

How to make a Multimedia Reel in Canva

Looking to post stories and reels with a little more oomph on your Instagram, Tiktok, or Facebook feed? Have some great audio and video/still images that you want to combine into a fun piece? Here are some instructions on how to take your reels to the next level using Canva. If you're new to Canva, a free online resource, you can also check out our simple how to guides on CFRC's website under [Volunteer Resources](#).

Develop a Game Plan

Reels can include text, images, audio, and video clips, so it's a good idea to have a sense of what you want to include in your reel before you start. It's easier to edit your video (Cap Cut) and audio (Reaper, Audacity) outside of Canva, so you know that you're uploading the exact clip you want to use and know how long each one is. We recommend labelling your files for easy reference - and if you're using more than one, adding 1, 2, 3 etc can be helpful so you're adding them in the right order.

Start Building

In Canva, select 'Instagram Reel' from the templates. You'll then have the option to start with a blank slate or a pre-made template from which there are many to choose.

You'll notice that it starts you with one page - the default time for this is 5 seconds, but you can easily adjust this later. To add pages to your reel, simply click the plus button on the bottom of the page. If you want to duplicate a page's design, you can right click on the page, select the three dots, and hit duplicate!

Just like designing a static image, you can adjust the font, play with the layout, and drag and drop items into your design - including video clips - with or without sound.

Similar to editing with software like Reaper, audio clips are added as layers at the bottom of the page. You can add multiple clips into a reel. Just make sure they are in the right order under the right pages. If you have your own audio, upload it now by selecting Uploads from the left-hand menu and clicking 'upload files'. If you're just looking for background music, you can also use Canva's available options. Click 'Elements' search 'audio' then click 'audio' just below the search bar. You can browse by 'mood' or search for specific sounds/songs.

Adjusting Audio

You can adjust the length of both clips and pages, depending on what you need. If you have an audio clip of an interview that runs for, say 23s, you can synchronize it with the page length - either hover your mouse over the right side of the page, click and drag to adjust the length of that page, or click the clock icon and typing in the length of time you need. If you are just putting in some background music, you can also adjust the length of the sound clip by using the slider on the audio clip itself. If you want audio to run over multiple pages or the whole reel, you can do that too, just drag the audio across all of the pages and make sure the total length of the reel corresponds to the length of the clip.

Adding Video

Video can be added the same way you upload images. Just upload and drag them into the design. If you want to use the video's audio, you can simply adjust the page time to the length of the video clip. Don't want the video's audio to play? Or want to put multiple clips onto one page with a background track? You can do that too.

Click audio options and either mute the video, or click extract audio and delete it from the audio track section. You can also use this option to take audio from a video and use it elsewhere - for example if you want to run an interview clip's audio over a montage of images or highlight reel.

Final Touches

If you want, you can add transitions between each page - just hover your cursor between the pages and click the arrow icon - it will give you a few options to try out.

Once you have everything together, make sure you hit preview to make sure everything is lining up how you want it to. It may need a few tweaks, especially if you used transitions that might cut off a bit of audio or video.

After that, you're ready to download and post your reel.

Practice and Play!

Like any new software, there is a learning curve, and it may take some time playing with the program to feel comfortable with it. Don't get discouraged. Once you have the hang of it, you'll have a great new skill set, and fun content for your social media!

Thank you for joining us for this video on How to Make a Multimedia Reel in Canva, another new CFRC training segment brought to our volunteers through the generous support of the Community Radio Fund of Canada's Radiometres Program.