



INSTAGRAM CREATOR HANDBOOK

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1. INTRODUCTION



From Live, to Feed, to video, Instagram gives you a variety of ways to engage deeply with your fans and be discovered. Now, we're bringing the ability to share longer vertical video on Instagram.

This an exciting opportunity for you to get closer to your fans, explore your creativity, grow your audience, and build your brand.

We created this handbook to guide you through the best ways to capture and edit great video for this new platform.

2. APPS & TOOLS

I. CAPTURE

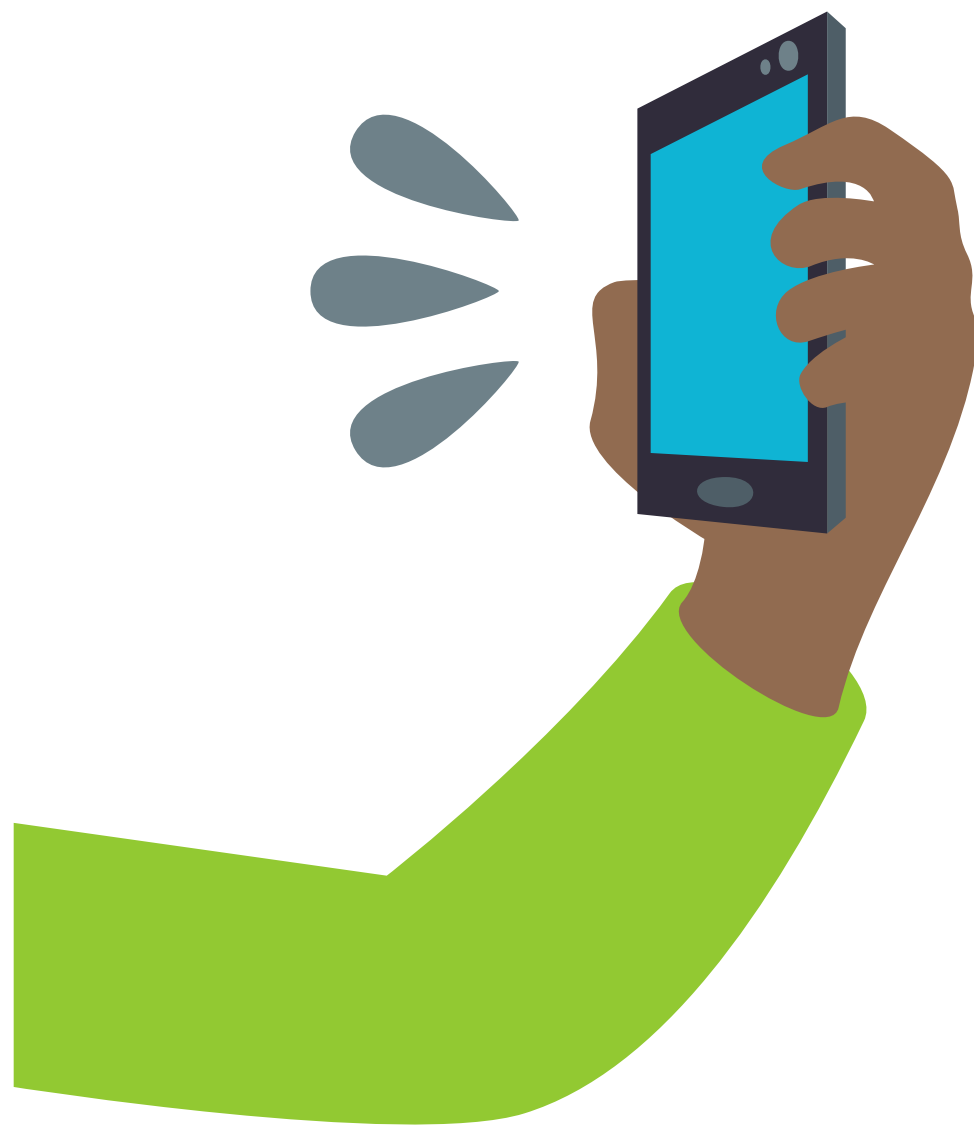
II. EDIT

III. ACCESSORIES

There are many ways to shoot great video these days, so we won't be covering all of them here.

Think of this guide as a way to get started capturing vertical video content, whatever your camera.

I. CAPTURE



Getting the most out of your phone's camera helps to get the best vertical video, no matter what you're capturing.

Before jumping into the camera, we're going to start with some settings.

Settings: Turn on the grid



This helps with framing and composing your subject in the frame.

Settings: Resolution & Frame Rate

What does it all mean?

Video	Vertical Video Resolution	Frame Rate (frames per second)	What it means
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720p	720 x 1280	30	Smaller file size, but lowest quality. Use this if you want to save space on your phone
1080p	1080 x 1920	30	This is the best of both worlds: good quality, without taking up too much space
1080p	1080 x 1920	60	The same quality, but twice the frames. So you can do some slo-mo, and have more frames to edit with
4K	2160 x 3840	24	The highest quality, with 24 frames, a standard in the film industry
4K	2160 x 3840	30	The highest quality, with a smooth 30 frames, very flexible format for mobile video
4K	2160 x 3840	60	The best. But also the biggest file size! Use this if you plan to do a lot of intensive editing. <i>Not available on all phones</i>

Slo-Mo

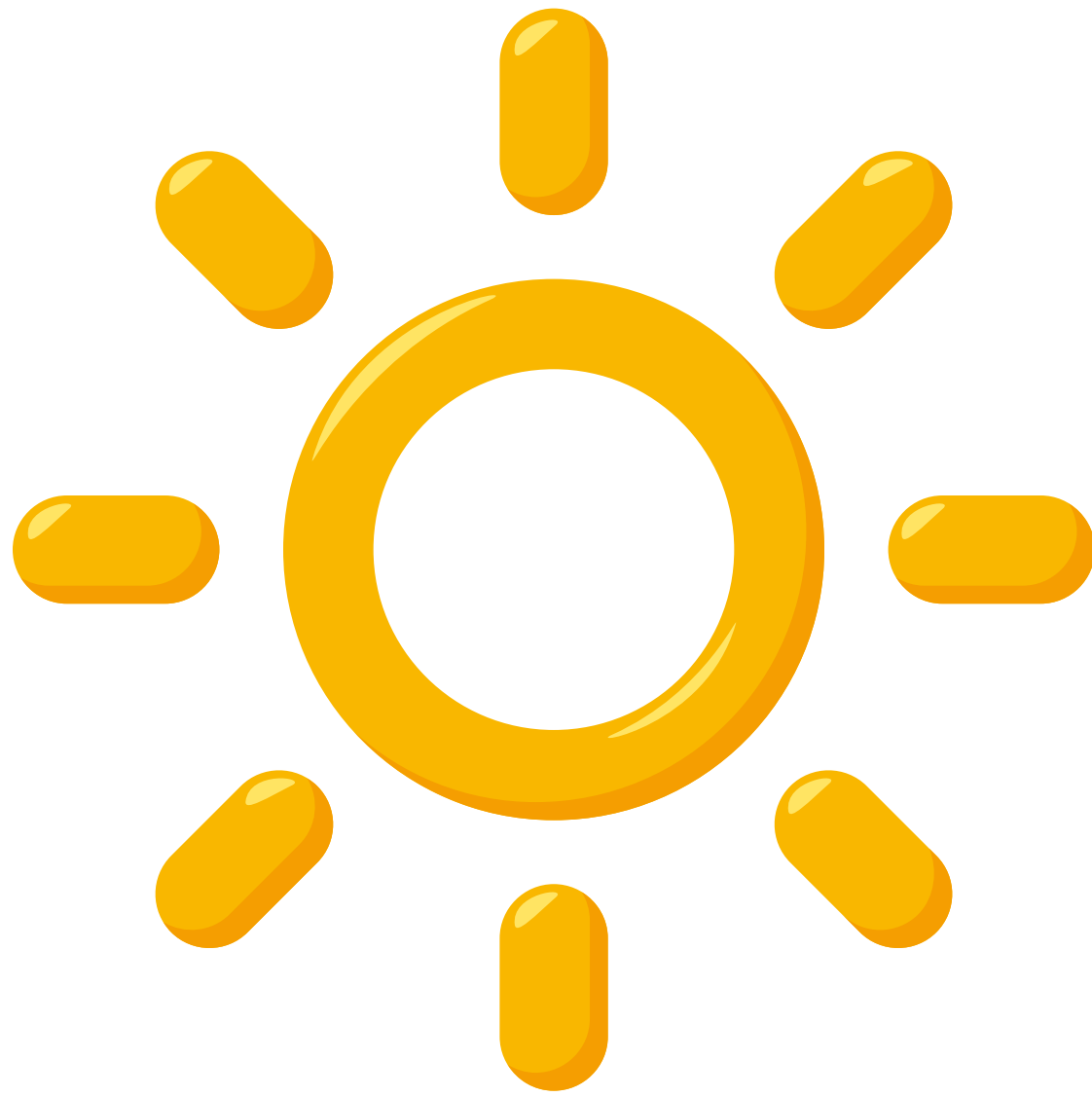
1080p	1080 x 1920	120	Great for fun slo-mo effects
1080p	1080 x 1920	240	Great for fun slo-mo effects but you'll need good light and storage space on your phone! <i>Not available on all phones</i>

This is what 4K looks like

This is 1080

This is 720

PRO TIP



Remember the light!

A good general rule of thumb for video is the higher the frame rate, the more light you will need.

So if you're trying to capture 60, 120, or 240 frame per second slo-mo, it's best that you do it in good lighting conditions.

PRO TIP

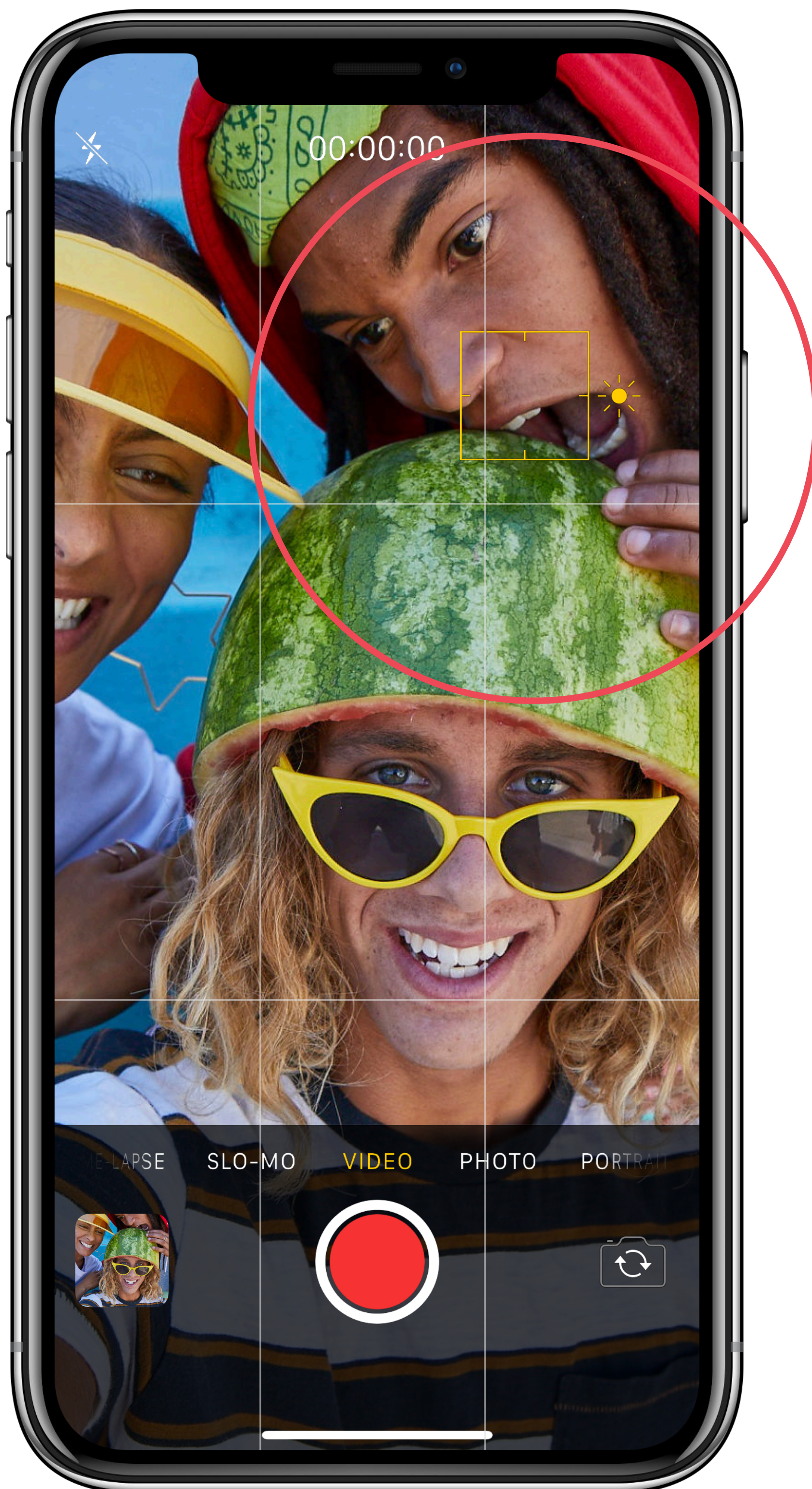


More pixels take up more space, but also give you more flexibility for editing.

Even if you don't intend to share your final video in 4K, it's worth capturing in 4K for the most flexibility when you edit (for example: cropping), and then export your final video in 1080p.

Of course, this takes up more space on your phone so double check your storage!

Going from good to great



Tap to focus/expose:

Tap anywhere on the screen to focus and expose on that portion of the image.

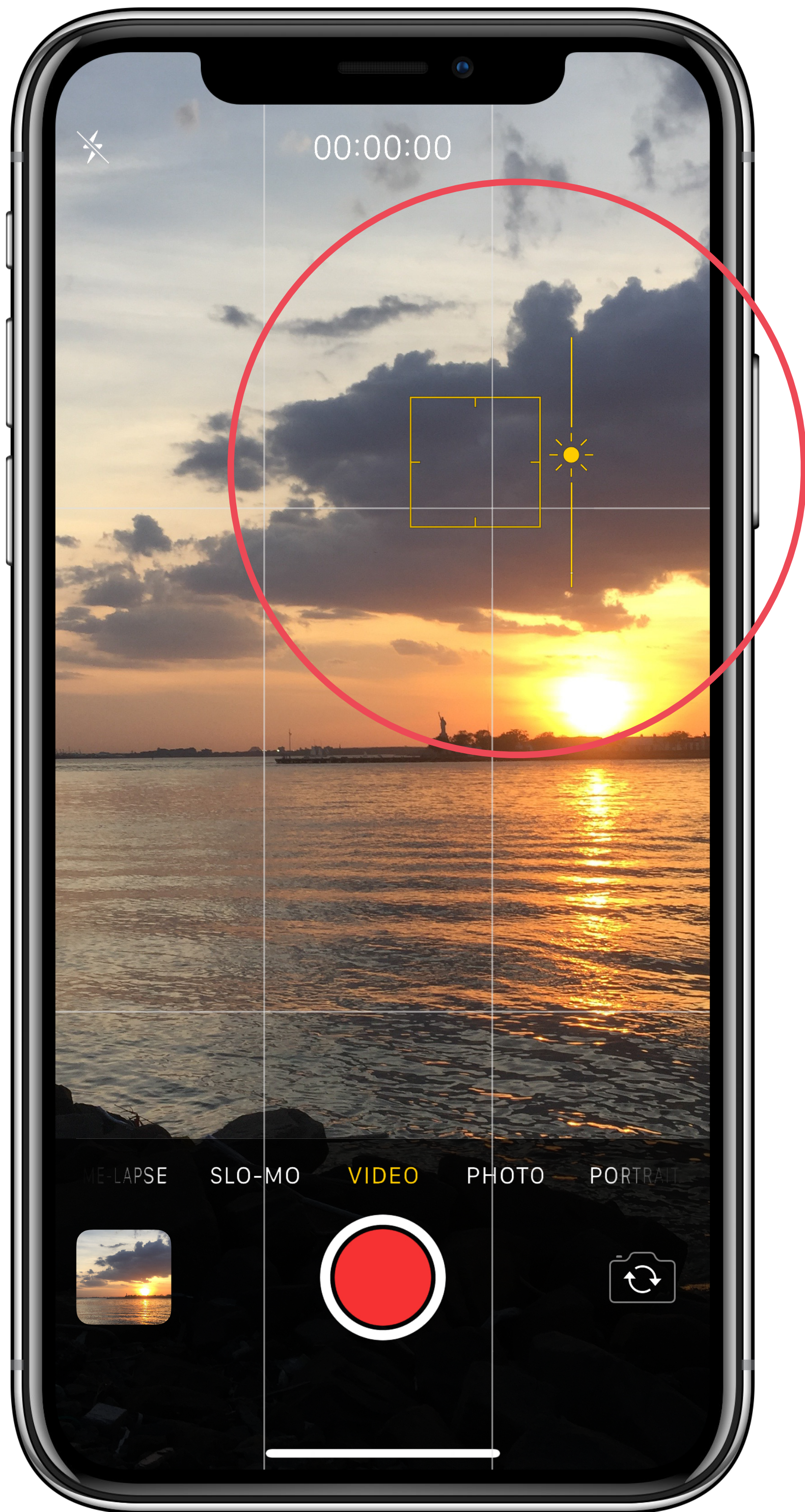
Going from good to great



Lock focus/exposure:

Tap and hold to lock auto focus and auto exposure.

Going from good to great



Nudge to adjust exposure:

Swipe your finger up or down as you tap (or tap and hold) to adjust exposure.

PRO TIP



Lock it in.

Shoot a lot of video and want the camera to be in video mode anytime you open it? It's possible!

On iOS go to Settings > Camera > Preserve Settings > toggle 'Camera Mode' on

Apps for iPhone & Android



The built-in camera apps on iOS and Android will help get you started.

Sometimes though you need more control, that's where these apps come in.

Filmic Pro



Adjust frame rate, ISO and shutter speed. Use cinematic zoom and rack focus for even more impact.

PRO TIP



Don't forget about sound!

It seems obvious, but sound plays a big part in a video experience. If you're outdoors and it's windy, try to shield your phone's microphone.

If you're capturing a sound source that is distant from the camera, try to use a remote microphone or ask a friend to use their phone to record sound.

ProCam



Turn on the grid to see a built in level, pick different resolutions/frame rates, use cinematic zoom.

PRO TIP

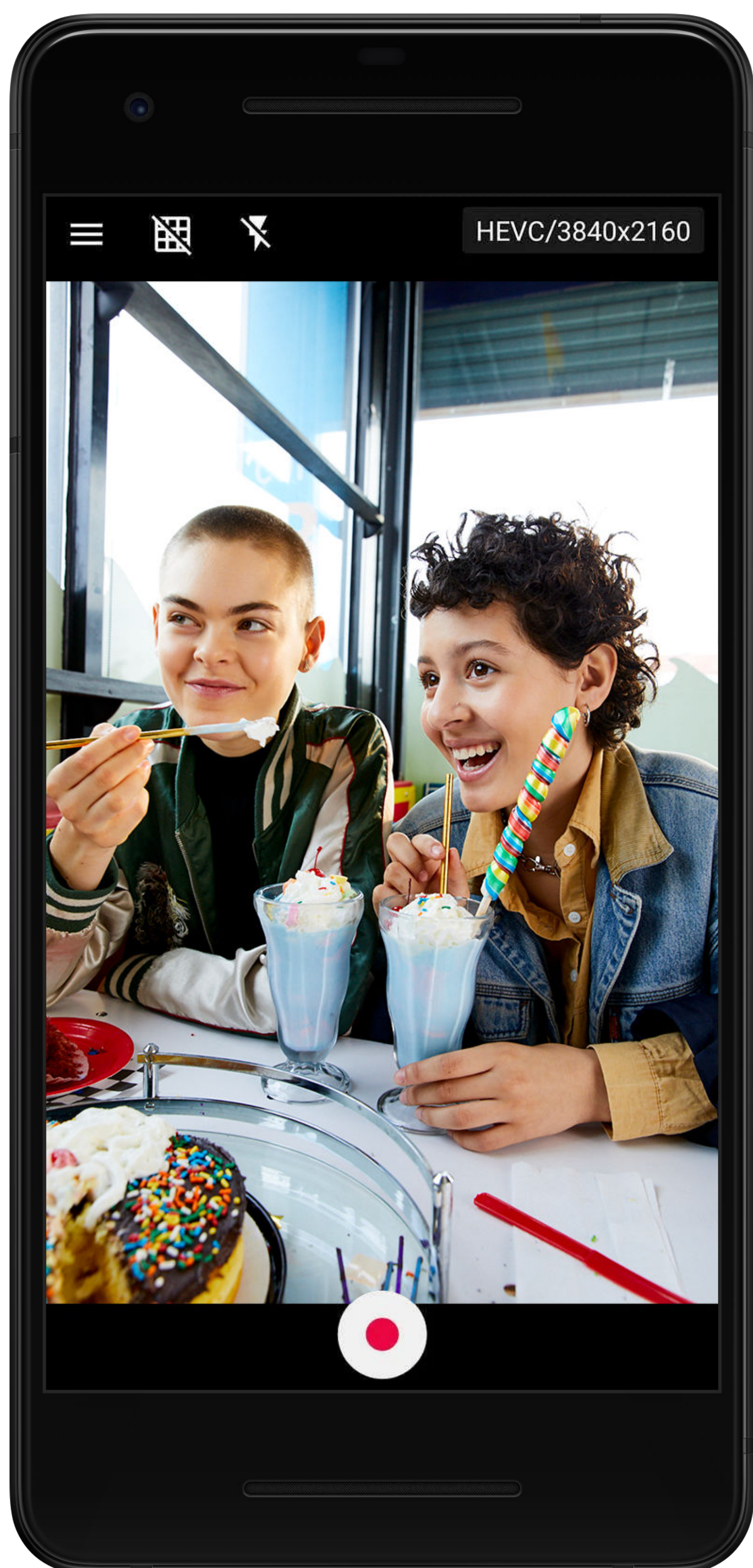


Capturing for color.

If you like to really go big when it comes to retouching color/looks of your video, apps like Filmic Pro and others have a D-LOG mode.

D-LOG lets you capture a low-contrast, desaturated, raw video, offering you flexibility for color correction.

Ultracorder



Select your resolution, frame rate,
bit rate and audio sampling.
Record time lapses easily.

PRO TIP



Do not disturb.

Imagine filming, and then in the middle of capturing the best moment ever, your phone rings. Turns out that this can stop your video (😱).

Enable 'Do Not Disturb' mode when you plan on capturing longer scenes so that doesn't happen.

II. EDIT



So you've captured all this amazing content. Now it's time to make it all come together.

Again, we'll focus on mobile, with a few tips for desktop.

Videoleap



Videoleap has many editing features. Check out the next page for some ideas.

Try this using Videoleap:



Green screen

Green screen, a.k.a Chroma, lets you remove the background or foreground from certain clips. Insert a clip with a green screen background, tap 'Chroma' in the bottom ribbon, tap the green area on your clip, adjust the threshold for perfect blending.

Key frames and animated titles

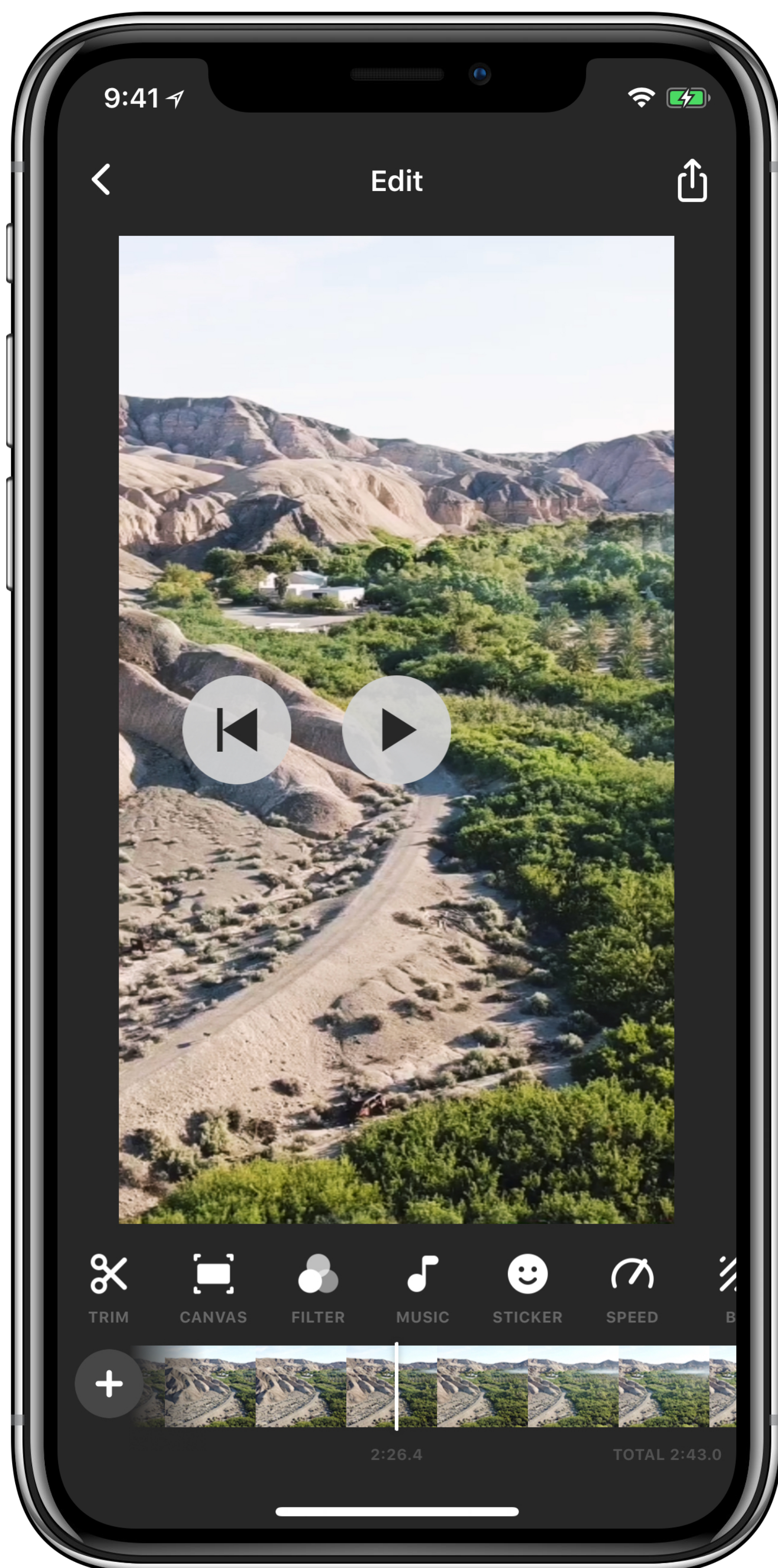
Make your titles come to life by adding key frames (add a title clip, tap on it in the timeline, add a starting position key frame, move your title to the end position, and add an end key frame). Try it with an emoji too.

Title masking

Make your titles live inside the objects in a scene by masking them. Add a title, tap on it in the timeline and tap 'Mask' in the ribbon, select the masking mode and orientation to match the object in the scene.

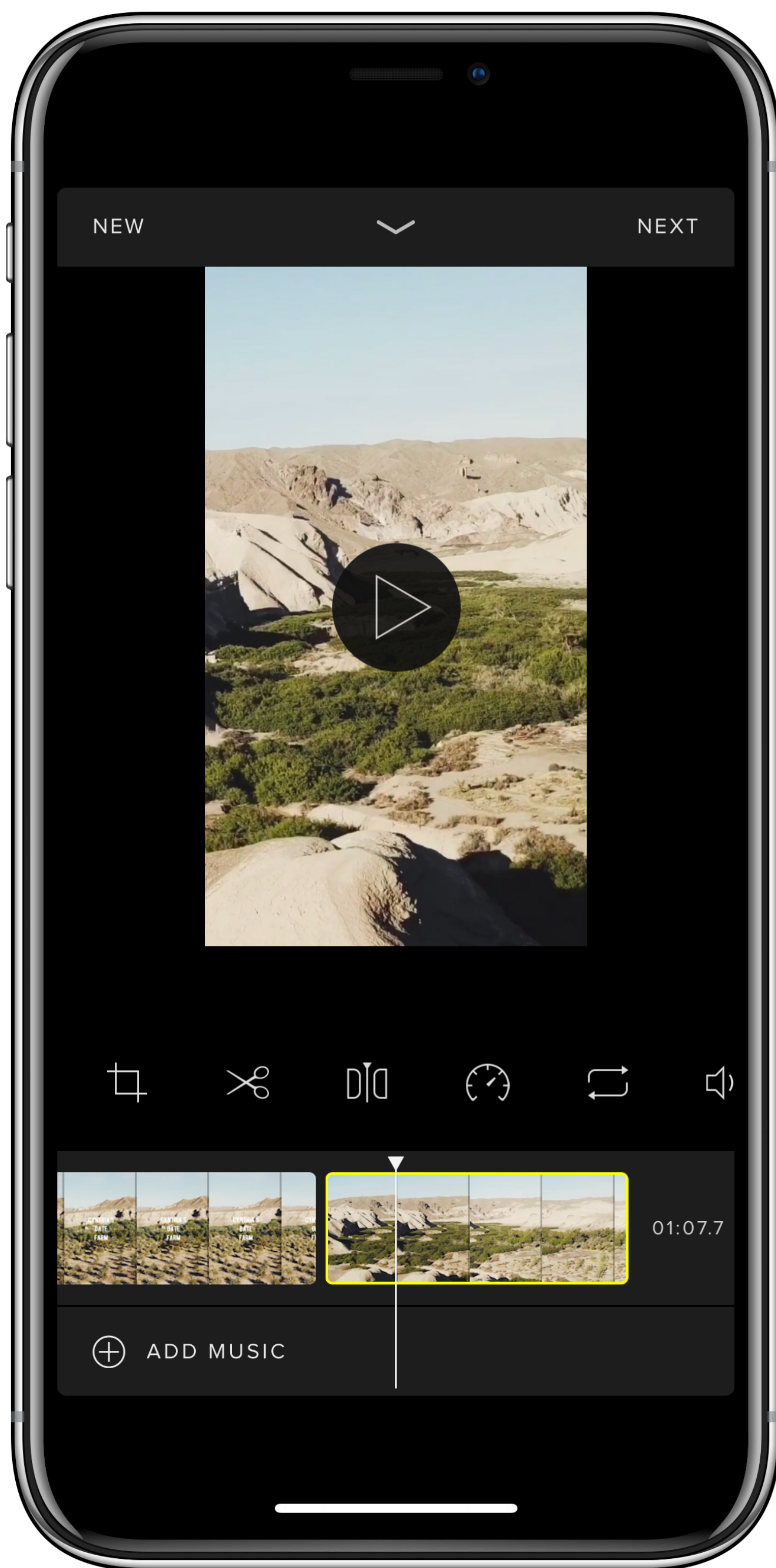
Make sure to look at the in-app tutorials (tap '?')

InShot



You can select a 9:16 canvas size.
Easily add filters, stickers, and
music to your edits.

Carve



Carve has many filters and customizable looks you can add in a single tap.

PRO TIP

Editing 9:16 video on desktop.

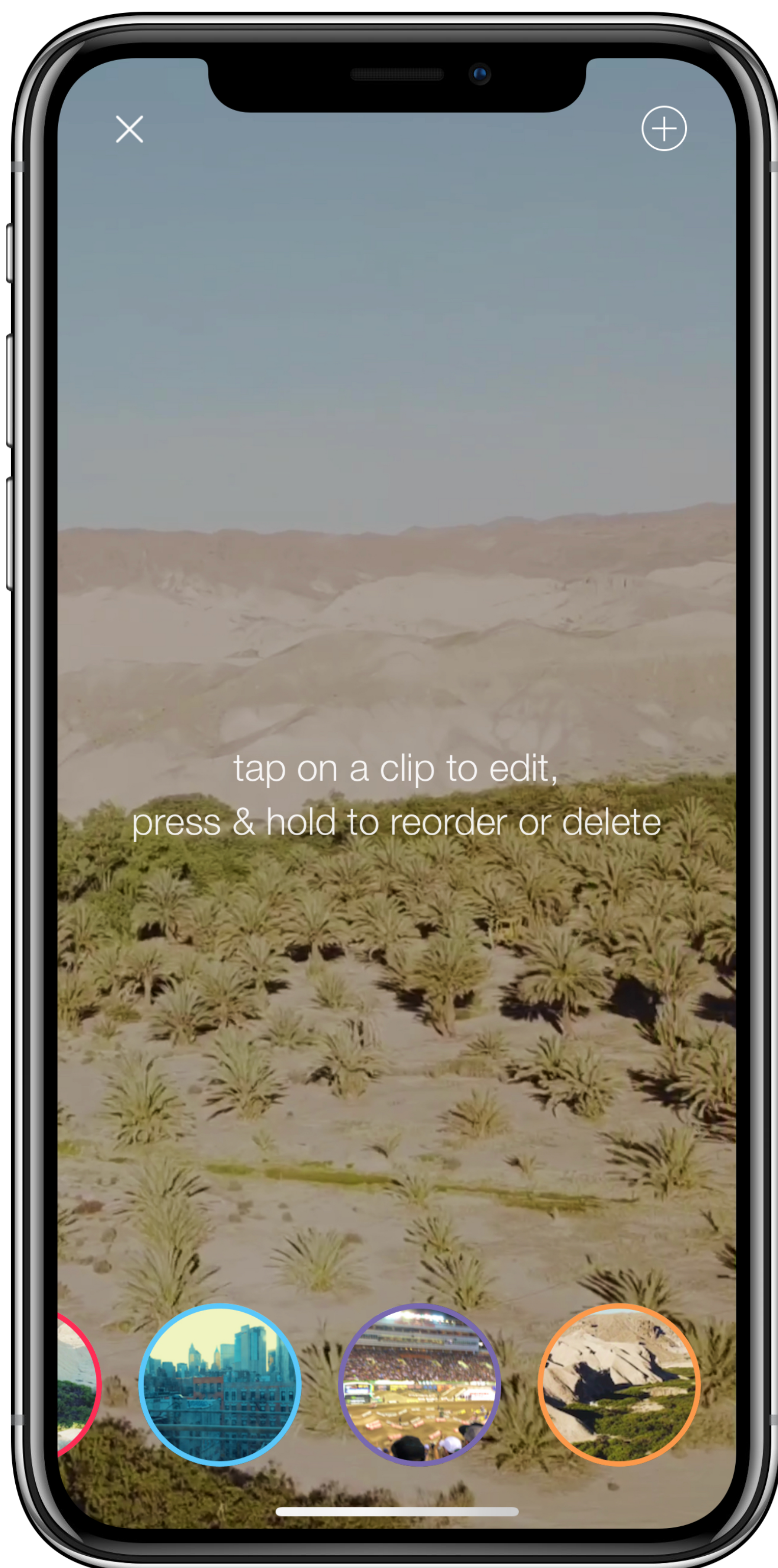
Chances are you've already got a workflow for this. If you don't: it's possible to edit vertical video in most editors.

For software that supports it, simply select 9:16 aspect ratio for your timeline project.

If your software doesn't support 9:16 or adds black pillar boxes: rotate your vertical video to horizontal, create your edits, then export the video in horizontal.

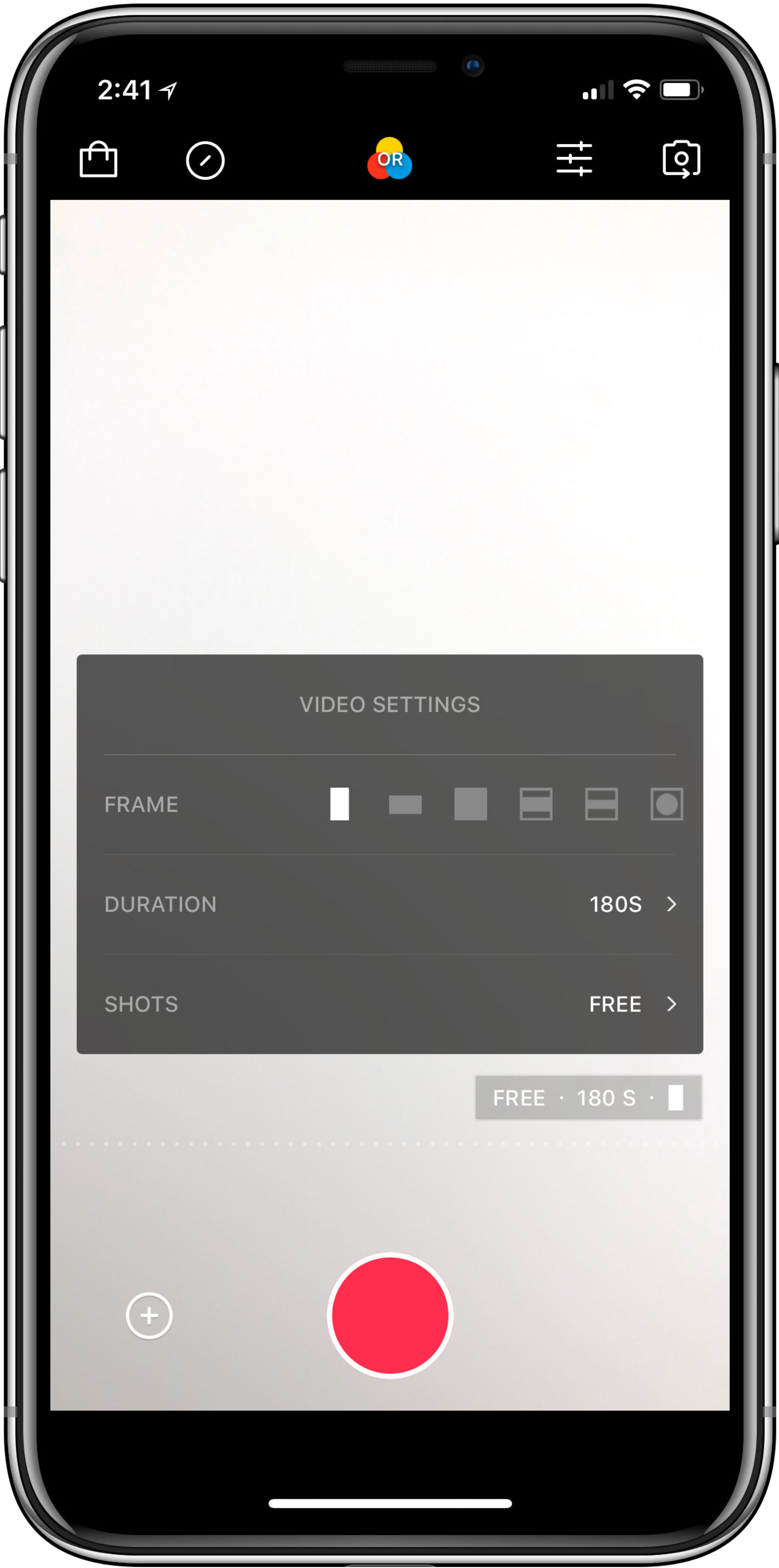
Once exported, use QuickTime to rotate (open file, then in QuickTime click edit > rotate).

Spark



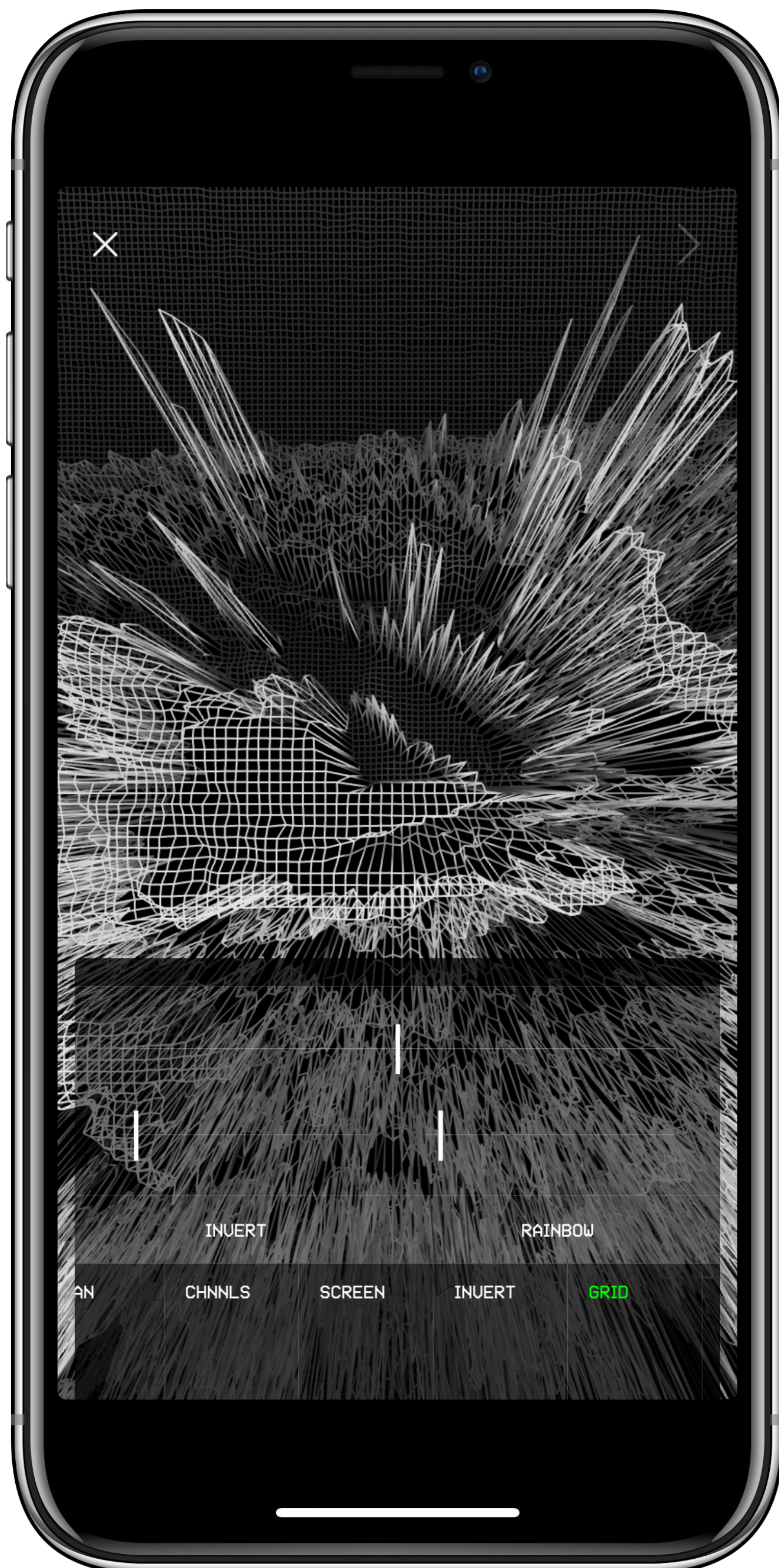
Capture, arrange and create a video in a single flow.

Vue



Select: vertical frame, maximum duration and 'Free' number of shots.

Glitché



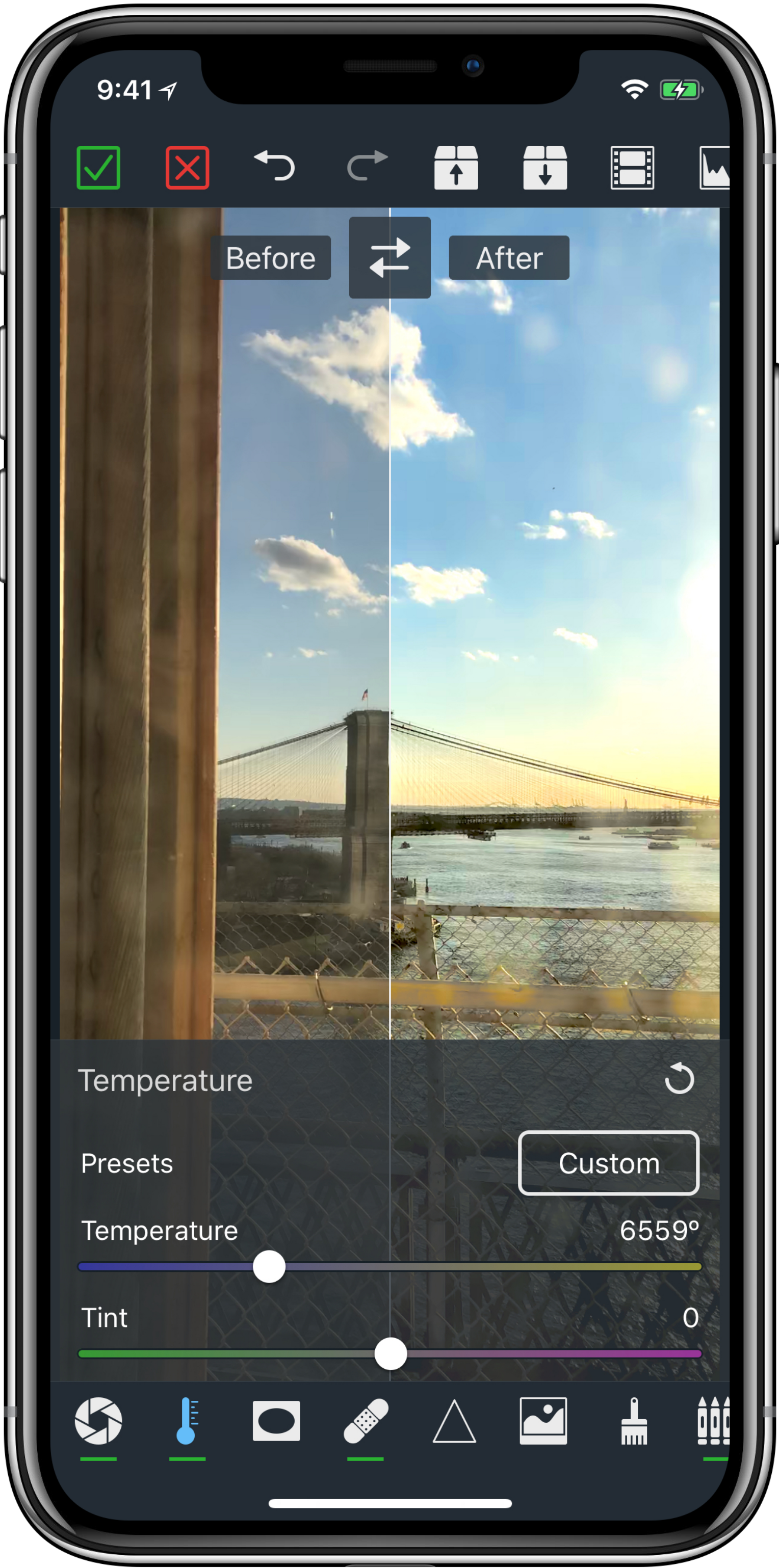
Add effects to your video. On
Android? Check out [Glitch
Camera](#)

90s



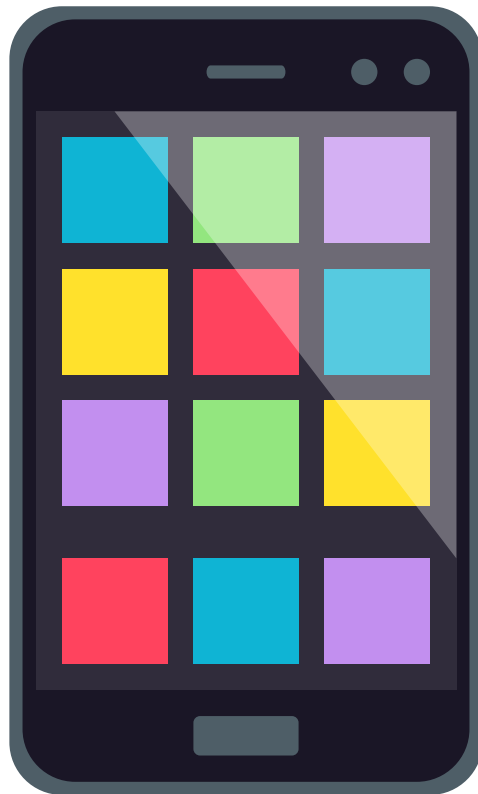
Want to add some VHS looks to your video? Check out 90s and its different styles to choose from.

VideoGrade



If you want to make some fine-tuned adjustments to the look of your video.

PRO TIP



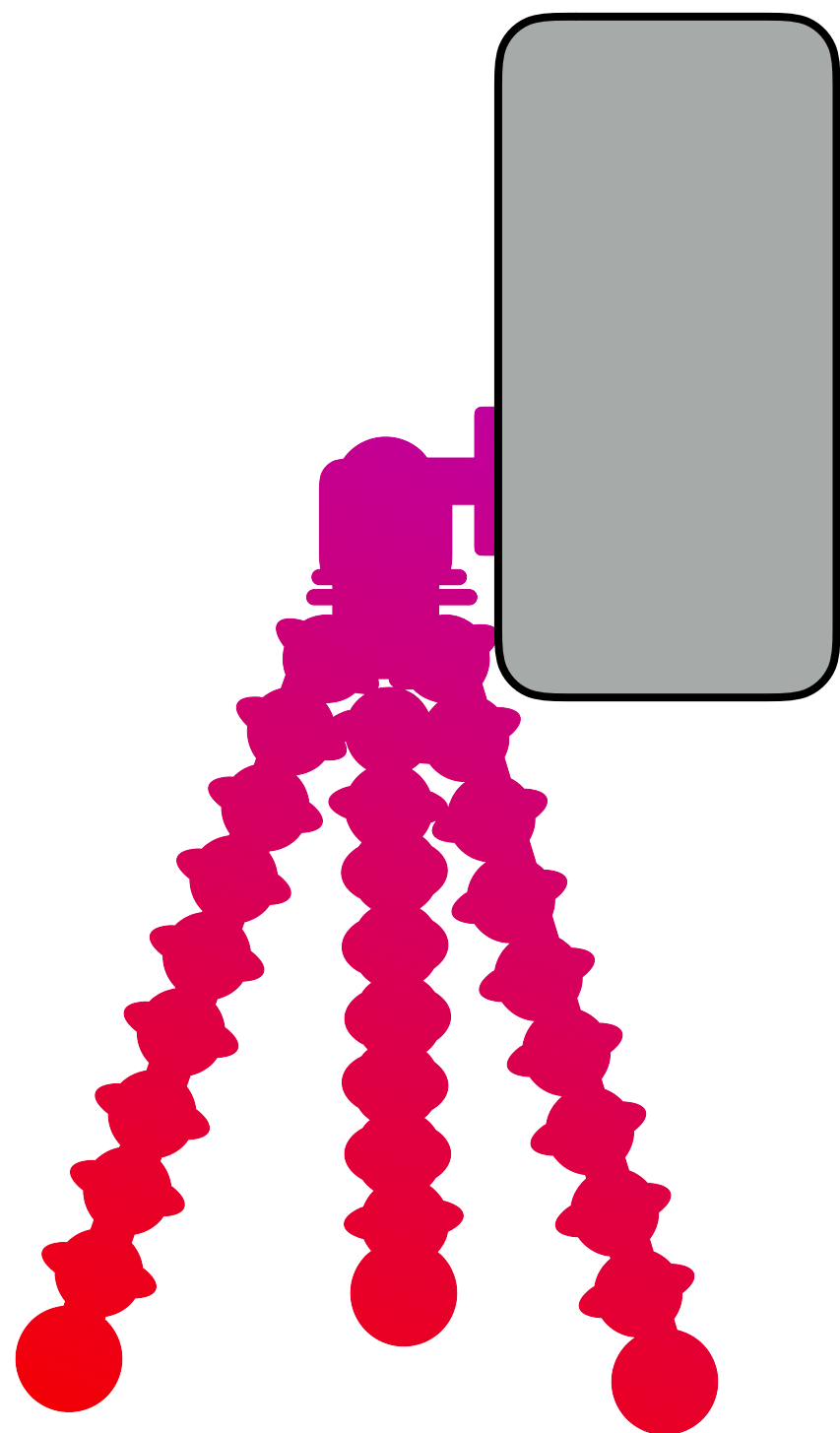
Get Vertical.

You might have some existing videos you'd like to convert into vertical format. Apps like [Wave](#) (desktop) do this.

Some of the editing apps we mentioned earlier also have this built-in, like [InShot](#):

Start a new project, pick your horizontal (16:9) video, tap on 'canvas', pick 9:16 and pan and zoom the video frame to center it where you want.

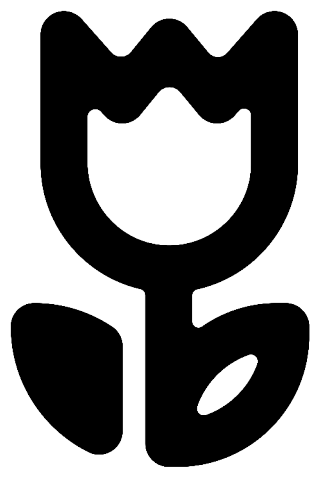
III. ACCESSORIES



Let's look at the best mobile accessories, from lenses to stabilization.

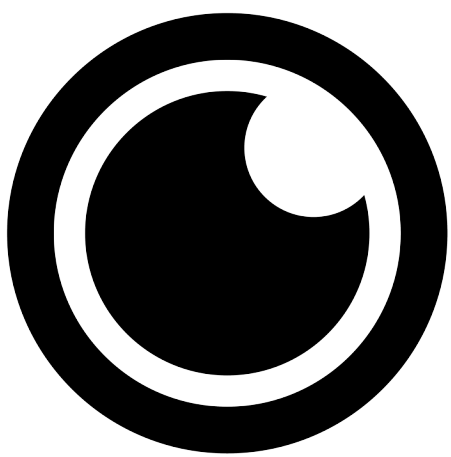
Remember, this guide is focused on mobile creation workflows. If you use a larger setup, like a compact camera, DSLR, or even a cinema camera, many accessories will let you rotate the camera 90-degrees to capture in vertical orientation.

Lenses for your phone



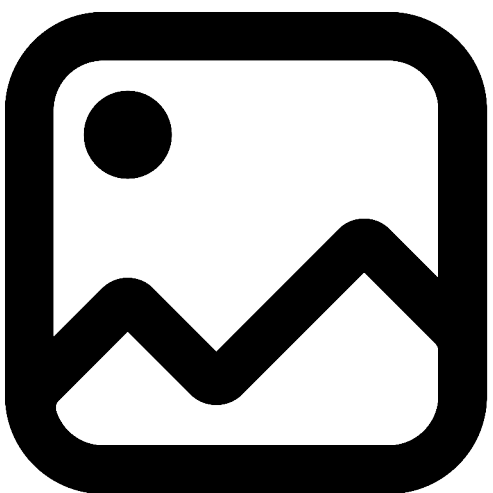
Macro

Get extra close-up captures of textures, arts & crafts, jewelry, flora & fauna.



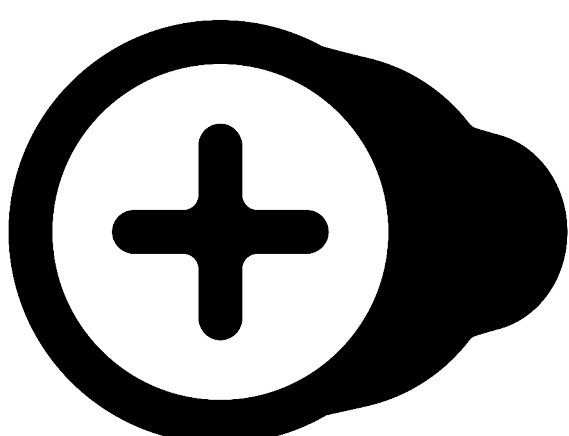
Fisheye

Capture dynamic scenes like action sports, vlogging, or fill the frame with buildings when capturing architecture.



Wide

Capture landscapes, travel, people without distorting the video.

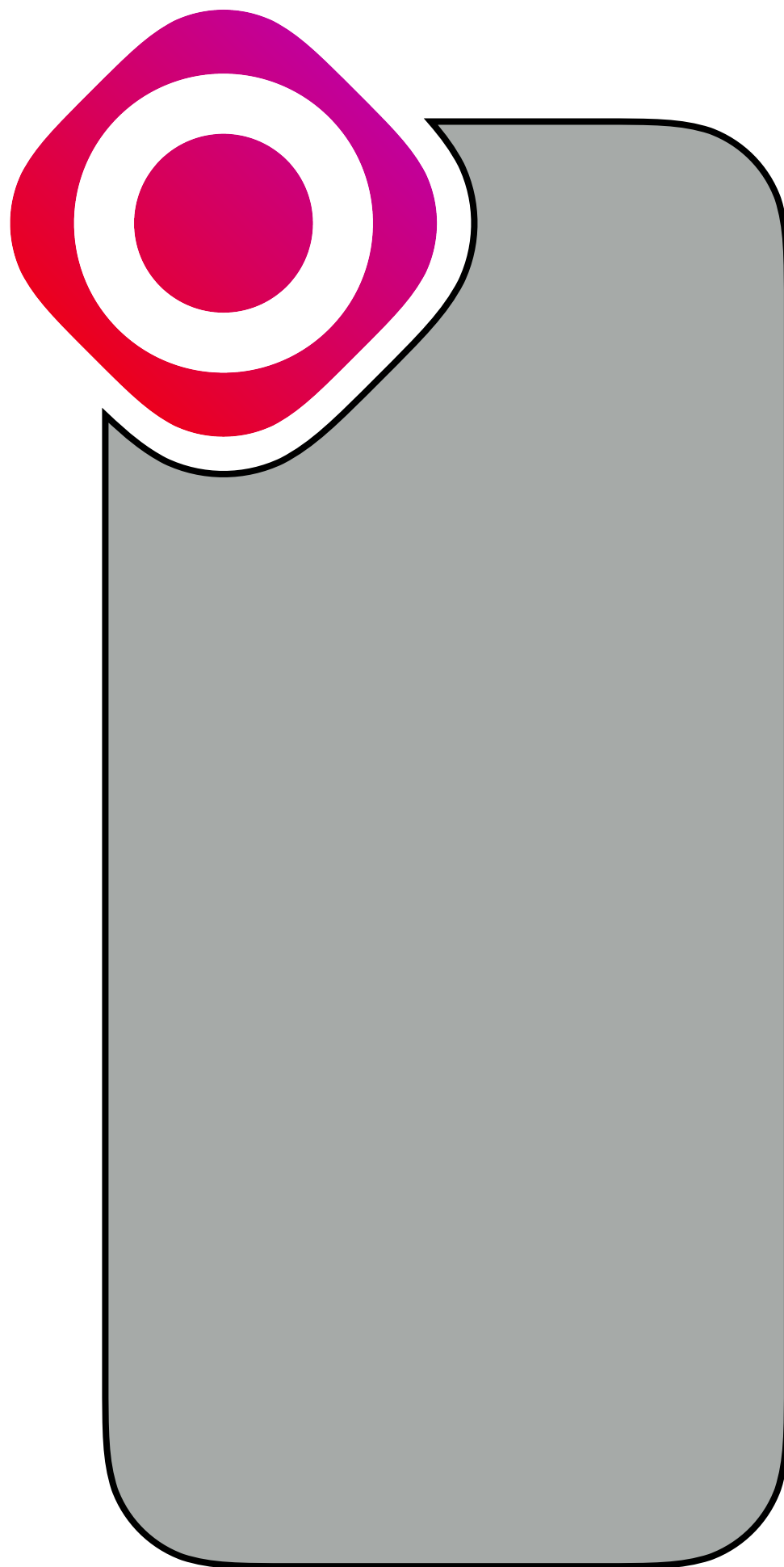


Tele

Capture detail from farther away, people, landscapes, and travel.

Lenses for your phone:

Moment



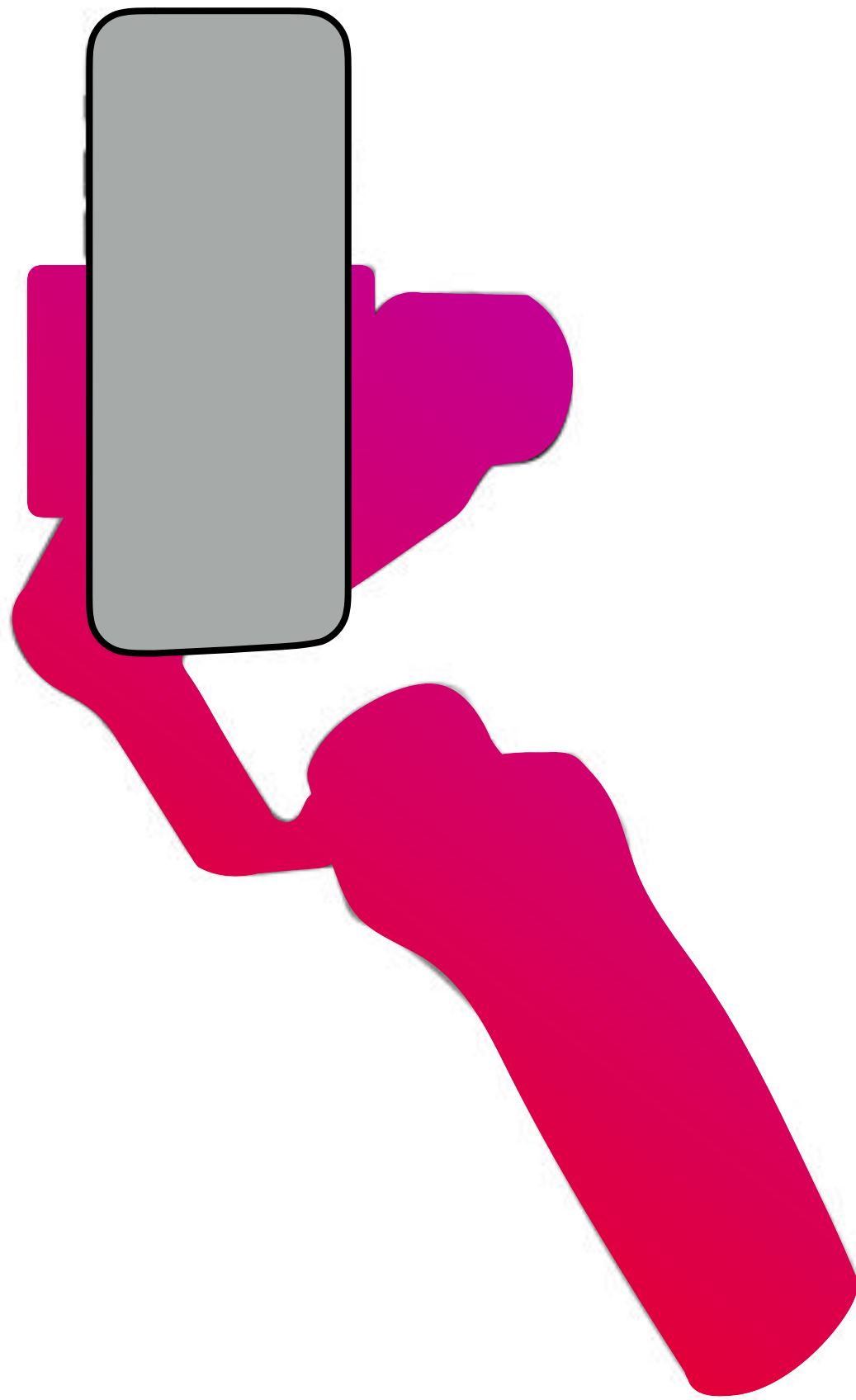
Ollclip

Aukey

Sandmarc

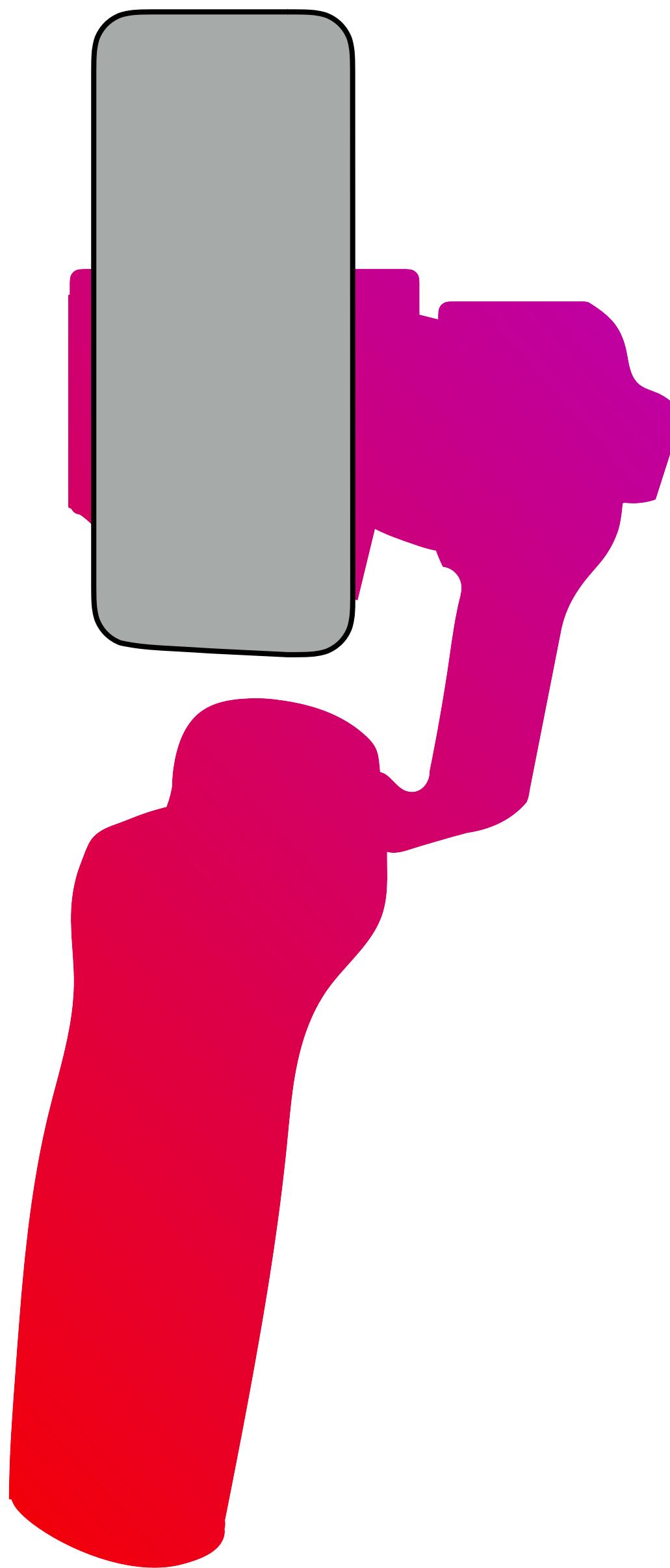
Photojojo

Stabilization



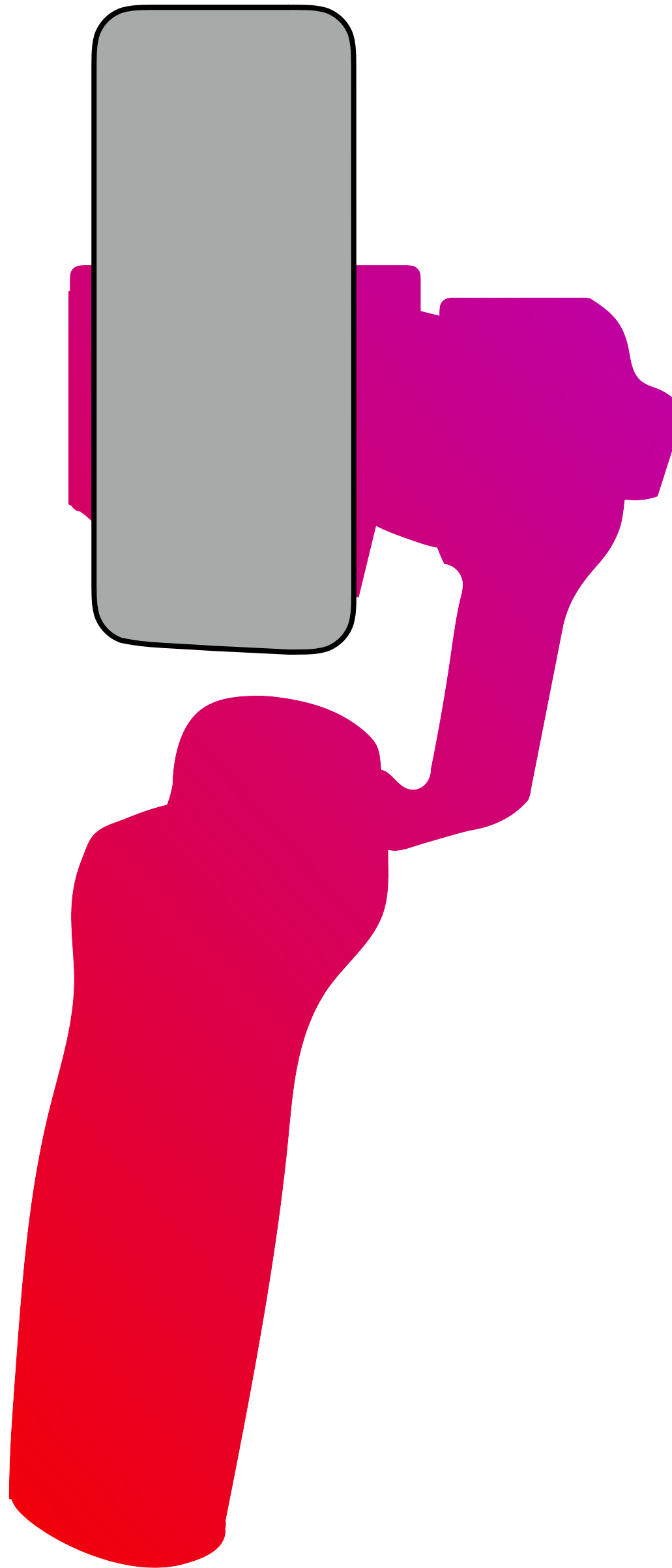
Most phone cameras have built in video stabilization, but if you're capturing moving subjects, or vlogging on the go, here are some accessories to help you get an extra steady helping hand.

DJI Osmo Mobile 2



With built-in functions and a companion app, this accessory will help you capture smooth video.

DJI Osmo Mobile 2



To capture vertical video on the DJI Osmo 2:

- With your phone removed from the holder, loosen the holder lock knob
- Follow the indicated directions to rotate the holder 90 degrees
- Tighten the holder lock knob before mounting your phone

PRO TIP

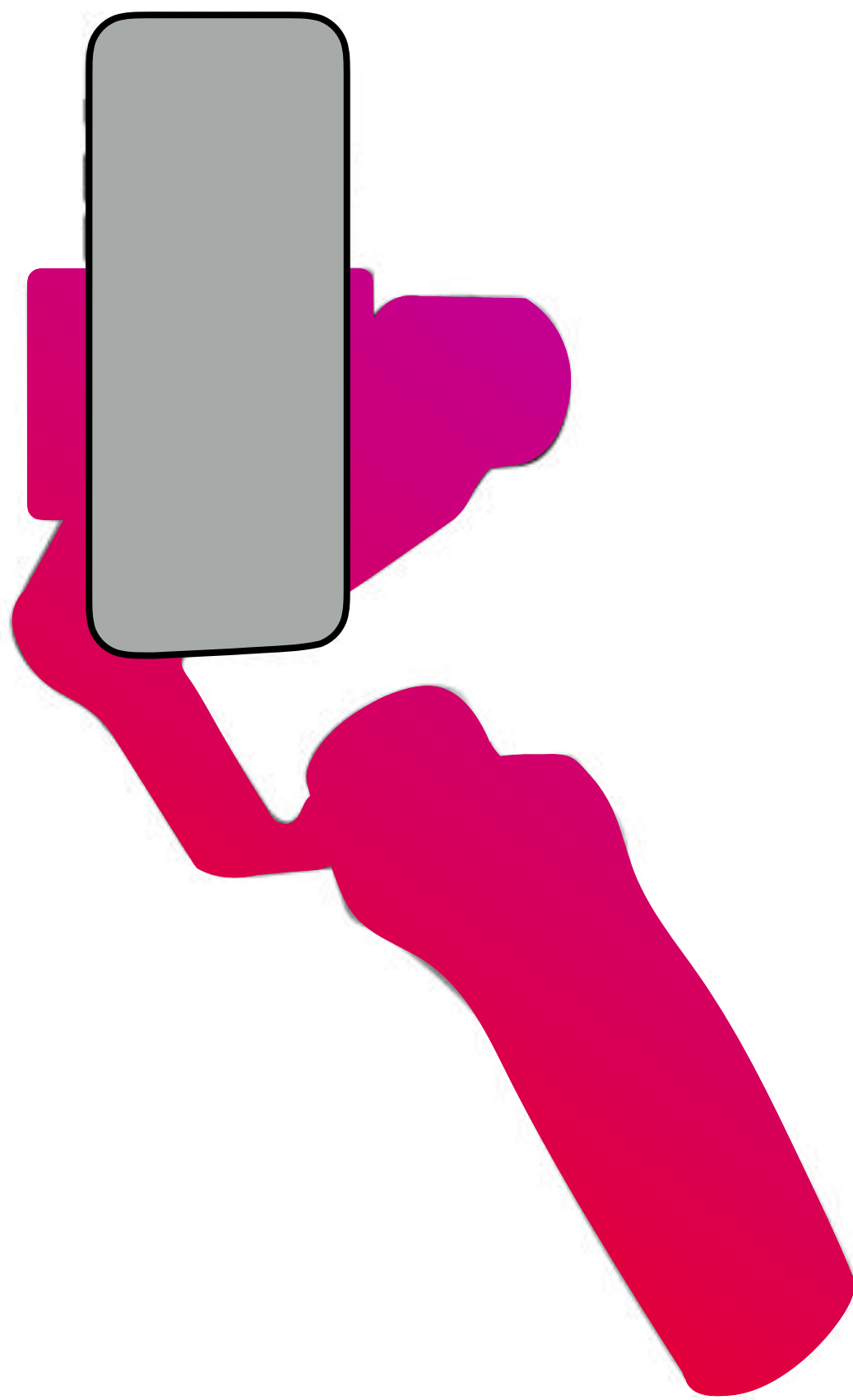


Stay balanced.

If you're combining lenses and stabilization accessories, you might need some counterbalance weights. Moment makes these for different gimbal brands. Freefly makes these for the Movi.

Stabilization for your phone:

DJI Osmo Mobile 2



Freefly Movi

Feiyu Tech

Zhiyun Smooth 4

3. UPLOAD

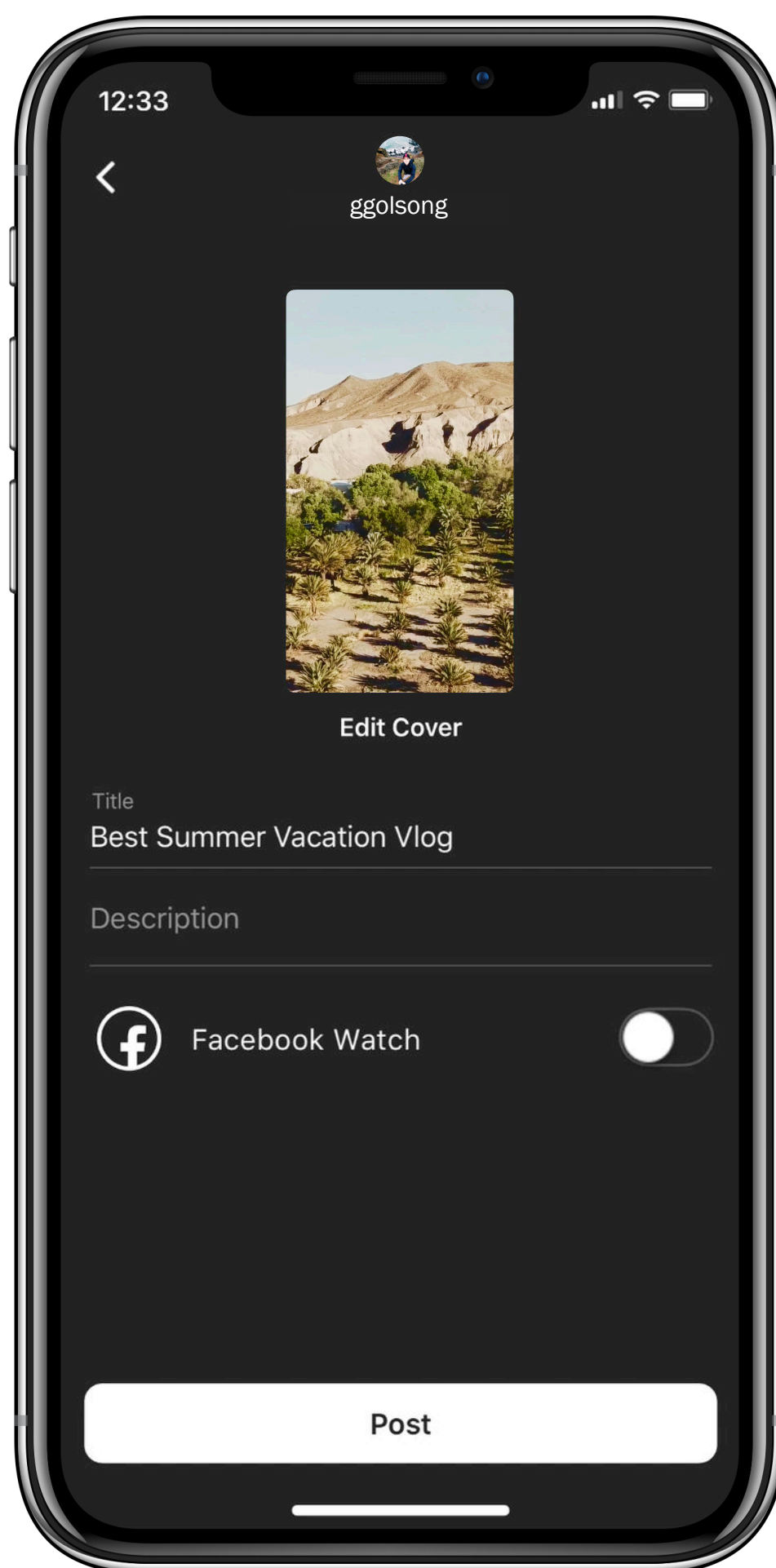


Now that you've finished your video, it's time to share it.

You can do this from mobile and from desktop, and we've made the steps on both very easy to follow.

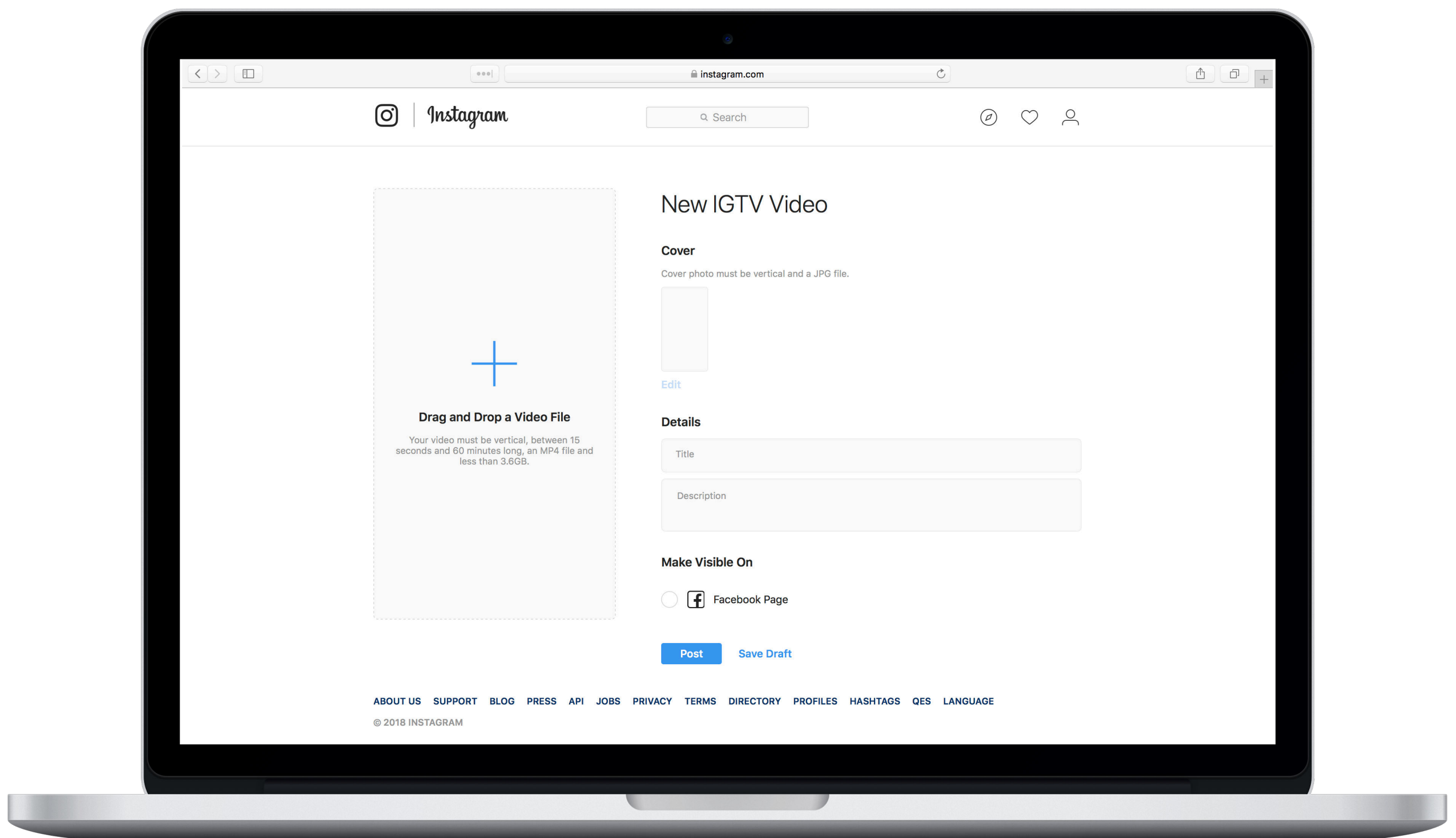
We can't wait to see what you've come up with!

Mobile Upload



- Swipe up to reveal the guide
- Tap on profile, tap '+'
- Select video for upload, preview it in full, then tap 'Next'
- Edit cover photo (swipe on the strip to choose a video frame)
- Add Title (max 75 characters)
- Add description (links work too!)
- Optional: toggle to 'Share to Facebook' (cross posts to your Facebook page and potentially show up in Facebook Watch)
- When you're ready, tap 'Post'

Desktop (Web) Upload



- Go to [instagram.com/tv/upload](https://www.instagram.com/tv/upload)
- Click on the '+' area of the page to select your video for upload (or you can drag and drop it from a folder)
- Edit cover photo: click on the '+' icon below Cover and select the cover image
- Add Title (max 75 characters)
- Add description (links work too!)
- Optional: toggle to 'Share to Facebook' (cross posts to your Facebook page and potentially show up in Facebook Watch)
- When you're ready, click Post

4. BE THERE FIRST



Now that you've read about some of the ways you can capture and edit vertical video, it's time for you to take part.

Be a part of the launch of this brand new platform: upload and share your vertical video.

BRAINSTORM

Use this page to storyboard your first vertical video idea.



HAVE FUN!