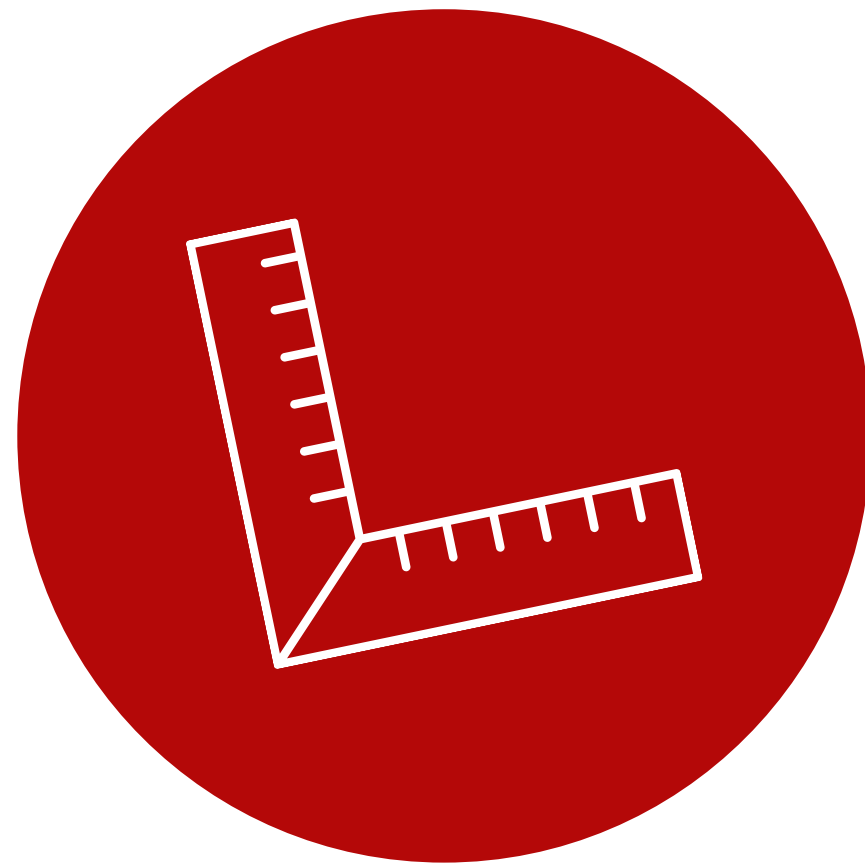




## 4 basics to improve all your photos



Thirds



Angles



Frames



Lines



# Reel Impact:

## A Social Media Series for Speakers



# Upcoming:

## Session #2

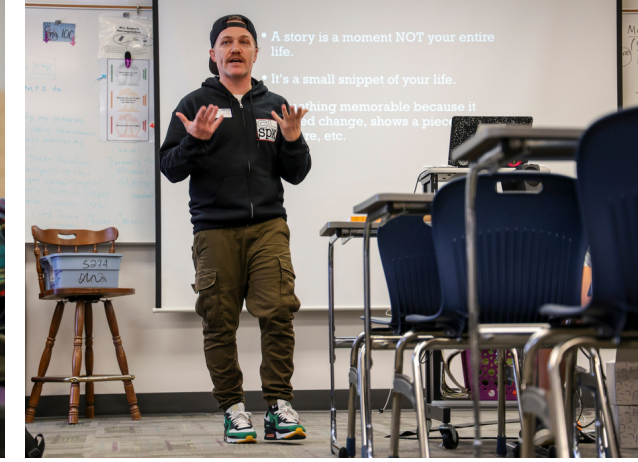
June 1

- **New Tool:** 4 hours a month
- **Monthly tip:** IG Stories
- **Lesson:** IG Reels Tutorial
  - How to speak on social media
  - How to add captions, create thumbnails
  - How to edit and add effects

## Session #3

July 6

- **New Tool:** IG Lives
- **Monthly tip:** Engaging with CoolSpeak's Posts
- **Lesson:** Optimize Your Profile
  - Instagram
  - LinkedIn



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