

Best Quality Upload Settings for Instagram Reels & Facebook

1. Turn On High Quality Uploads

- Open Settings
- Go to Data Usage / Media Quality
- Turn ON “Upload at Highest Quality”

2. Download the Optimized Video

- We optimize your video for the best social media performance
- Download the video directly to your phone (or computer if posting from there)

3. Use a Strong Cover Photo

- Choose a clean, high-quality cover image
- Avoid random blurry frames from the video
- We may send recommended cover photos for best results

4. Upload in Full Quality

- Do not screen record or re-save the video through other apps
- Upload the original file we send you

5. Post as a Reel

- Upload as an Instagram Reel and Facebook Reel
- Reels typically receive more reach and engagement

6. Tag & Collaborate With Us

- Tag @snaphouseproduction
- Send a Collab Invite on Instagram when posting

Why this matters:

- Collaboration posts push the video to both audiences
- Instagram’s algorithm often gives collab posts more reach
- Helps attract more relevant local viewers and engagement

7. Add Location & Relevant Hashtags

- Add your business/location when posting
- Use a few relevant hashtags related to your business and city

8. Post Consistently & Quickly

- Try to post within a few days of receiving the media
- Fresh content tends to perform better with the algorithm