

LIMITLESS

POSTING CHECKLIST

LIMITLESS

REELS

FILMING

- PORTRAIT ORIENTATION
- LOOK INTO THE LENS
- 10-30 SECONDS SWEET SPOT

REELS

EDITING

- ADD HOOK (TEXT TITLE)
- EDIT COVER SO HOOK APPEARS ON PREVIEW
- CHECK PROFILE GRID VIEW TO ENSURE HOOK IS VISIBLE ON FEED
- ADD NICHE SPECIFIC TRENDING MUSIC*
- CAPTIONS
- FILTER

REELS

CAPTION

- ❑ AIDA PARAGRAPH FRAMEWORK
- ❑ CALL TO ACTION
- ❑ 3-7 HASHTAGS ,2X BROAD, 1-5X SPECIFIC
(USE HASHTAG EXPERT FOR SOURCING)
- ❑ BRAND FOOTER

*search niche hashtag, look through reels until you see a arrow in bottom left of screen, note/save audio

LIMITLESS

VIDEO POST (IGTV)

FILMING

- LANDSCAPE ORIENTATION
- LOOK INTO THE LENS

VIDEO POST (IGTV)

FILMING

- ❑ USE APPS OR SOFTWARE TO CUT VIDEO (CAPCUT, VIDEOLEAP, FILMORE, IMOVIE)
- ❑ FRAME VIDEO WITH TITLE - CANVA IS GREAT FOR THIS

VIDEO POST (IGTV)

CAPTION

- ❑ AIDA PARAGRAPH FRAMEWORK
- ❑ CALL TO ACTION
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(USE HASHTAG EXPERT FOR SOURCING)
- ❑ BRAND FOOTER