

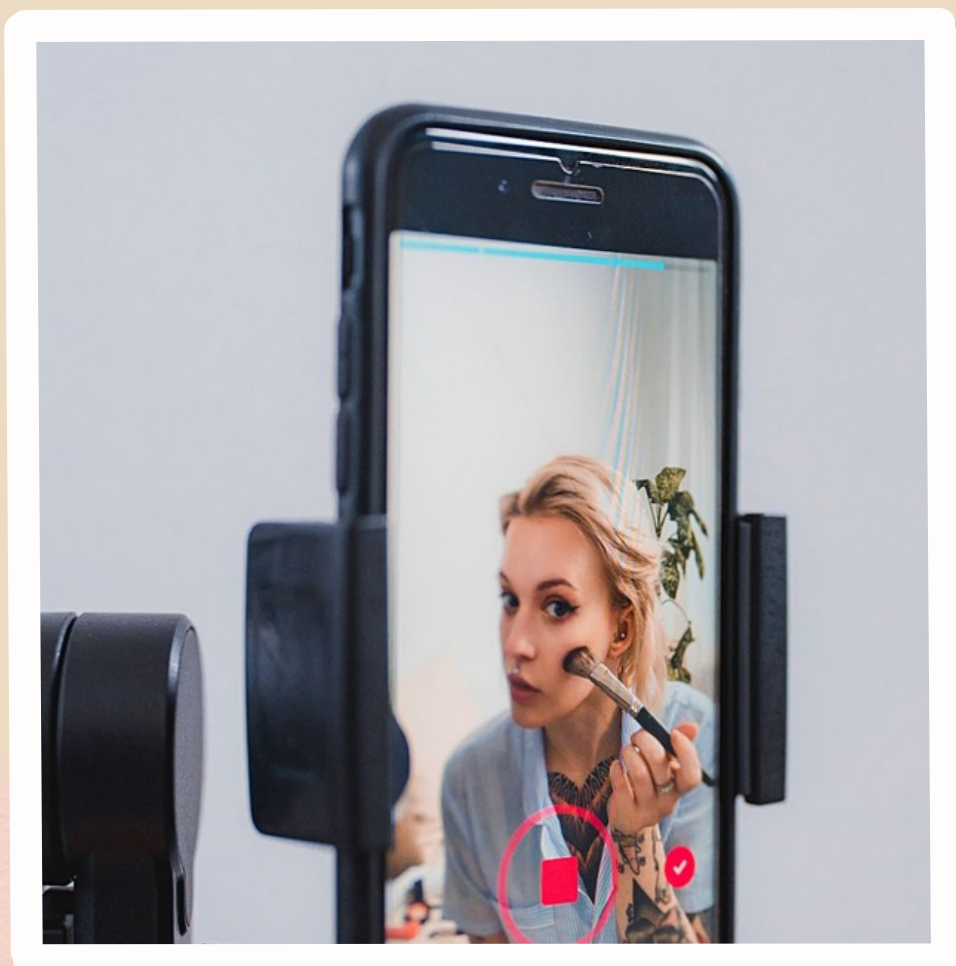
How to Record TikToks and Instagram Reels

Your Step-by-Step Guide to Recording TikTok and Instagram Reels

From big brands to influencers and even small businesses, TikTok and Instagram have become a goldmine tool to engage with others. All it takes is a 15-30 second video for followers to like, love, and go crazy double-tapping content!

So how do they use them? We have all you need to know to enhance your social media business strategy and create informative and entertaining videos that show off your brand!

TikTok On the Clock



Facts You Should Know About Using TikTok for Business:

- It is the 7th most used social network and 2nd highest rated app in consumer spending -this makes TikTok a VIP business resource!
- The most popular content is funny, creative, and clever, so make sure you post TikToks to entertain!
- Shooting a video vertically and stating your main message in the first three seconds will result in more clicks and time spent watching.

Step-By-Step Guide to Making a TikTok

Step 1: Download the free app or log in to your account.

Get the app installed from Google Play Store or the Apple App Store on your phone. Then, create an account or log in.

Step 2: Find Your Friends and Family

Click the magnifying glass to search for people you know by typing in their username. Click on their profile name and press the “Follow” button to get their videos sent to your feed.

Step 3: Create a TikTok (Part 1-Music)

Go to your profile and click the “+” sign button at the bottom of the page. Select a song by clicking “Pick a Sound” to give your video some beats. Scroll through popular songs or find your favourite in the search bar. Tap the song you want and click the pop-up that says, “Shoot with this sound” and choose the speed setting.

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Step 4: Create a TikTok (Part 2-Video)

Using your camera, point the camera to get ready to start filming. You can flip the camera to film yourself using the top right button on the screen. Tap and hold the video camera button when you're ready.

Step 5: Edit

Tap the scissors button at the top to change where the music begins. At the bottom, click the button with the three colours to add a filter and the stopwatch for a different motion effect.

Step 6: Upload

Click the red next button, add a caption, and post to TikTok or other accounts like Twitter and Instagram.

Instagram: Reel them In

Facts You Should Know About Using Instagram Reels for Your Business:

- The best way to use Instagram reels is to showcase what your business has to offer. Film tips, Q&A, behind-the-scenes footage, and showcase new products in a creative way.
- Reels show up on your profile feed, so it's a great way to mix up the content and keep things fresh.
- Post a TikTok to your Instagram reel to harmonize your marketing strategy and stay trending.

Step-By-Step Guide to Making an Instagram Reel

Step 1: Download the free app or log in to your account.

Get the app installed from Google Play Store or the Apple App Store on your phone. Then, create an account or log in.

Step 2: Create a Reel

Click the "+" button located at the top left side. Now, look at the bottom of the screen and scroll until you see the "reels" option.

Step 3: Add Music

On the left side, click the music note to search and tap the song you want to play during your reel.

Step 4: Choose an Effect

Click the sparkly icon near the bottom to select the same filters you usually would on Instagram.

Step 5: Create and Upload

Click the Next arrow when you are ready to post. You can add your captions and hashtags, then tap done. You can either save it or click share to post to your profile.

Now you have all you need to create your own TikTok and Instagram reel and build your social media empire!

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