

POST LIKE A PRO

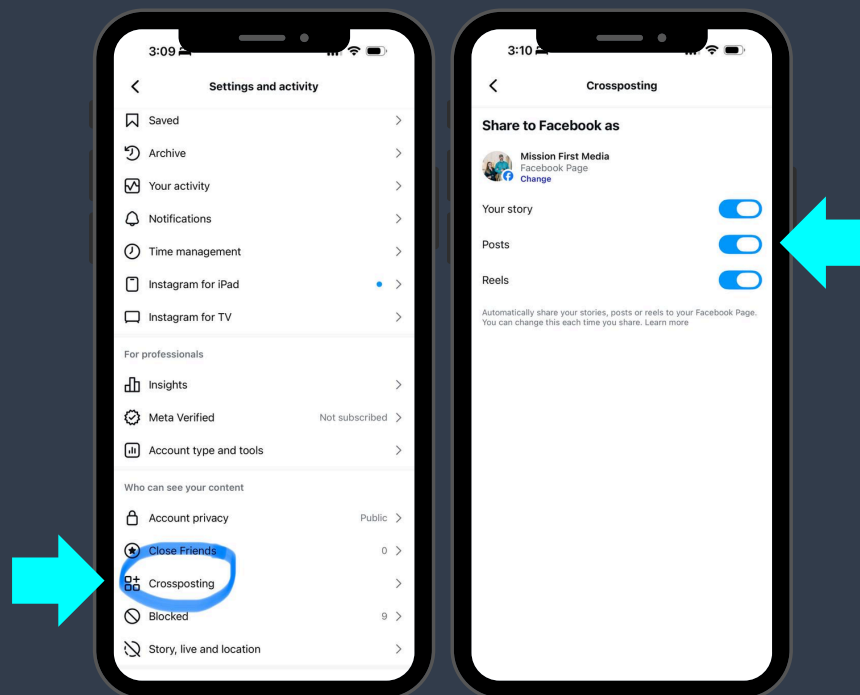


Reel Posting Guide

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.

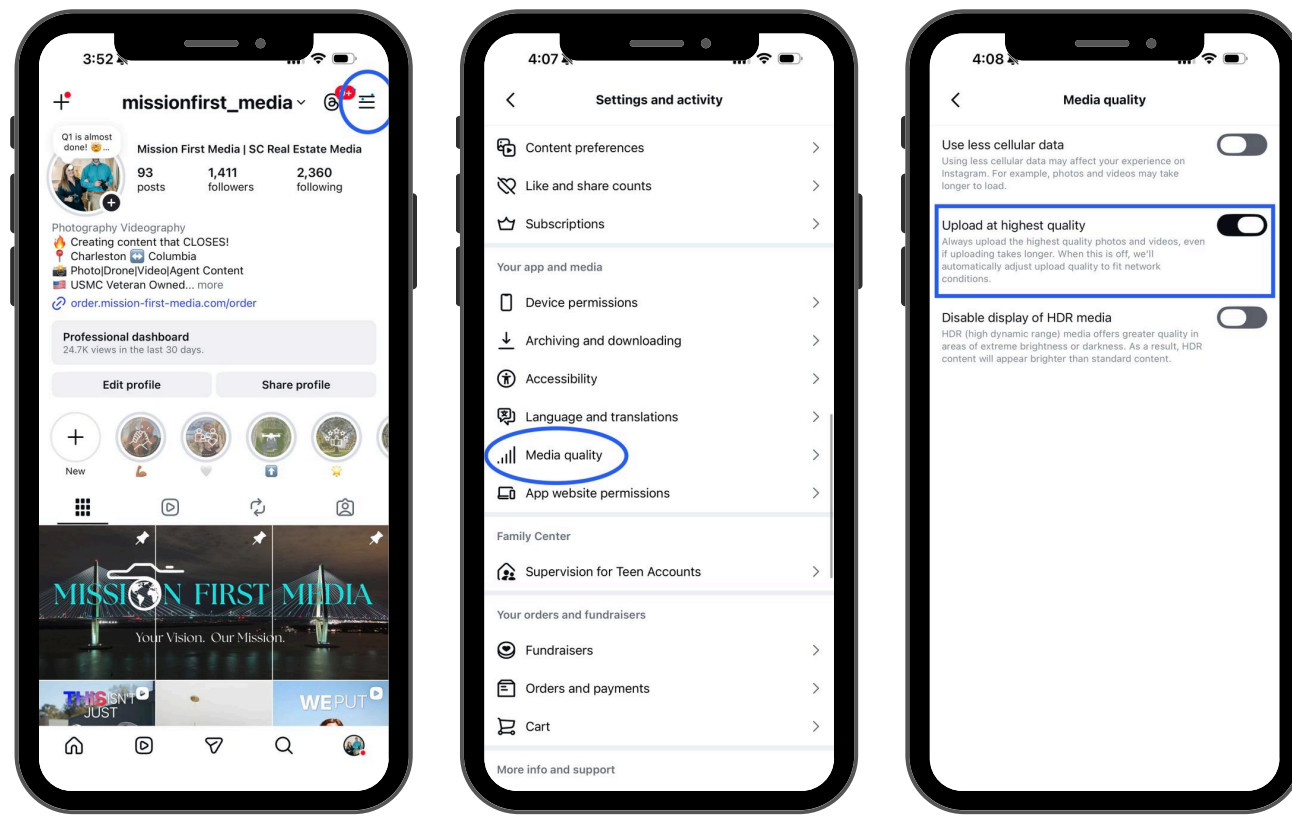
CROSS-POSTING SETTINGS

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:

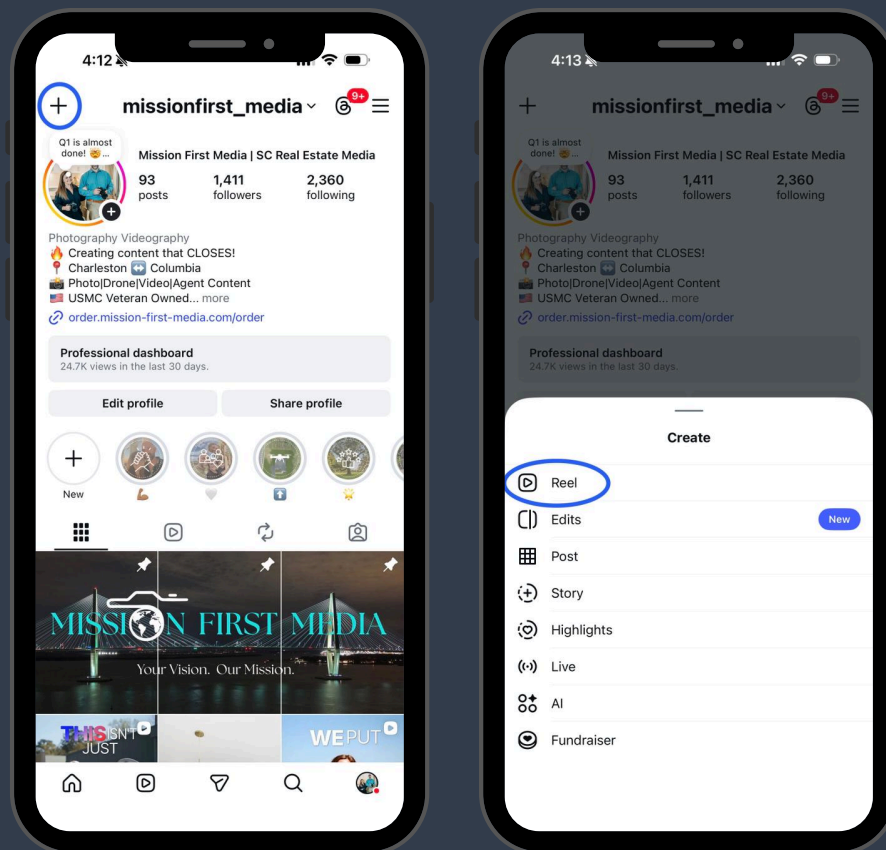
1. Open ****Instagram****
2. Go to ****Settings and Privacy****
3. Tap ****Data Usage and Media Quality****
4. Toggle ON ****Upload at Highest Quality****





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.

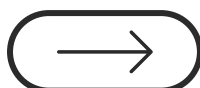


When posting your reel:

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

Great examples:

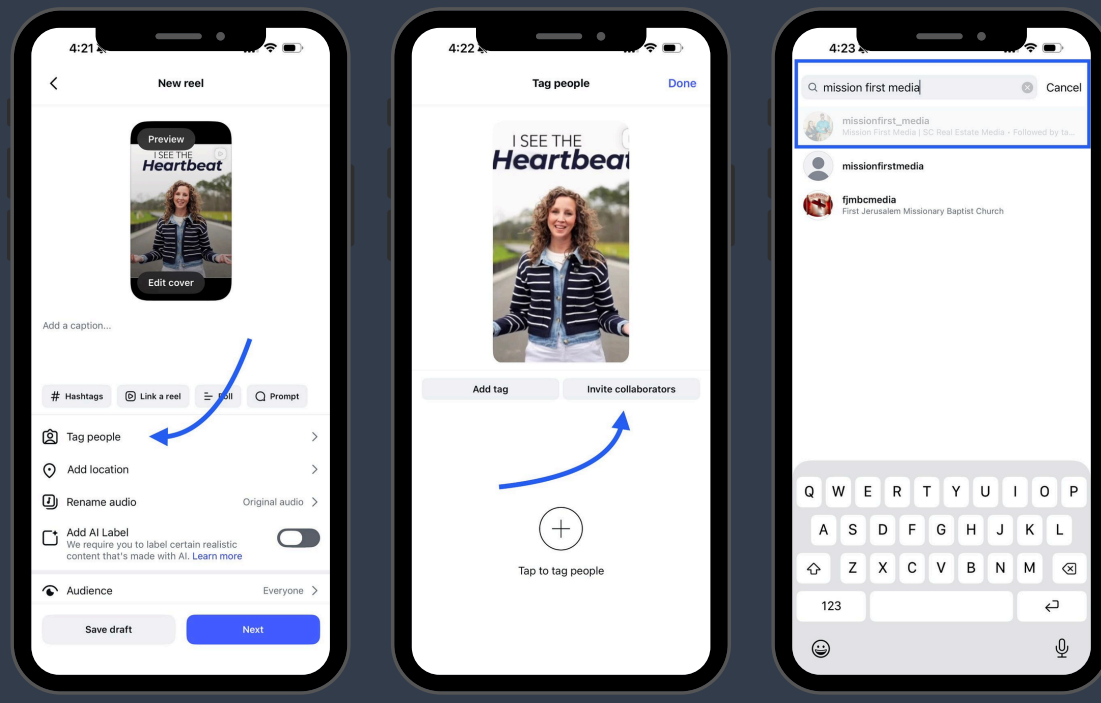
- The 3D text moment
- An AI effect
- A strong property shot





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!
