

Film your Reels on your phone



The footage guide: film it right, send us the clips, and get your edited Reel back within 48 hours.

Before you film

- 1 Vertical, always** ☐
Hold your phone upright. Reels and TikTok are 9:16, and vertical footage fills the whole screen.
- 2 Clean the lens** ☐
A quick wipe with a soft cloth fixes most blurry, hazy footage.
- 3 Check your settings** ☐
1080p or 4K at 30 frames per second, or 60 for fast movement. Turn off beauty filters and effects.
- 4 Find the light** ☐
Face a window or film outside in daylight. Never film with the light behind your subject.

While you film

- 5 Lock the focus** ☐
On most phones, press and hold on your subject so focus and brightness stay put.
- 6 Keep it steady** ☐
Two hands, elbows tucked in, or rest the phone on something. Move slowly.
- 7 Get clean sound** ☐
Film somewhere quiet, switch off music and fans, and keep the phone close when you speak.
- 8 Hold each shot 5 to 10 seconds** ☐
Start a second before the action and stop a second after. Film two or three takes of each shot.

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Keep the edges clear

Keep the important things in the middle. Captions and buttons cover the top and bottom of the screen.

**The shot list for one Reel****The hook**

The 2 most eye-catching seconds: the pour, the reveal, the finished look.

3 to 5 details

Hands at work, textures, the product up close.

The place

One wide shot of your shop, kitchen or room.

The people

A customer's reaction or your team at work. Ask before you film anyone.

You (optional)

10 to 20 seconds talking to the camera, in the language your customers speak.

A little extra

Film more than you think you need. Spare clips make a better edit.

Send it to us

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Send the originals

Use Google Drive, or WhatsApp as a document (not as a video) so the quality isn't reduced. Name your clips by date and Reel, like 21-oct-reel-1.

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