

**A GUIDE TO** ●  
**REEL CREATION** ●

# RECORDING.

Have an intention behind your video:

Educational

Entertaining

Relatable

Inspirational



- Ensure your background is not cluttered or distracting.



- Videos with active movement can engage a viewer more than just talking to the camera.

Examples: cooking, doing your make-up, dancing, and walking.



- If recording your voice, use the mic on your headphones or get a wireless mic.
- Record facing natural light or use a ring light.

## TIP CORNER

- Stay away from obnoxious filters.
- Our favorite filters for a natural look are..

IG filter California

IG filter Life with me

- Extras

[Link to wireless mic](#)

[Link to ring light](#)

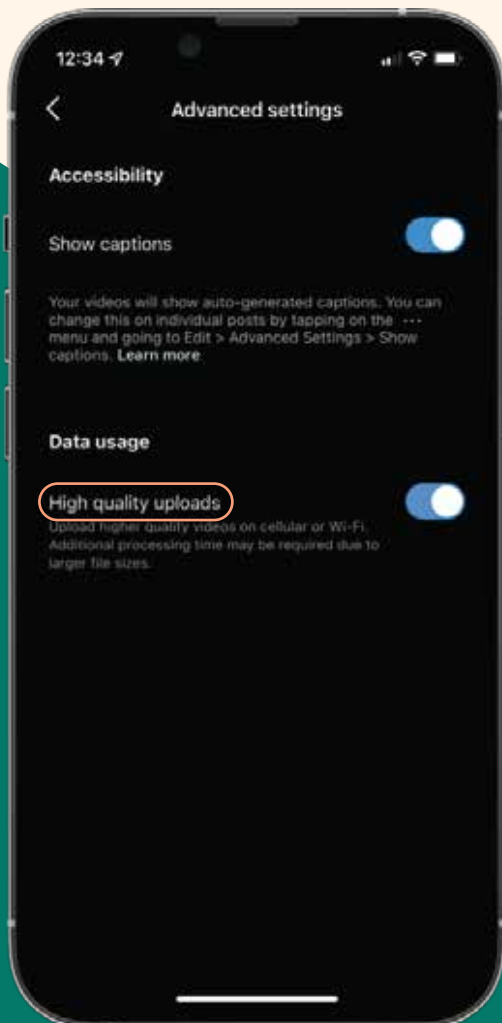
# EDITING.

Keep it simple!

Enable 'High quality uploads' in your advanced settings.



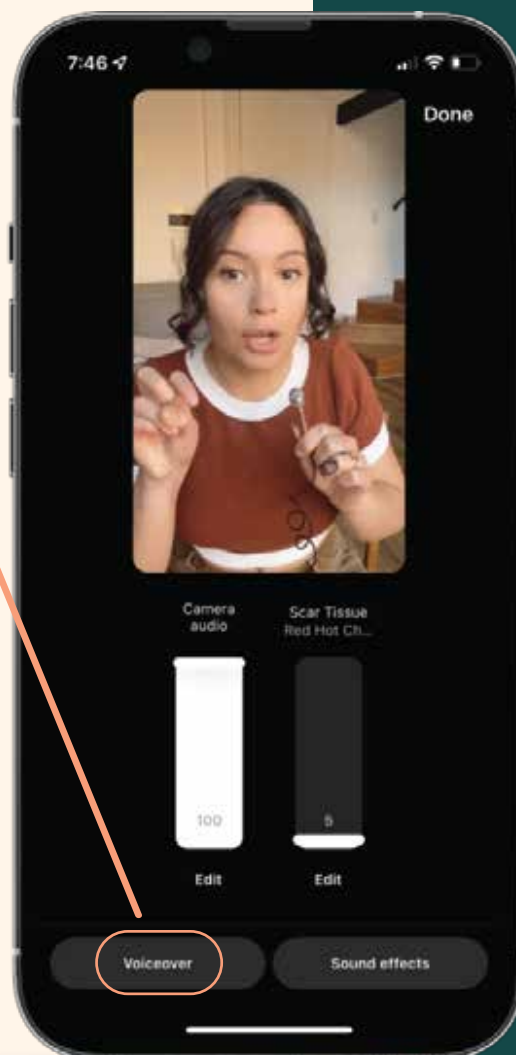
Add text on screen to emphasize key points.  
But keep it short and sweet.



# AUDIO.

Option to add voiceover.

When using your voice in a reel, adjust the added audio levels seen here.



## TIP CORNER

- Always add captions for all viewers

# OPTIMIZATION.

Scroll the Reels tab to find a trending audio. (Look for the arrow that means the audio is trending)

Choose your cover image wisely as this will live on your feed. We recommend using your face and a title.

Short videos are more likely to be watched several times. (Videos under 11 seconds)

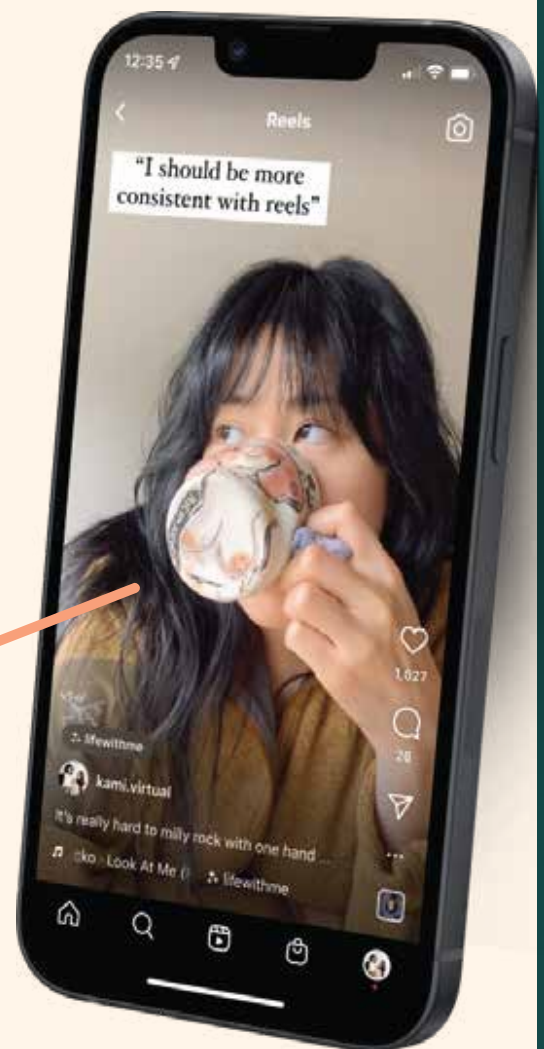


# OPTIMIZATION.

- Use 8-12 relevant hashtags.

A mix of popular hashtags.  
(Some between 100k-500k and some with 1 million+)

- Always repost to your own story.
- Interact with other accounts before or after posting.
- Respond to all comments.  
(Even if it's just an emoji)
- Wear something or use a prop that causes people to comment.



# TOOLS.

SnapTik and SnapInsta to remove the platform's watermark when reposting to another platform.

Why? Because TikTok and IG are competitors. They won't boost your video if they see their competitor's watermark.

IQhashtags to research relevant hashtags within your niche.

TOOLS	USES
SnapTik	Watermark Remover
SnapInsta	Watermark Remover
IQhashtags	Relevant Hashtags

## TIP CORNER

- Stay up to date on TikTok trends as they usually hit Instagram Reels after a few weeks.

# Ka.Mi

[www.kamivirtual.com](http://www.kamivirtual.com)  
[hello@kamivirtual.com](mailto:hello@kamivirtual.com)  
[@kami.virtual](https://www.instagram.com/kami.virtual)

