

POST LIKE A PRO

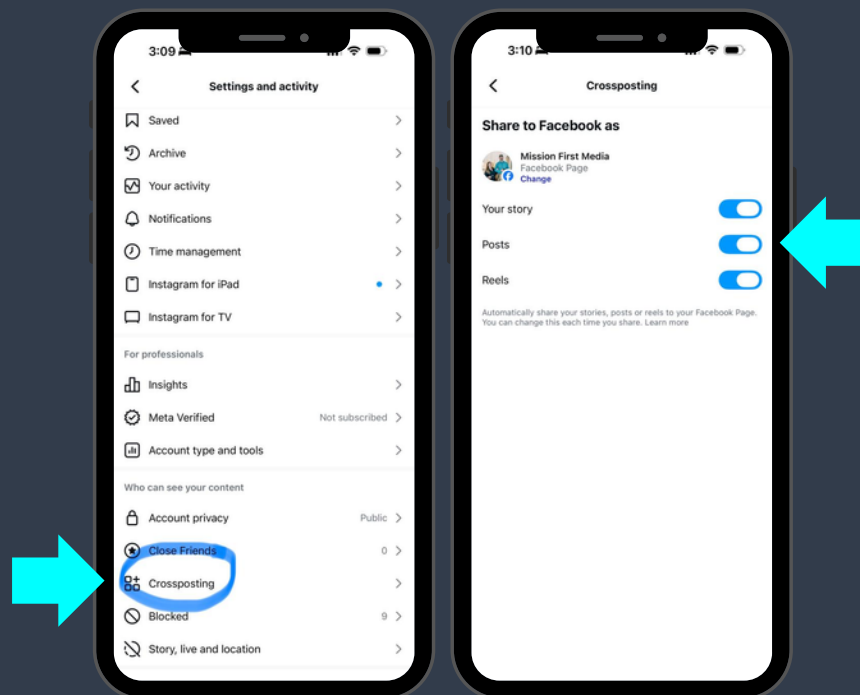


Reel Posting Guide

To ensure that your content performs at the highest level, please follow these steps every time you post a reel delivered by Mission First Media.

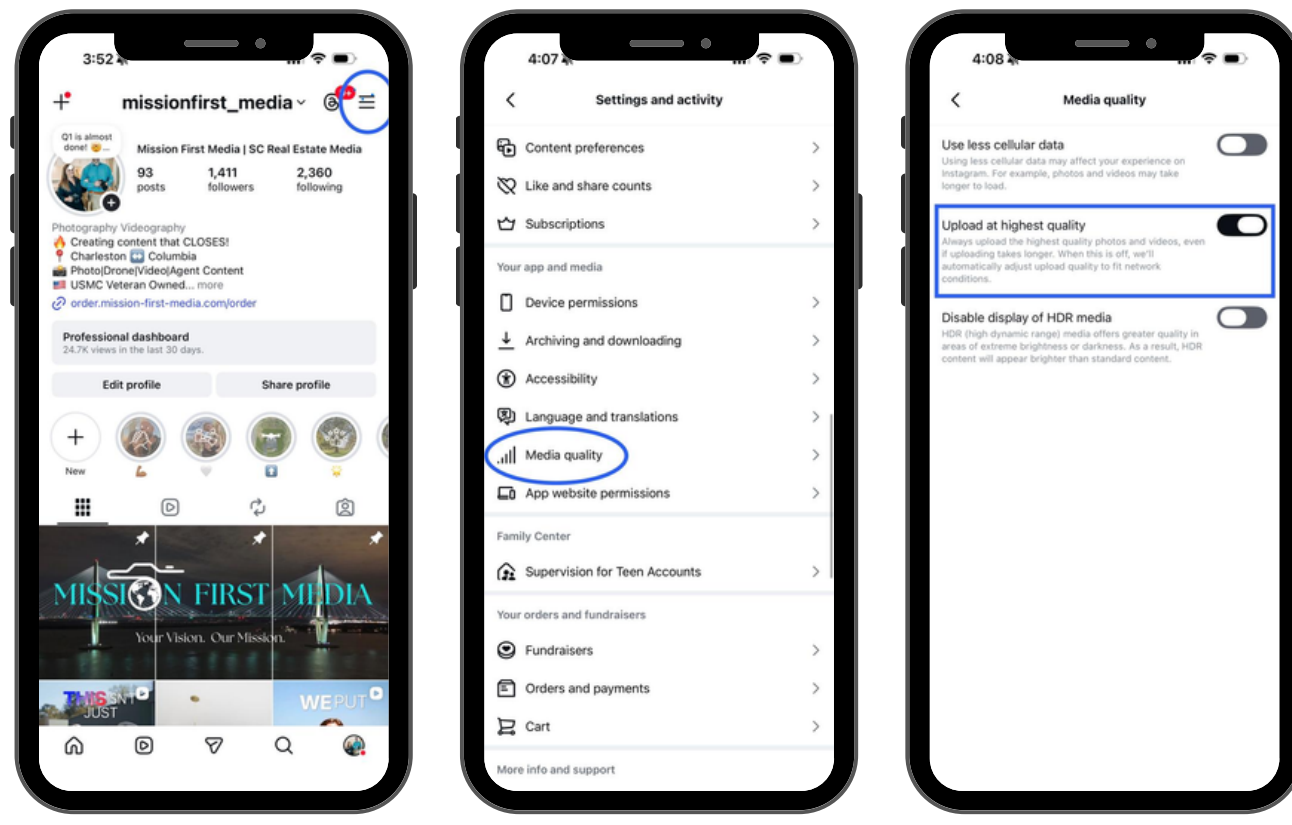
CROSS-POSTING SETTINGS

Instagram compresses video less than Facebook. When you post directly to Instagram first, you can cross-post to Facebook and ensure the highest quality possible for your media!



⚠ Always post to ****Instagram first****, then allow Instagram to cross-post to Facebook.





TURN ON “UPLOAD AT HIGHEST QUALITY”

This ensures your video is not unnecessarily compressed.

How to Check:

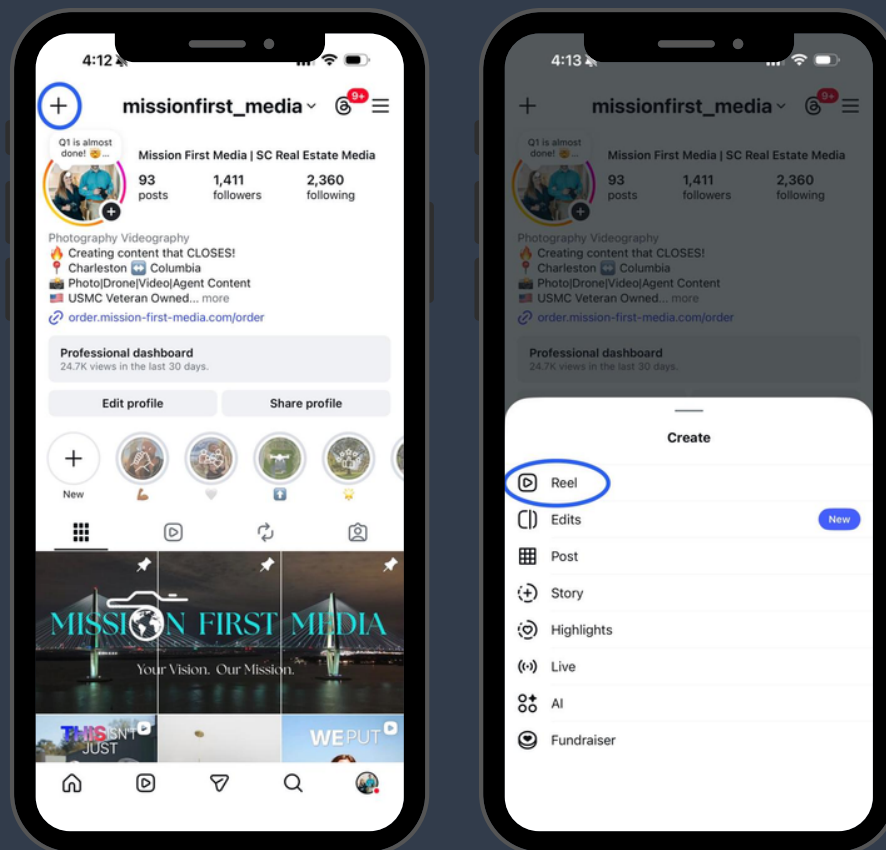
1. Open ****Instagram****
2. Go to ****Settings and Privacy****
3. Tap ****Data Usage and Media Quality****
4. Toggle ON ****Upload at Highest Quality****





POST AS A REEL (NOT A REGULAR POST)

Always upload your video as a Reel, not a regular post, to maintain better video quality and increase reach and engagement on Instagram. Reels are prioritized by Instagram's algorithm, meaning your content is more likely to be shown to a wider audience even non-followers.



CHOOSE A STRATEGIC COVER (THUMBNAIL)

Do NOT let Instagram auto-pick your cover. The cover is what stops the scroll. Make it intentional. The cover should make someone curious enough to tap.

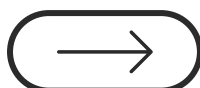


When posting your reel:

- Tap **“Edit Cover”**
- Scroll through the video
- Choose a visually strong frame

Great examples:

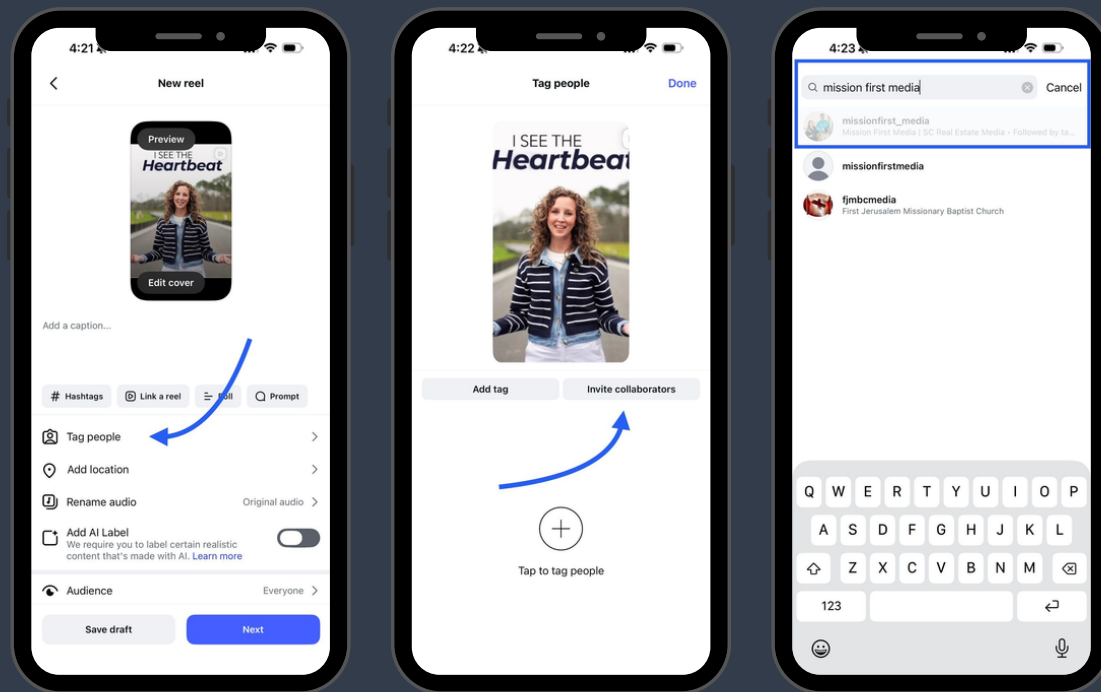
- The 3D text moment
- An AI effect
- A strong property shot





COLLABORATE WITH MISSION FIRST MEDIA

This is ****not**** a tag. It is a collaboration.



When you invite Mission First Media as a collaborator:

- The reel posts to BOTH of our profiles
- Our audience sees it
- Engagement combines
- Reach increases significantly

How to Collaborate:

- On the posting screen, tap ****Tag People****
- Tap ****Invite Collaborator****
- Search: ****Mission First Media****
- Send invite before publishing



FINAL POSTING CHECKLIST



Before hitting “Share,” confirm:

- ☒ Cross-posting is connected
- ☒ Posted to Instagram first
- ☒ Upload at highest quality is ON
- ☒ Strategic cover selected
- ☒ Mission First Media as Collaborator

If you ever have questions before posting, reach out to us.
We want your content to win!
