

Instructions & Best Practices for TikTok & Instagram Reels

Setting & Camera

- Using a dSLR or phone with high quality camera, film in vertical and in a minimum 1080 resolution (4k is preferred). Ensure that you are in focus within the frame.
- Select a clean, well-lit area which highlights your face and art-work in soft light. A window in the daytime can be very effective.
- Select a painting for the show, either complete or in progress.
- Have the your work in arm's reach for a "reveal".

Basic Structure

- For now, TikTok and IG Reels are incredible ways to reach new audiences quickly and speed up channel growth. The following structure works very well in ensuring high engagement.
- HOOK - The first 3-5 seconds is all about the viewer and why they should care not to swipe past your video. Speak to "you".

"Do you love art? Do you love summer? Check this out."

"Do you ever wonder how you'd get from this (photo) to this? (art)?"

- INTRO - the next 3-5 seconds is a VERY quick introduction of yourself - nothing more than your name, that you're an artist, where you live, and something to remember you by.

"I'm Julia Veenstra, I'm an artist in Canada and I love bold colour. Hit follow if you do, too."

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Specific Requirements

Your video should be no longer than 30 seconds (don't worry, we'll take care of the final edit - we just need you to film it!).

Your video should use the following structure:

- 1. A “hook” focused on the theme of the show
- 2. Your (short!) intro blurb
- 3. A reveal of your work (or work in progress) and its name. If you feel creative or have a ref photo, have fun with this!
- 4. That it's going to be in a SquareFootShow called (show title) on (launch date).
- 5. “Every piece is 12x12, every piece is the same price, and it's a fun way to find new artists like myself.”
- 6. You might even win a free painting during the show!
- 7. “If you love art like this, be sure to hit follow and let me know what you think in the comments!”

Next Steps

Once filmed, upload your video to our dropbox using the upload box on the same page on which you found this PDF. We'll create a quick edit with minor adjustments for time and colour and share it with the world!

On Instagram, we will likely post this as a collaborator post (which means it will show up for both of us). You'll receive a notification that you've been invited as a collaborator, and you'll just need to 'accept' that invitation.

And... voila! We're reaching new audiences together!