

How To Post: Instagram

[4. Editing, Posting & Optimizing Your Videos](#)

Now that your video is done it's time to post it to Instagram! This video is all about how to do that and the features you should pay attention to in order to make sure your video performs as good as possible. Because the last thing we want is all your hard work to go to waste because you didn't post the video correctly.

In this video we discuss:

1. Starting The Posting Process
2. Selecting The Right Video Format
3. Editing The Video Directly On Instagram
4. Adding Music and Titles In Instagram
5. Applying Filters and Stickers
6. Finalizing Your Instagram Post
7. Using Hashtags
8. Maximizing Video Quality

Let's Dive Right In!

1. Starting the Posting Process

- Start by opening the Instagram app. Look for the plus symbol at the bottom to begin the posting process. Make sure your video is ready in your phone's gallery for easy access.

2. Selecting The Right Video Format

- Select 'Reel' among Instagram's content types at the bottom. Instagram also allows you to post stories and lives but those are different types of content.
- Reels are limited to 90 seconds.

3. Editing The Video Directly On Instagram

- Instagram offers basic trimming features for your video, allowing front and back adjustments. However, like we cover earlier in this course we recommend editing on the computer to make it easier and faster.

4. Adding Music and Titles In Instagram

- Add background music through Instagram's music feature, selecting from trending tracks or personal favourites. You can choose almost any song you want!
- If you are wanting to add titles in the Instagram App this is where you do this. These titles will have the native Instagram style.
- You can then drag the title around to place it where you want.

5. Applying Filters and Stickers

- This is purely personal preference. We typically don't add Filters or Stickers to our videos when posting but the option is there if you want it.

6. Finalizing Your Instagram Post

- This is when you write the caption of the post. Captions give you another chance to engage your audience. Construct a caption that acts as an additional hook, enticing viewers to watch through to the end.
- Select or upload a compelling cover image for your reel. This is the photo that will show up in your Instagram feed before people tap to watch. It is recommended you choose the most visually striking frame from the video or upload another image for the cover.

7. Using Hashtags

- Hashtags increase your video's discoverability. Opt for 3-5 relevant hashtags that accurately represent your video's content, theme, or niche, avoiding the temptation to over-tag. At the end of the day, hashtags are becoming less and less important.

8. Maximizing Video Quality

- Before posting go to the advanced setting section and, make sure you've enabled the 'Upload at Highest Quality' setting to prevent Instagram from compressing your video excessively, preserving the clarity and detail of your video.