



YOUR GUIDE TO SHORT FORM VIDEO



TIPS & TRICKS

GENERAL TIPS & TRICKS

- **Be authentic—speak directly to your audience and put them in the middle of the action**
- **Make videos light and fun—don't take yourself too seriously**
- **Shoot all videos in vertical format**
- **Aim for shorter videos—the shorter the better**
- **Use quick cuts and add appropriate or trending music**
- **Add captions or brief text—keep it concise**
 - ~ Adding a caption boosts engagement and visibility
 - ~ The bottom fifth of the video is where captions are displayed—plan accordingly when you record
- **Use hashtags strategically—be specific**
 - ~ Limit the amount of hashtags to 3-5 for both TikTok & Instagram
- **Make Evergreen Videos**
 - ~ Embrace Trends
 - ~ Utilize Q&A's
 - ~ Focus on Evergreen Videos
 - ~ Alternate Between Shorter & Longer Videos

PLATFORM-SPECIFIC TIPS & TRICKS

- **Utilize Trending Sounds on TikTok**
 - ~ Repurpose this content for Instagram
 - ~ If you're having problems repurposing TikToks to Reels, try screen recording the video to use the trending sound
 - ~ If you want to remove the TikTok watermark on Instagram, use [SnapTik.App](#) to repurpose content across platforms
- **Utilize User-Generated Content**
 - ~ It's OK to repurpose another TikTok user's video (with permission) that includes their watermark—this automatically provides credit to the other user while also providing original content to your feed
 - ~ If you do not want to view the TikTok user's watermark, you can work around this by having the user save the draft version instead of posting it to their account
- **Utilize Trending Hashtags on TikTok**
 - ~ Select at least one trending hashtag and incorporate two additional niche hashtags
 - ~ Use software to track volume of hashtag traffic in real time—Use hashtags with volume between 100,000 and 9 million
 - ~ See free hashtag [tracking tools](#)

SHORT FORM VIDEO EXAMPLES

Answer a question/reply/react—could be replying directly to a comment, or simply answering a common question

Utilize content you already have by creating a b-Roll compilation or re-sizing content

Editing feature that enables you to combine two videos in a split-screen format

Editing feature that allows a user to integrate other users' video clips into their own

Utilize a light-hearted approach in your content, whether it be [dancing](#), humor or storytelling

Utilize sounds that are being used frequently by top creators in their videos or sounds that have gone viral

ACCOUNT EXAMPLES

TIKTOK:

[@Bar7ranch](#)
[@Thefarmerjon](#)
[@Bales_hay](#)

INSTAGRAM:

[@taravanderdussen](#)
[@nyfarmgirls](#)
[@agronomistmatt](#)

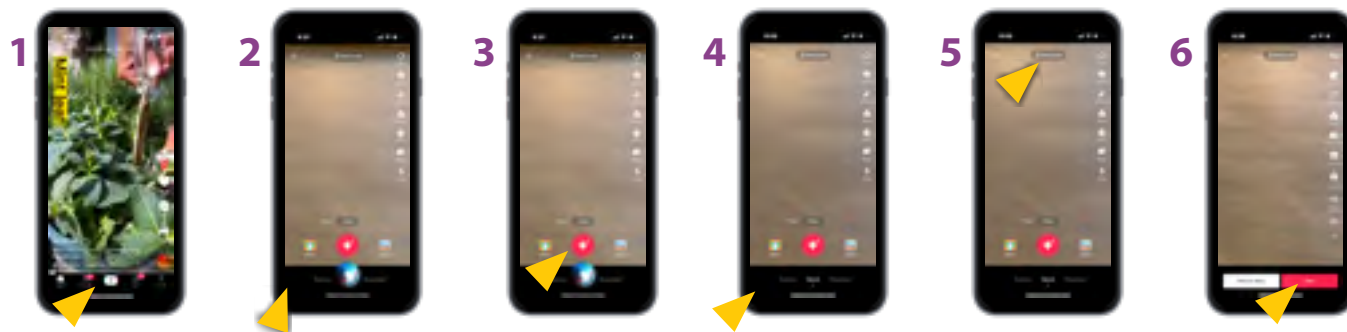
LINK TO ADDITIONAL GUIDELINES

[County Farm Bureau Facebook Checklist](#)

[Photo and Video Guidelines](#)



HOW TO CREATE A TIKTOK



- 1 Hit the **+** sign at the bottom of your screen.
- 2 You can upload photos and videos from your phone's library or make a video directly using the TikTok camera.
- 3 If recording directly, hit the Record button at the bottom of the screen. Hit it again when you're done recording. The default video mode is "Quick," which is for 15 second videos, but you can switch it to "Camera" for more editing options and longer videos (15s, 60s and 3 mins), or "Templates" to create a specific style of video.
- 4 Tap the check mark when you're done shooting all your footage.
- 5 Make any edits or changes on the post page. All your edits are on the right sidebar of the screen. Also, add music or sounds by hitting "Add sound" at the top of the screen.
- 6 Post that video and share. Make sure to include a description with some hashtags so it finds its way to your audience.

SHORT FORM VIDEO HOW-TO'S

General TikTok tutorial

Editing feature that enables you to combine two videos in a split-screen format

Editing feature that allows a user to integrate other user's video clips into their own

HOW TO CREATE AN INSTAGRAM REEL



- 1 There are two options on the home screen to create a Reel.
- 2 Swipe to the right on the home screen to see the Instagram Stories tool, and then choose Reel at the bottom of the screen. Or you can tap the **+** icon at the top of the screen and choose the Reels option.
- 3 You can start recording your Instagram Reel by holding down the record button, or you can also use videos from your phone's library.
- 4 Tap the check mark when you're done shooting all your footage.
- 5 Use the trim tool to edit the length of your video.
- 6 Add Options to enhance video: Audio, time management tool to create video edits, alignment tool to add transitions between frames.
- 7 Preview mode: Insert the text and post.

COVER IMAGE SIZES

1080 x 1350 px

Best size to fit your main message and content

1080 x 1920 px

Reel size—users see this cover image while scrolling

1080 x 1080 px

Reels cover image users see in feed