



BOWMAN
GROUP MEDIA
REAL ESTATE MARKETING

How to Upload Your Video to Instagram

Hooray! Your video is here! Here is how to download your video and begin promoting to Instagram:

<60 Second Version:

- To share your video to Instagram, first you will need to download the video to your Camera Roll (please see our video download tutorial for any help!)
- To create your post, click the + icon at the bottom of the app.
- Select your video, and be sure to click the <> icon on the lower left of the video preview for full width viewing of your video. Click 'Next' to continue.
- On the next tab, you can trim your video, apply any filters, and select a Cover Image for your video (we HIGHLY recommend a cover image, or your video preview will appear as a black screen). Click 'Next' to continue.
- Fill out the caption, tag partners, share to Facebook, etc.... When you are ready, click 'Post' to share your video!

Full Length Video - IGTV:

- To share your full length video to Instagram, you will need to use IGTV. First step is to navigate to the 'Search' tab in the Instagram app. Click 'IGTV'.
- Click the '+' icon in the upper right to select your video. Find your video and tap to select. Click 'Next' to continue.
- Slide the frame along the video timeline to select your Cover image. Click 'Next' to continue.
- Complete the Title and Description fields. To have this IGTV video also appear as a post on your main feed, toggle on "Post a Preview".
- Click 'Post' to complete your IGTV upload!

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