



**HOW TO USE
THE NEW EDITS APP
FOR EDITING REELS &
MARKETING VIDEOS**

What We Will Cover

About the app

- How to get it?

Overview of the main navigation

- Overview of the menu in the editor

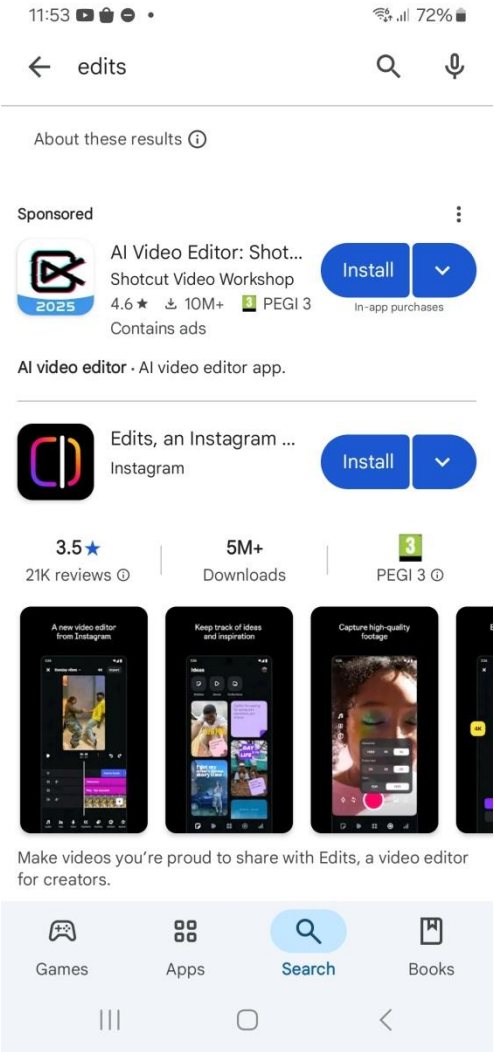
Demo 1 : How to edit a video (multiple clips plus voiceover)

How Edits is integrated with Instagram and how to post your Reel

Demo 2: How to edit a video where someone is speaking to camera

Video equipment

How to get the edits app



Go to the app store or play store on your phone. Search for and download Edits

It is made by Meta

You can use the app for free and there won't be a watermark on your video

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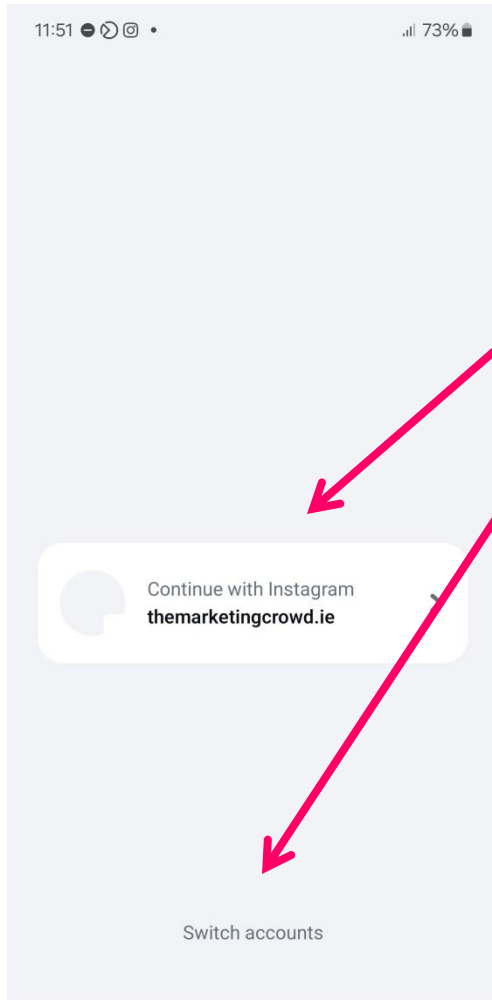
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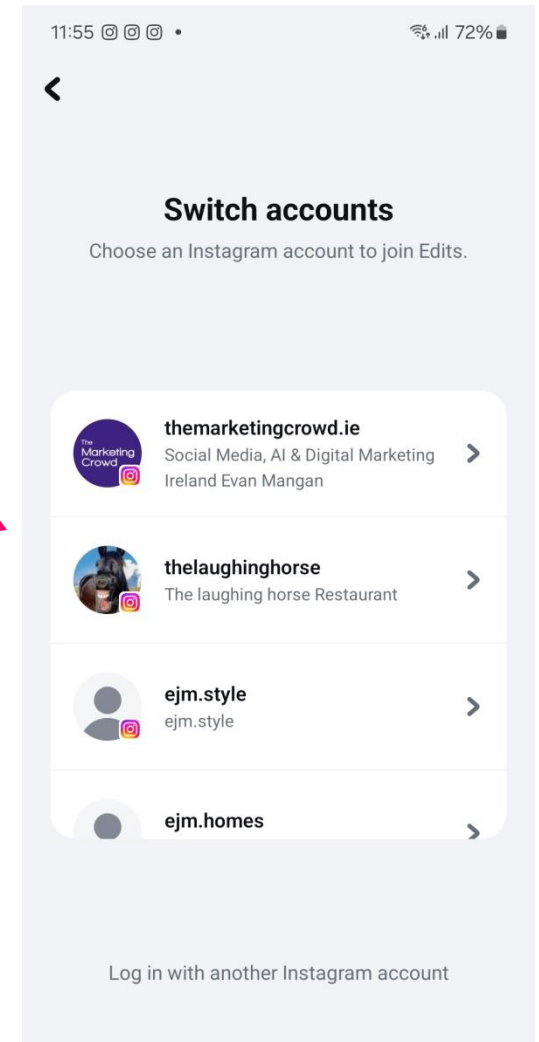
Video equipment

How to get started



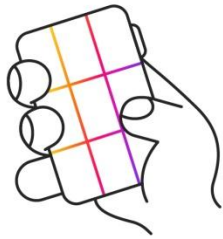
- When you open the app it will prompt you to continue with an Instagram account
- If this is not the account you want to use tap on Switch account
- Choose the account you want to use (This means, which account are you making the video for and which you might want to post it from)

However, be aware that you can make a video using any Instagram account, save the video to your Phone and then post it on any social network / YouTube etc.

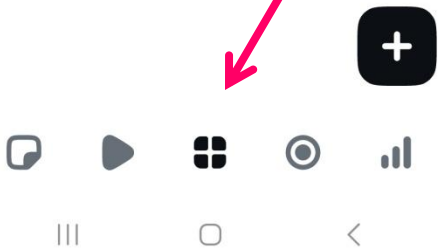


Tour of the main menu

11:55 @@@@ •
Projects [down arrow] [profile]

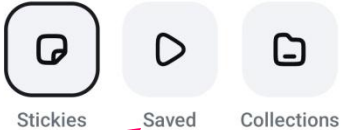


Create your first project
Keep track of your drafts and finished videos all in one place.

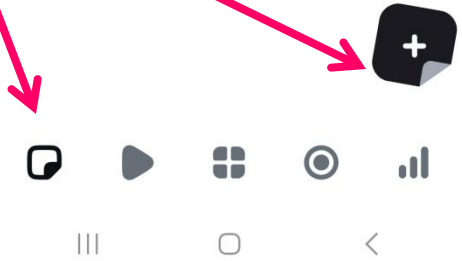


- You are then taken to the area where you can create a video. Technically you are in this section of the app (the 4 dots in the middle of the menu)
 - Tap on the first icon on the bottom left
 - You can create a sticky note – this is simply a way to note ideas for future videos
 - Tap on saved – you can view your saved videos
 - Tap on collection – you can view the collections (folders) you have created
- When you watch videos you have saved you can then create a sticky note or use the music in one of them

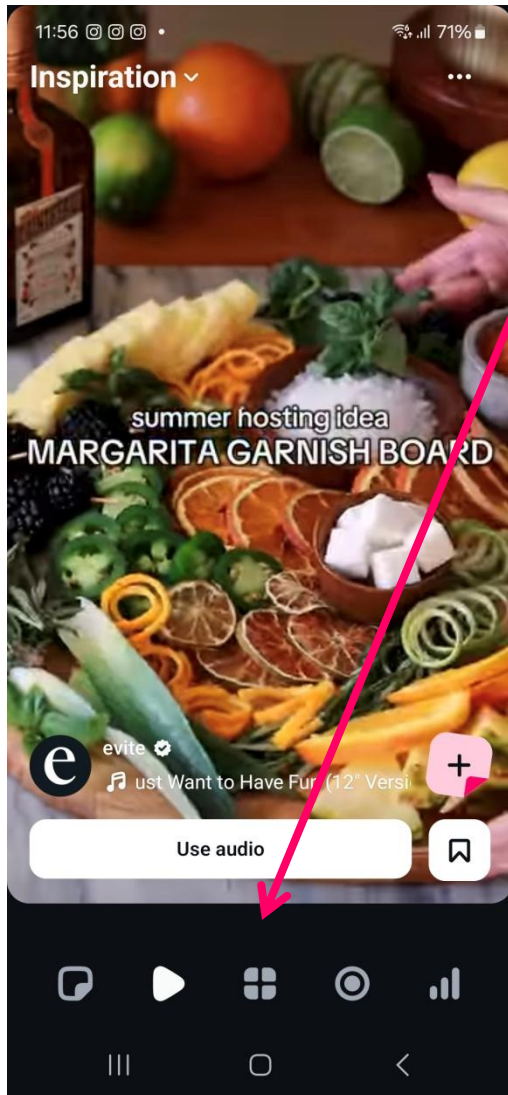
11:56 @@@@ •
Ideas [profile]



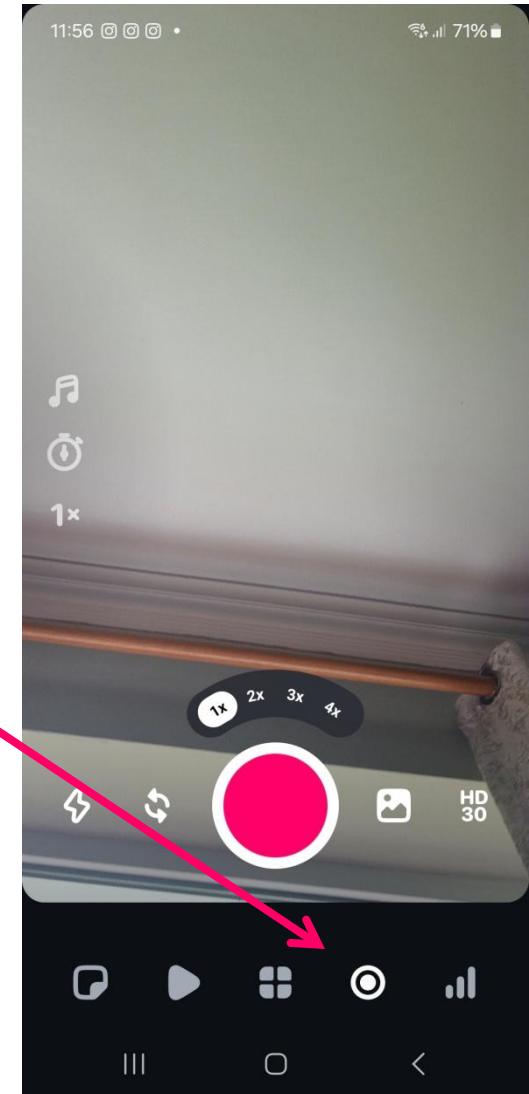
Add stickies
Capture ideas with stickies when inspiration strikes.



Tour of the main menu



- Tap the play button
- They call this are "Inspiration". It is your reels feed and shows you reels it think you would find interesting
- You can write a sticky note if any video gives you some ideas and you can save a video to a collection.
- Tap the circle icon. This is where you can record videos directly within the app



Tour of the main menu

11:57 @ @ @ @

71% 71%

Insights

Account ⓘ

30 days ▾

Reels views

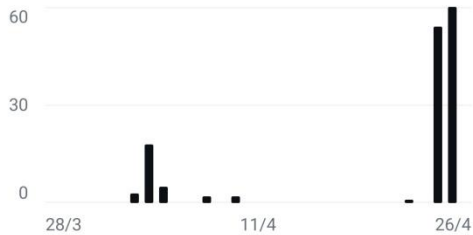
145

Reach

140

Like

6



Reels

All ▾

Latest

Most views



No caption · 3d

1 View

11 Views



Uvyxy y u y u. U hi cyv u
vu TY ucyvucyc...04/10

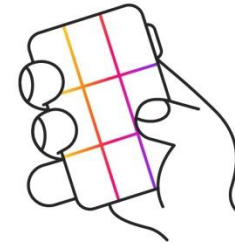
1 View



11:57 @ @ @ @

71% 71%

Projects

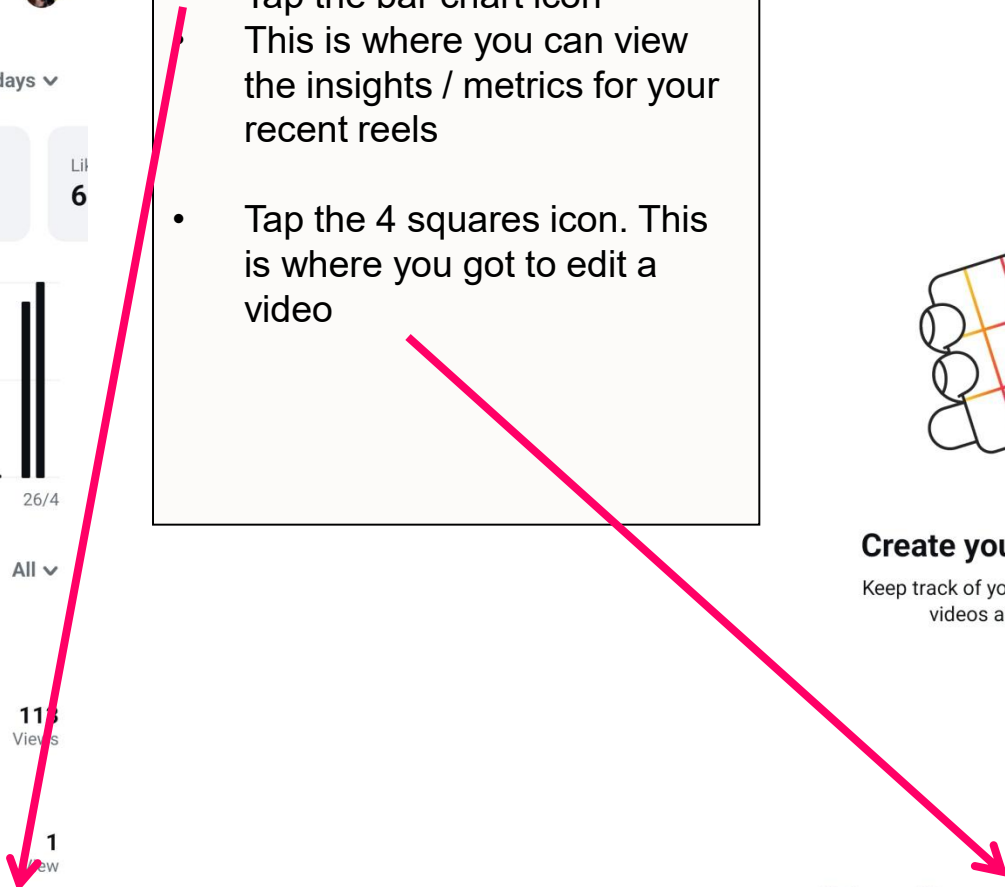


Create your first project

Keep track of your drafts and finished videos all in one place.



- Tap the bar chart icon
This is where you can view the insights / metrics for your recent reels
- Tap the 4 squares icon. This is where you got to edit a video



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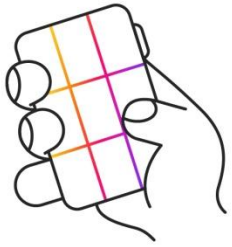
Video equipment

How to get started editing a video

11:57 @ @ @ @ •

Projects

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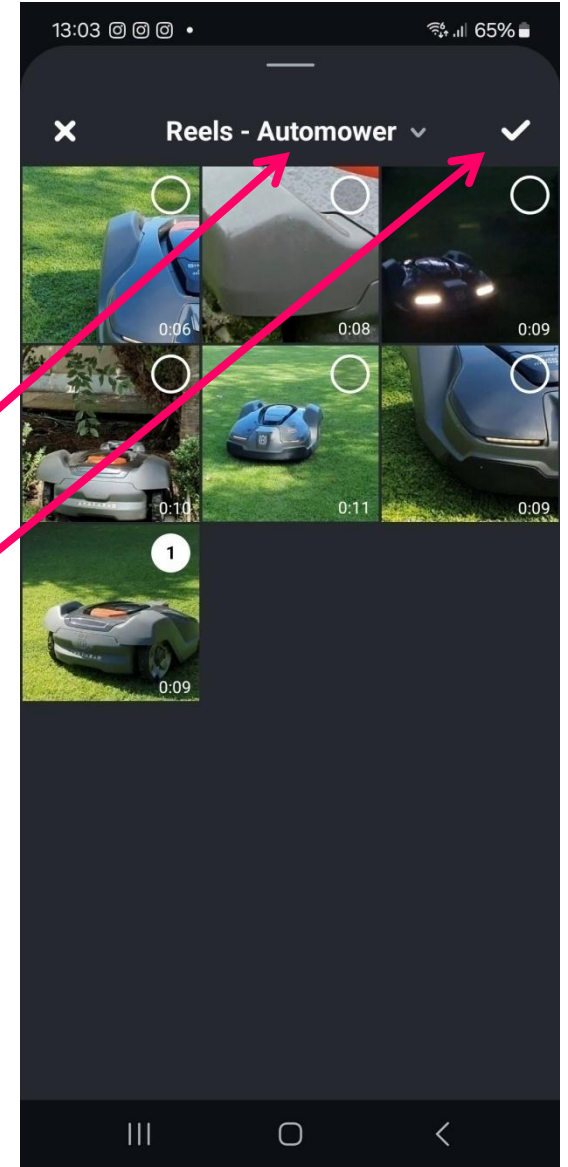


Create your first project

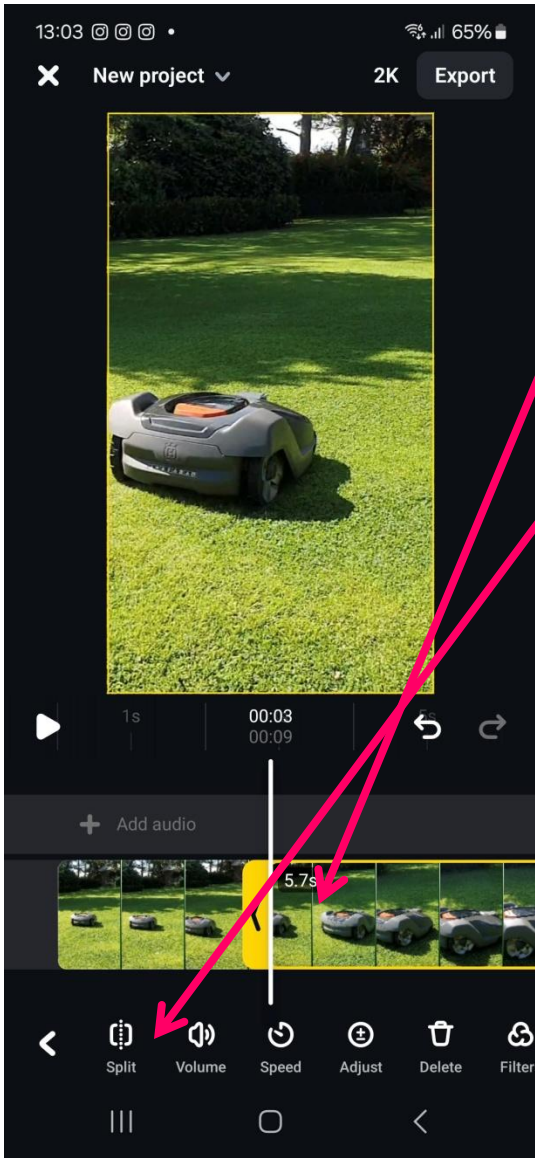
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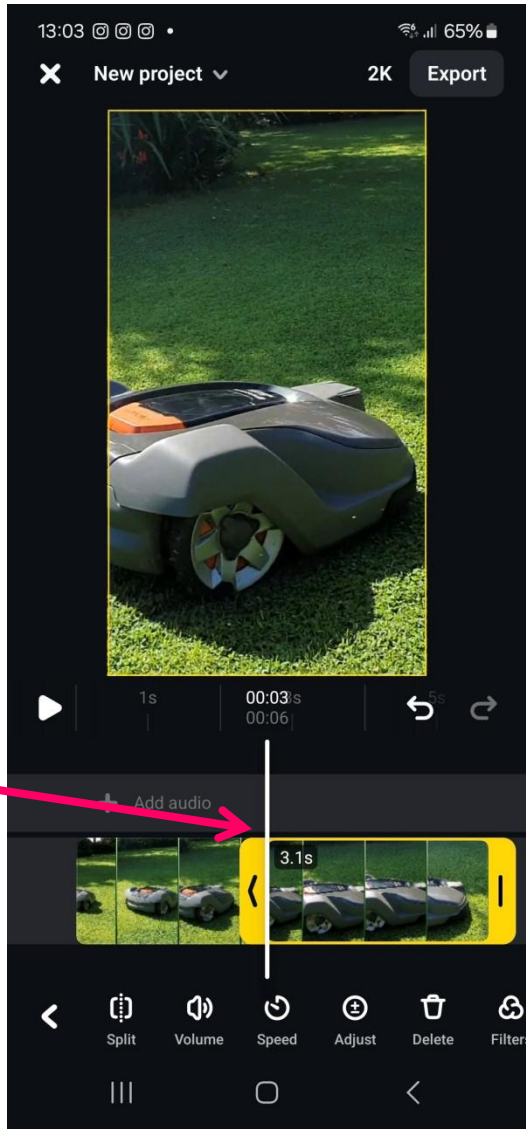
- Tap the 4 squares icon. This is where you got to edit a video
- To edit a video simply tap on the + symbol for New Project
- Find the clips or album on your phone
- Select the clip you want to start the video with
- Tap the tick top right



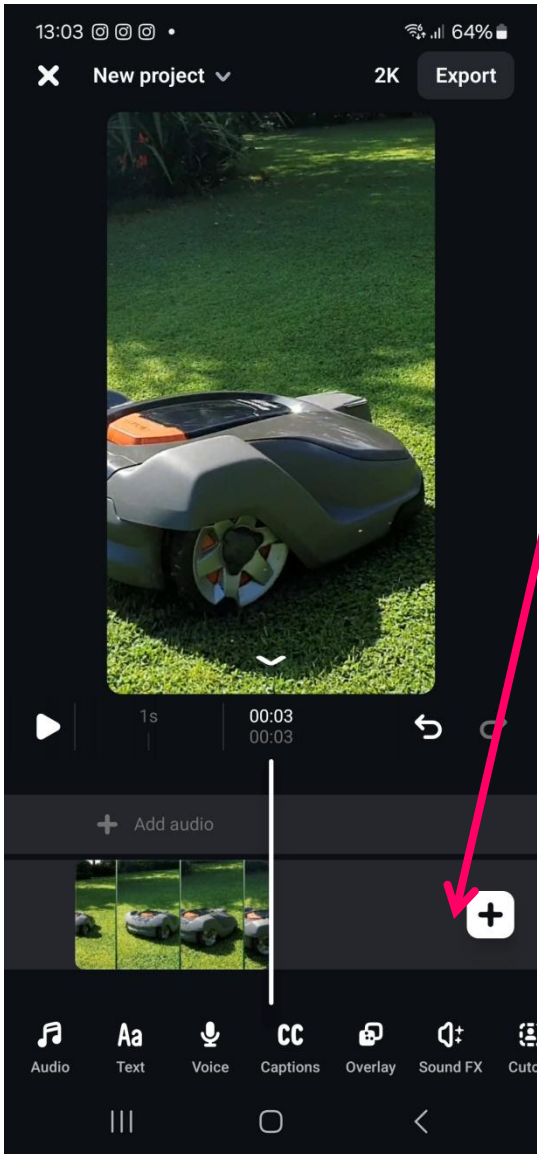
Demo 1 : How to edit a video (multiple clips plus voiceover)



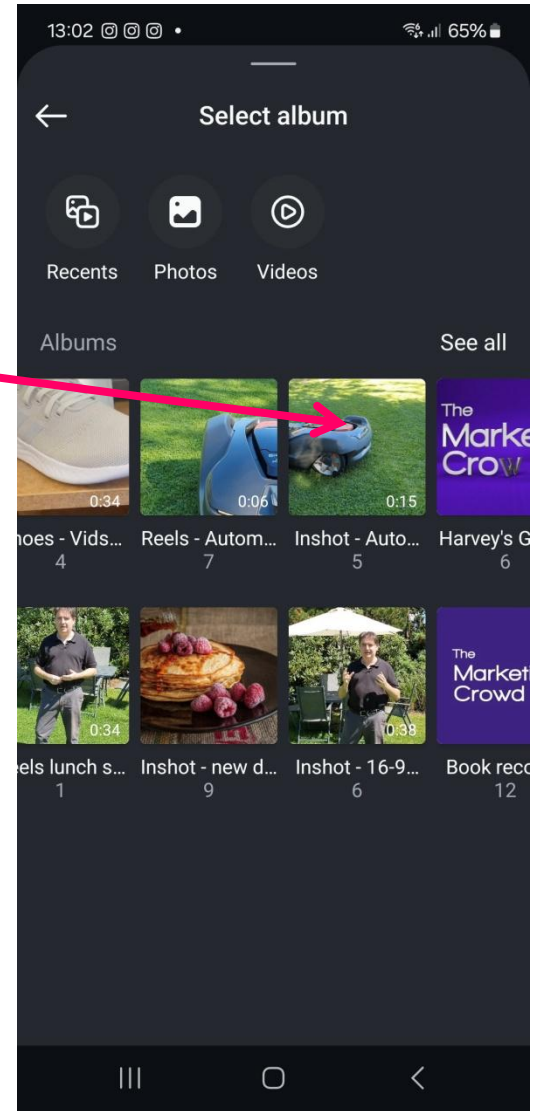
- Your clip is now on the timeline
 - Tap play and pause to choose the part where you want to split the clip
 - To get the split option tap on the clip and then tap split to cut the clip where the white line is
 - Then tap on the part of the clip you want to delete and then tap delete to delete it
- Repeat this split and delete process to remove the parts of the clip you don't want



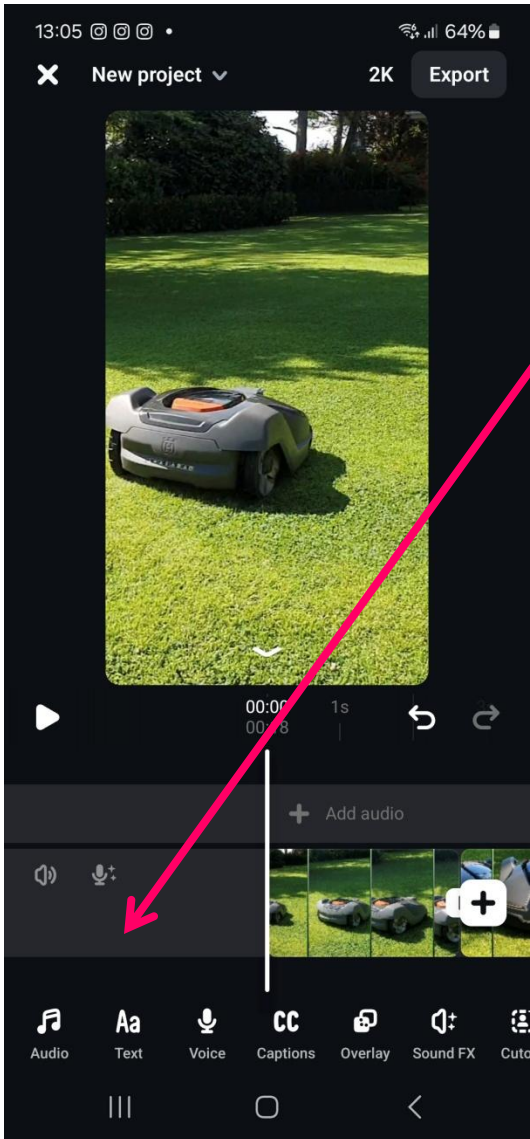
Demo 1 : How to edit a video (multiple clips plus voiceover)



- Then Tap on + in order to add the next clip.
- Select the clip and then repeat the process of splitting and deleting the part you don't want.
- Keep repeating until you have added and edited all your clips



Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

Tap on the music symbol

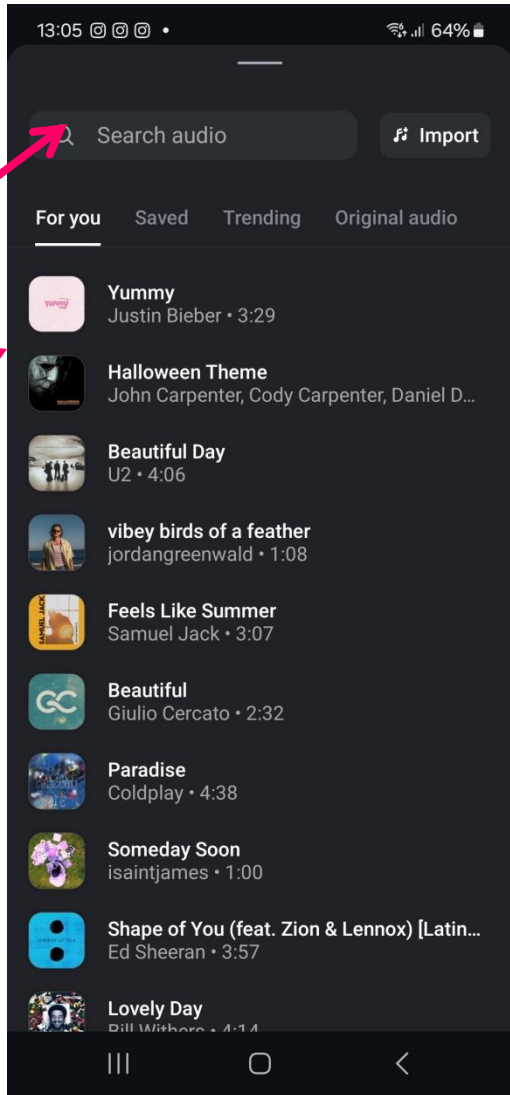
You can then search through their library of music which includes copyright music if you have a creator account.

You can also find your saved music tracks (from Instagram) and also trending music

You can also tap import and then select a video from your phone that has music on it. It will extract the Audio

Tap on the music icon to listen to it

Tap on the name to select it



Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

You can then choose which part of the music you want to use, just like you would when creating a Reel in the Instagram app

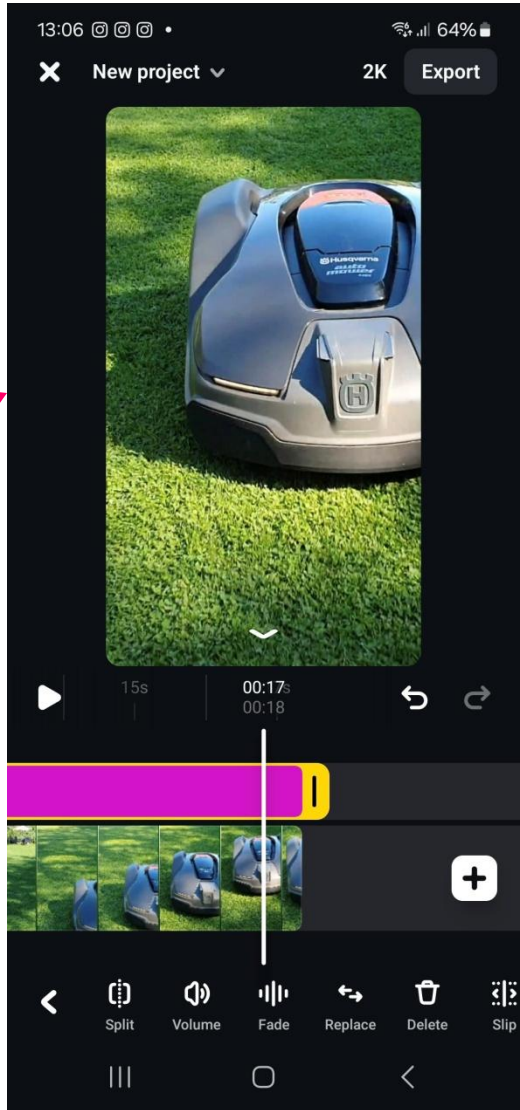
Then tap done

The music is now added to the video

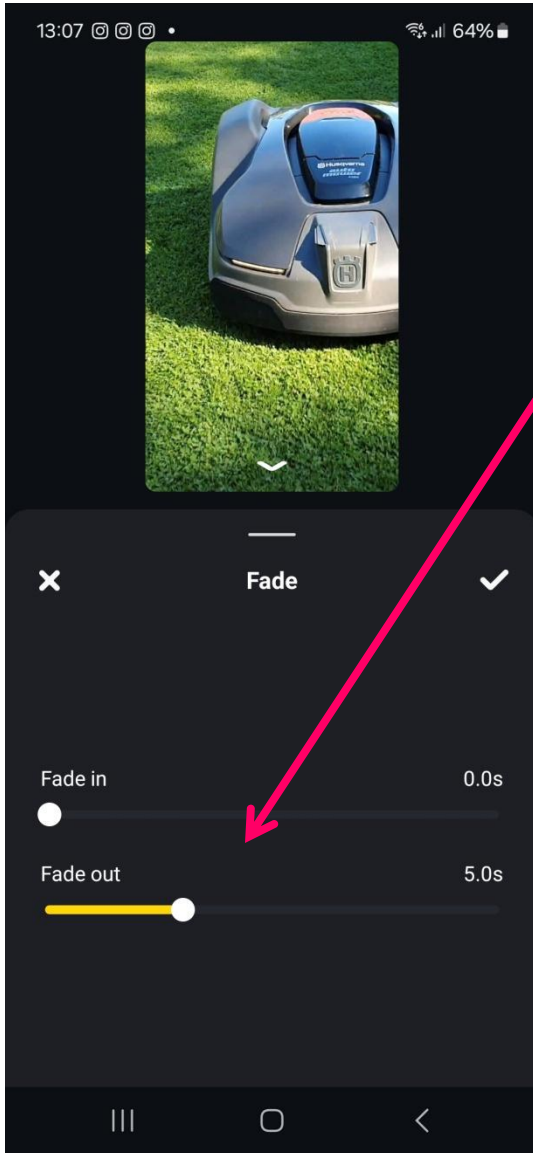
In the editing timeline tap the music line

Then tap on Fade

Then fade out the music



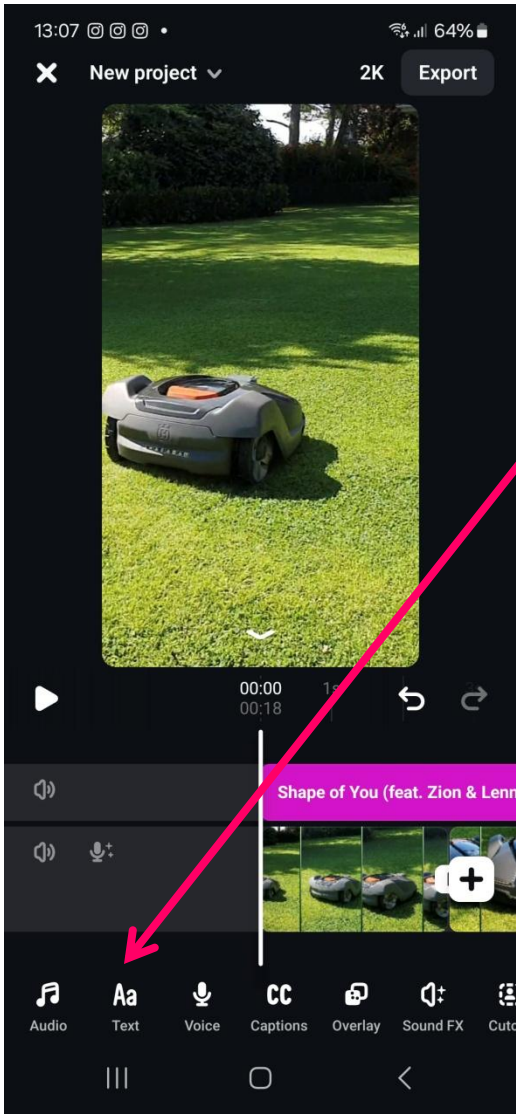
Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

Then fade out the music by dragging the slider to around 5 seconds

Demo 1 : How to edit a video (multiple clips plus voiceover)



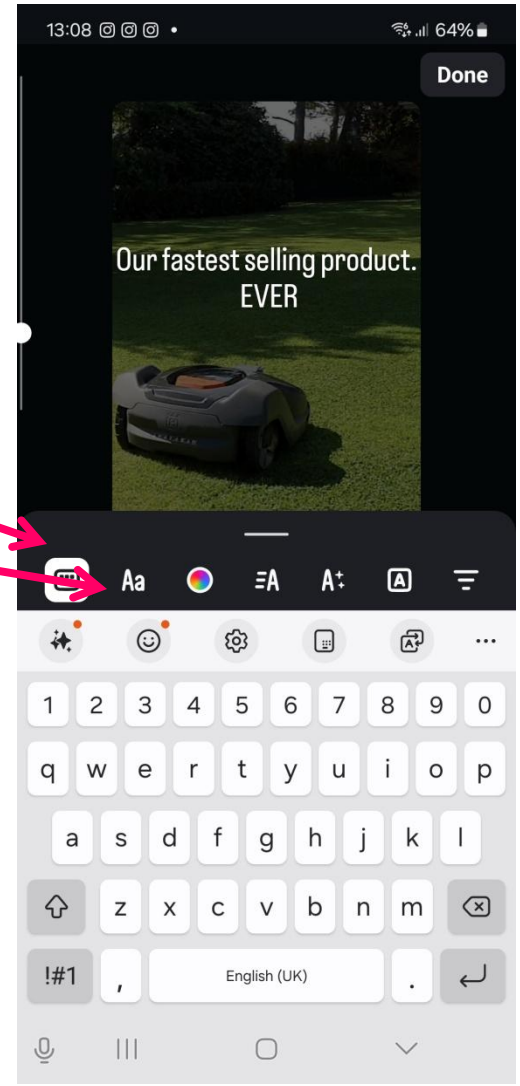
To add text

Tap on the text icon in the menu

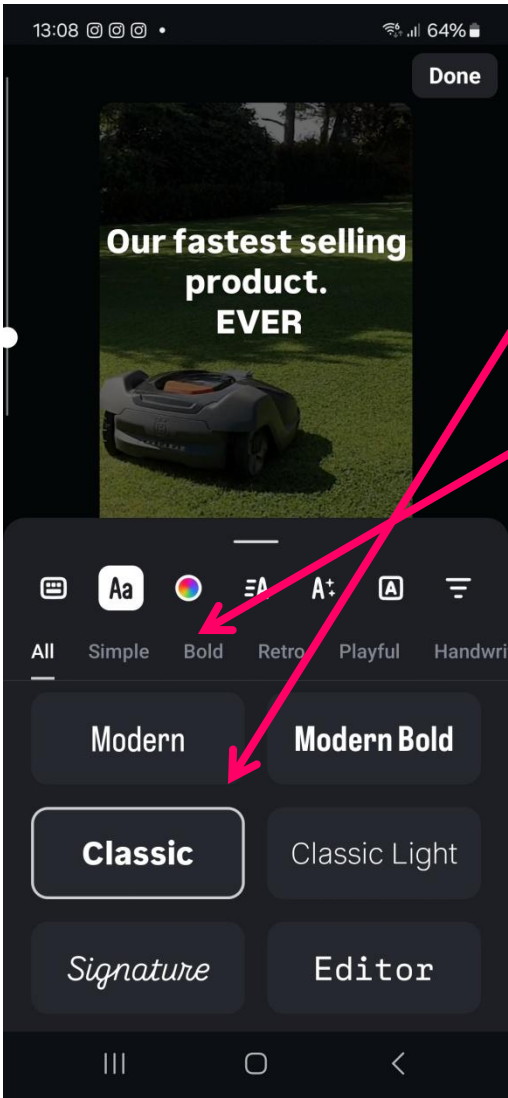
You are now in the edit section in this Menu

Type in your text

Then tap on the Aa icon

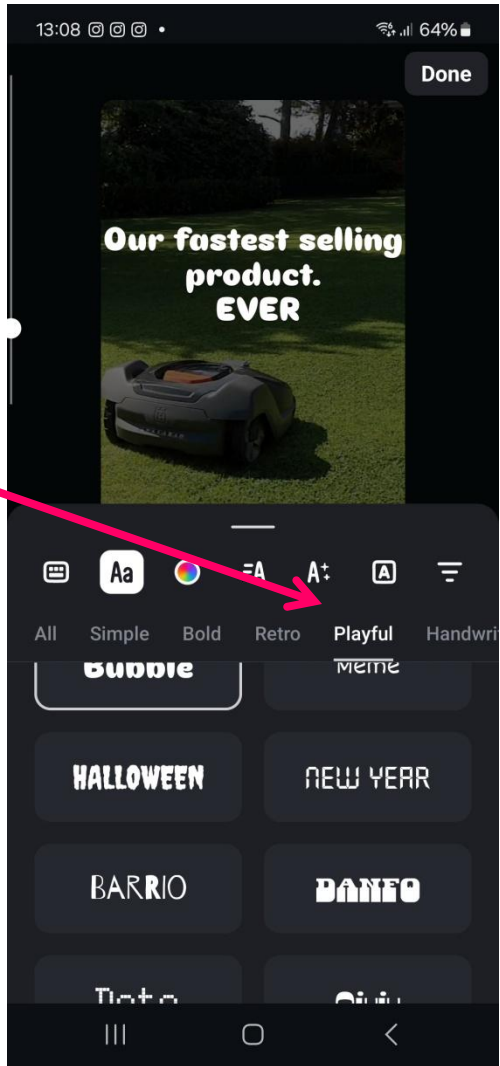


Demo 1 : How to edit a video (multiple clips plus voiceover)

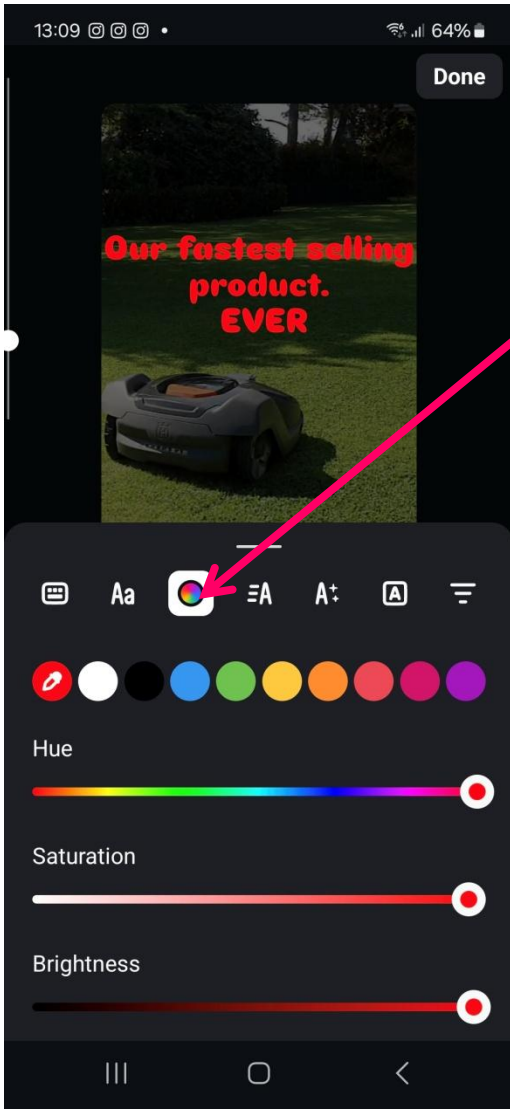


To add text

When you tap on the Aa icon you can then choose your font. Notice there are categories of fonts



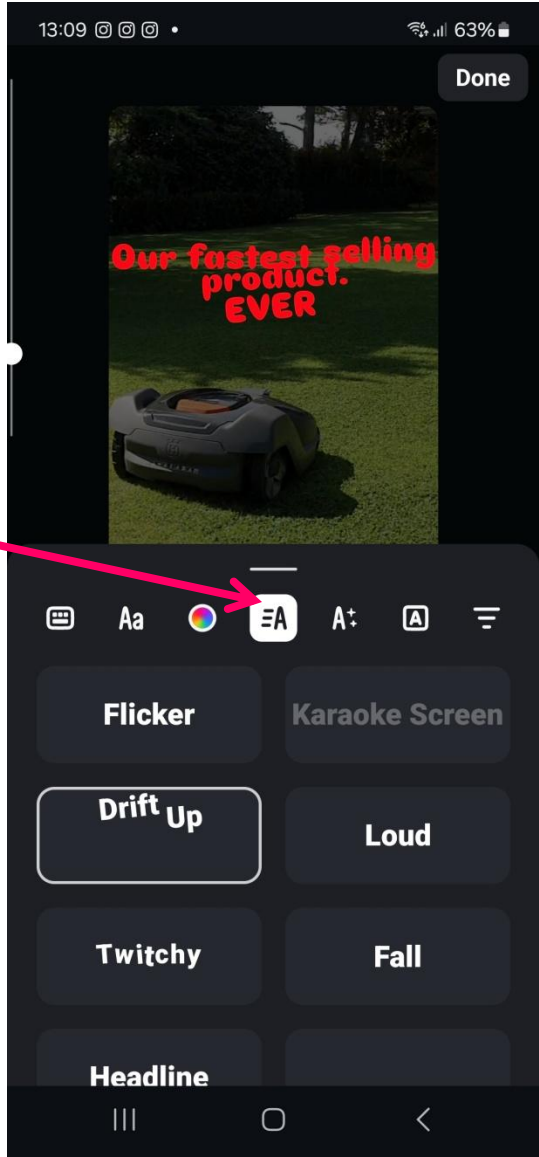
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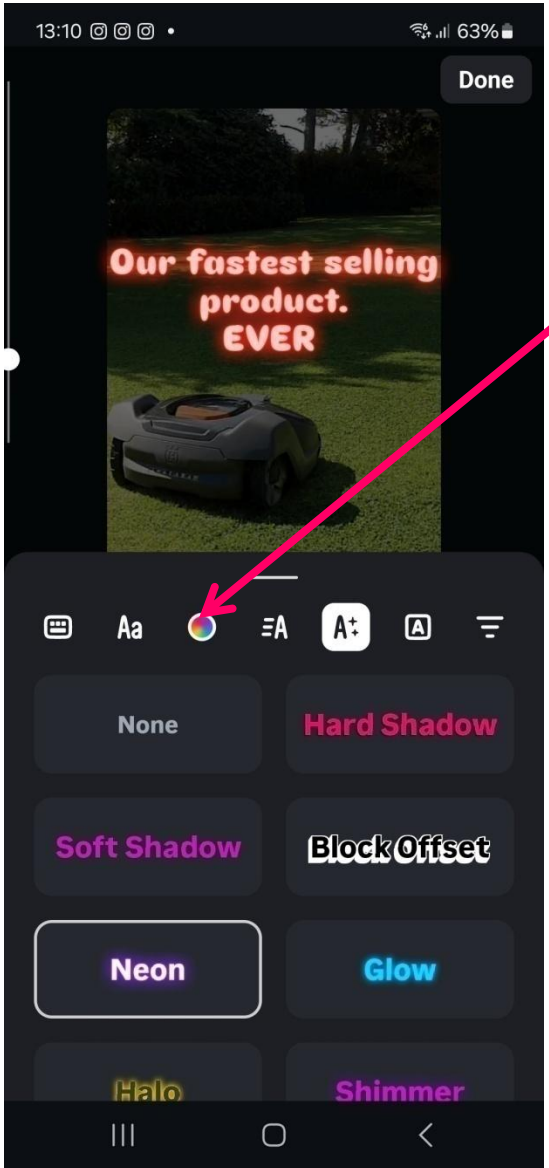
To add text

Tap on the colour wheel to change the colour of the text.

Tap this icon to add an animation to the text



Demo 1 : How to edit a video (multiple clips plus voiceover)

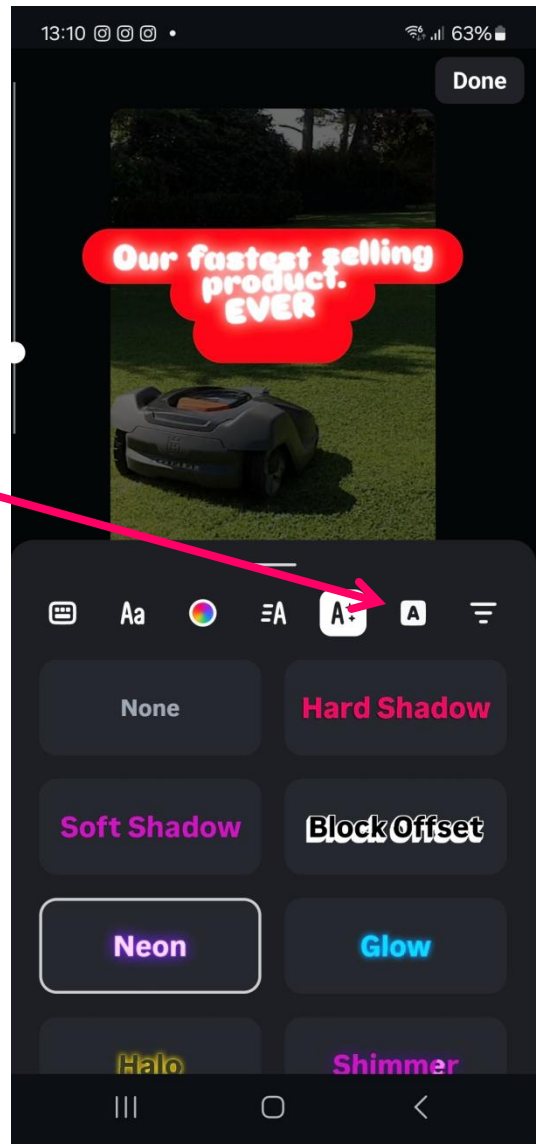


To add text

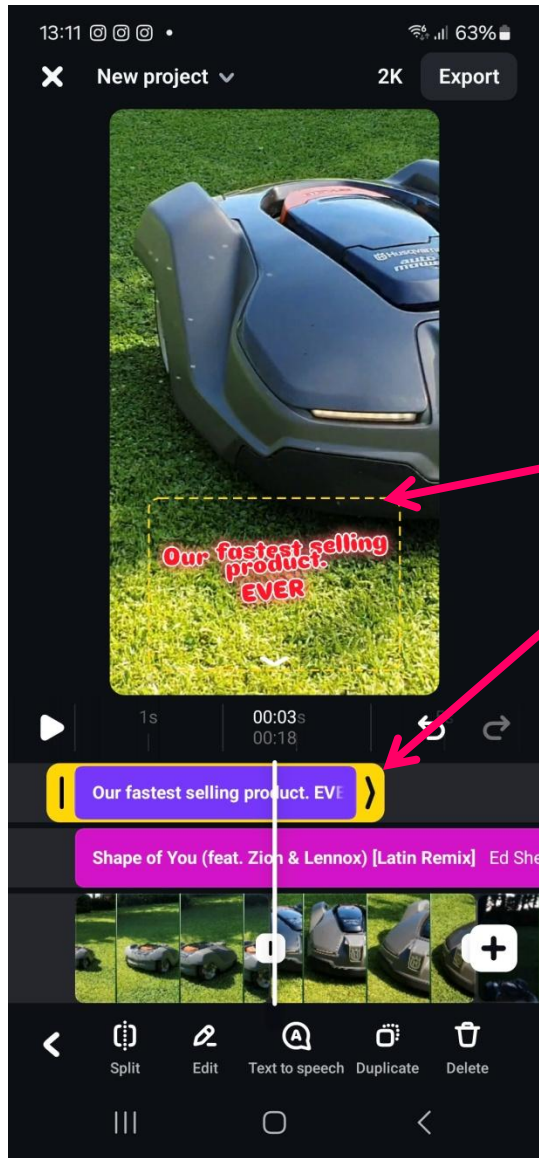
Tap this icon to choose and effect for your text e.g. Neon

Tap the A icon if you want to add a background colour to the text

Once you are happy with the text tap done



Demo 1 : How to edit a video (multiple clips plus voiceover)

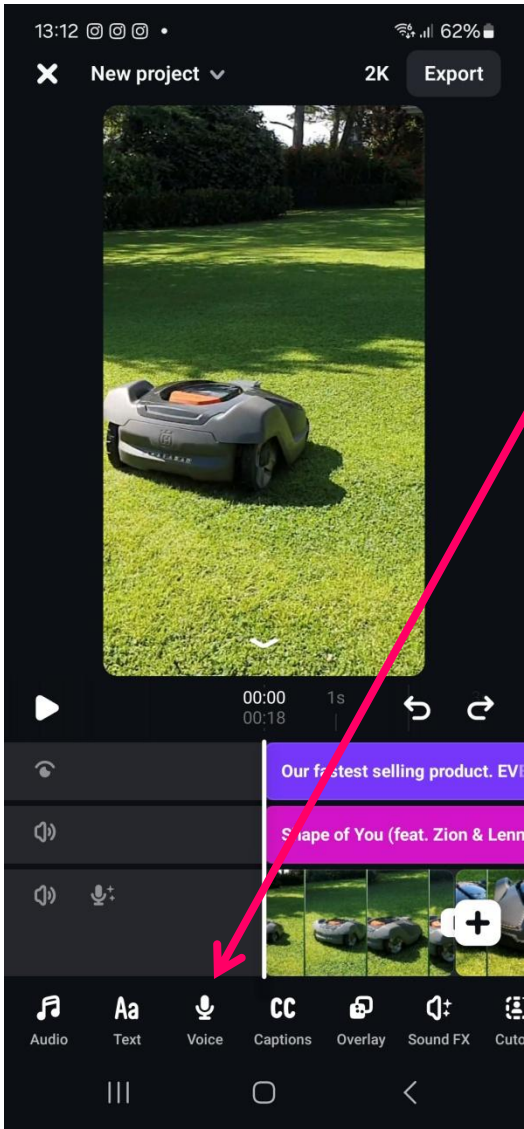


To add text

The text is now added to the timeline.
You can now

1. Pinch this box to make the text bigger or smaller on the screen
2. Tap your finger on this slider and drag it left or right to make the text appear for a longer or shorter time on the video

Demo 1 : How to edit a video (multiple clips plus voiceover)



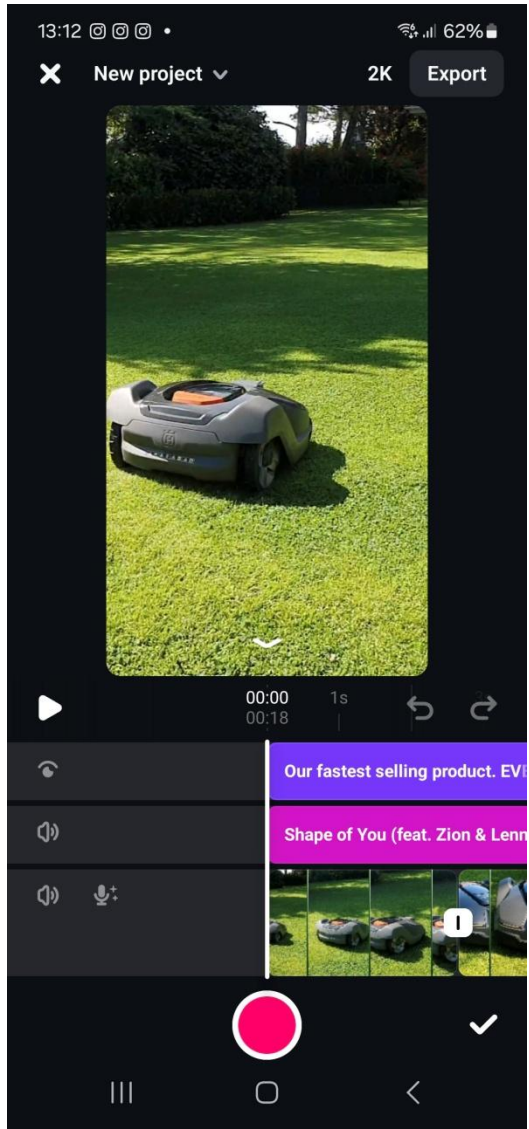
To add a Voiceover

Tap on the icon for Voice

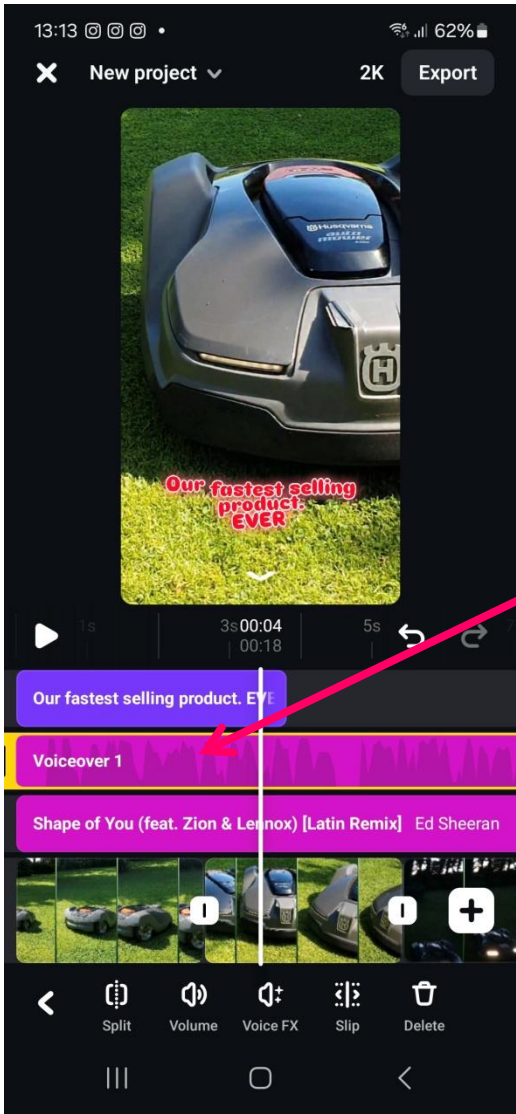
Then tap on the red record button

Then speak into your phone and tap the button to stop recording

Your voice over will now be on the timeline



Demo 1 : How to edit a video (multiple clips plus voiceover)



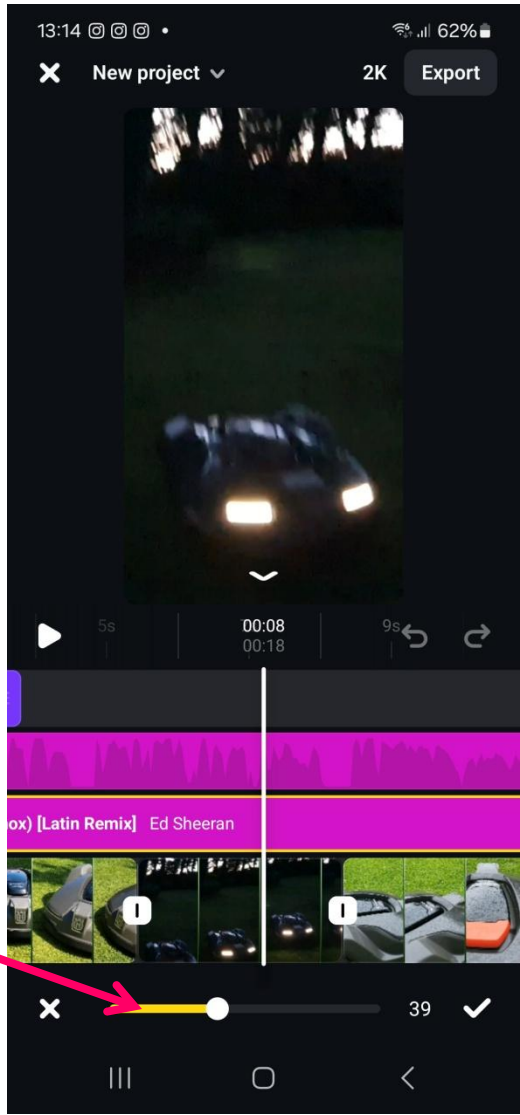
To add a Voiceover

Your voice over will now be on the Timeline

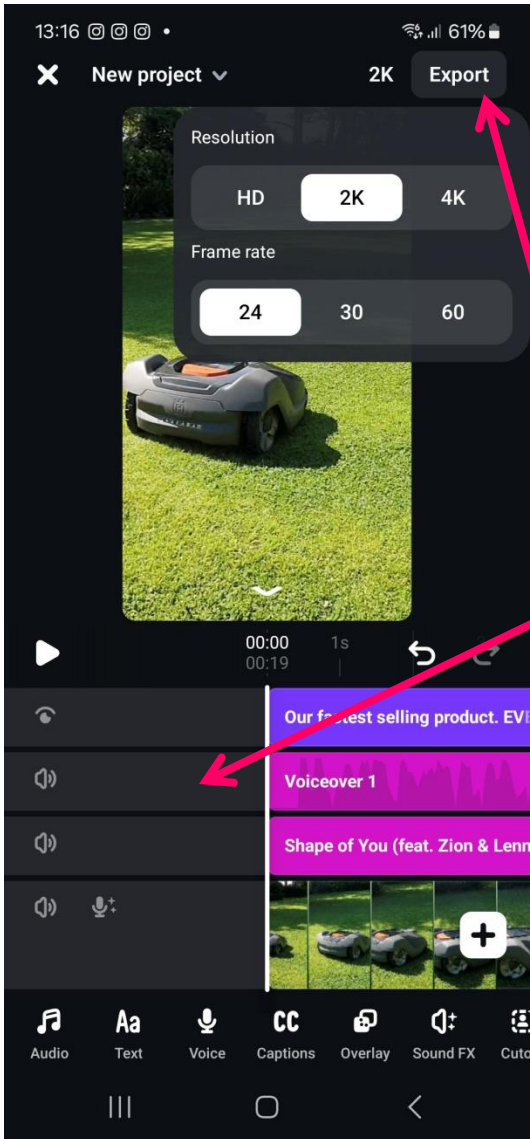
When you tap play the music will sound too loud. You now need to reduce the volume of the music

Tap on the voiceover track on the timeline to select it

Then drag the volume slider to the left to reduce the volume until you get to the point where you can clearly hear the voiceover



Demo 1 : How to edit a video (multiple clips plus voiceover)



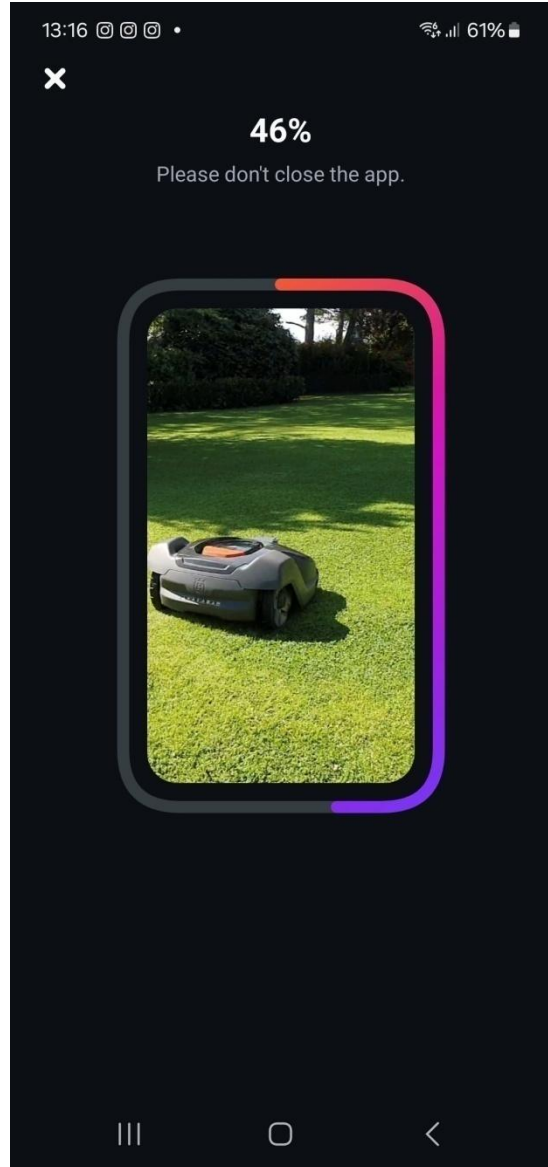
To export your video

When you want to export your video you can tap on 2K and choose your Resolution

2k and 30 FPS is a good choice

Then tap on Export

Your video will now export and you will find it in a folder called "edits" in your gallery



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How Edits is integrated with Instagram and how to post your Reel

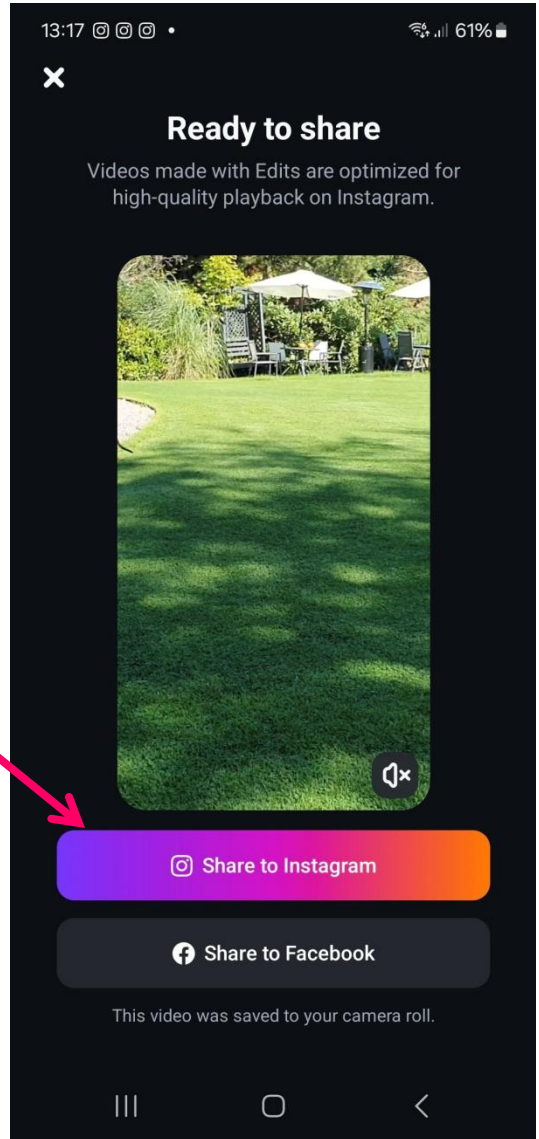
Demo 2: How to edit a video where someone is speaking to camera

Video equipment

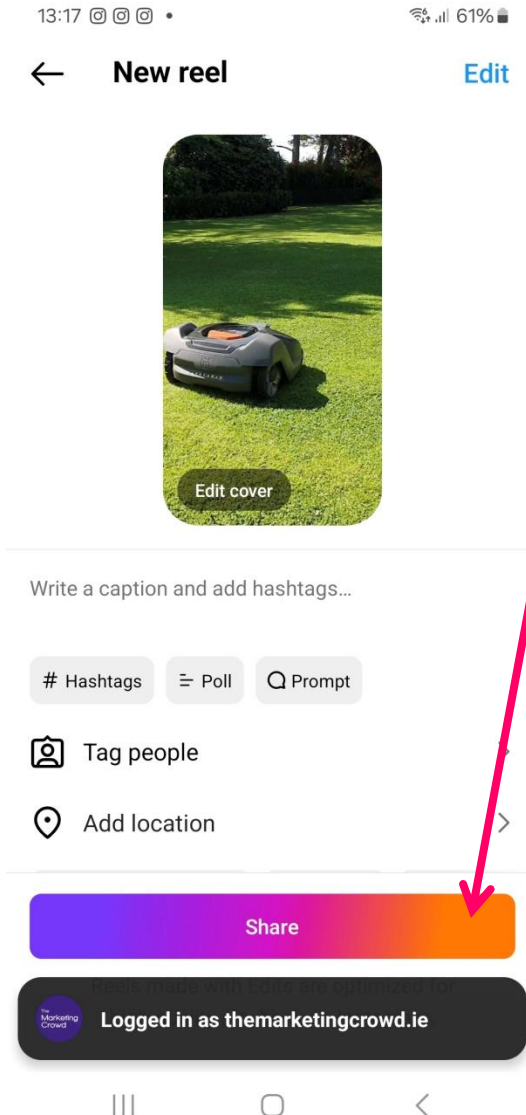
How Edits is integrated with Instagram and how to post your Reel



- When you export your video it will save it to your gallery
- However, it also gives you the option to share to Instagram or Facebook
- Tap share to Instagram



How Edits is integrated with Instagram and how to post your Reel



- It then takes you to a page that is the same as when you are normally sending out a Reel
- You can change / choose a cover image
- Type your caption including hashtags
- Tag people, add location etc
- Then Tap share

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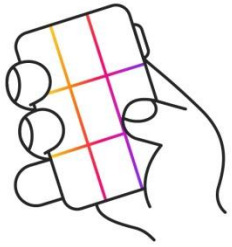
Video equipment

Demo 2 : How to edit a video (Someone speaking to camera)

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Projects

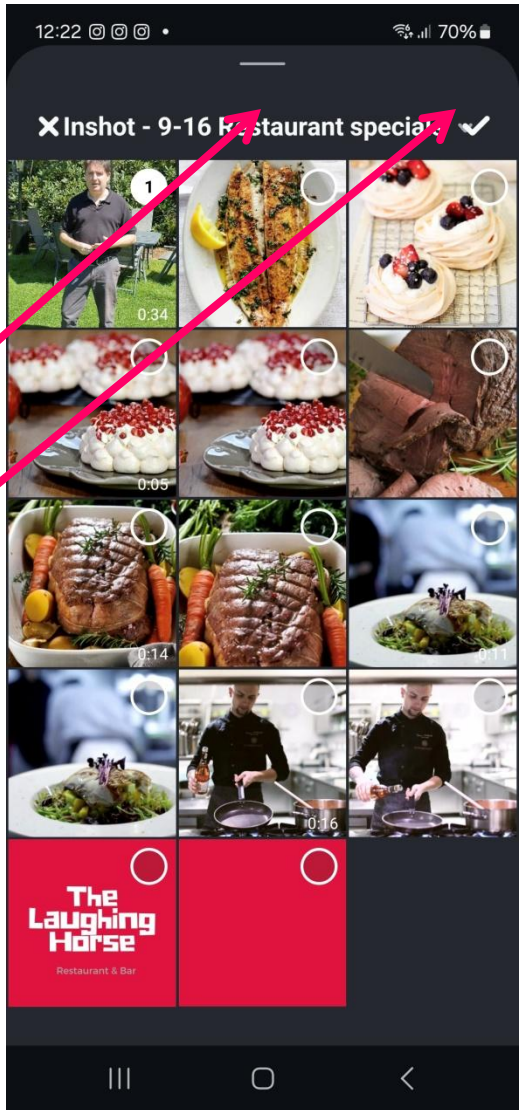


Create your first project

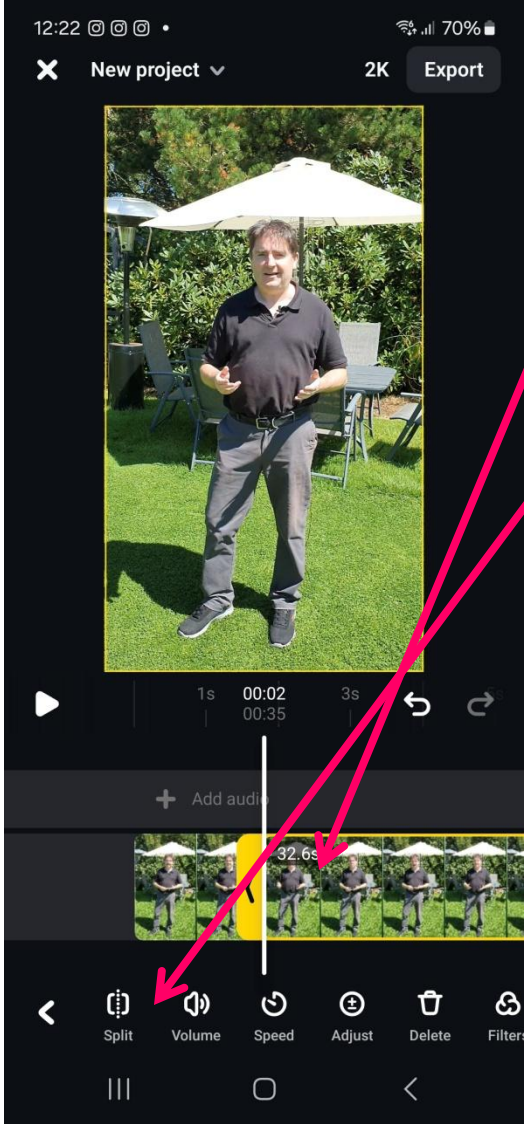
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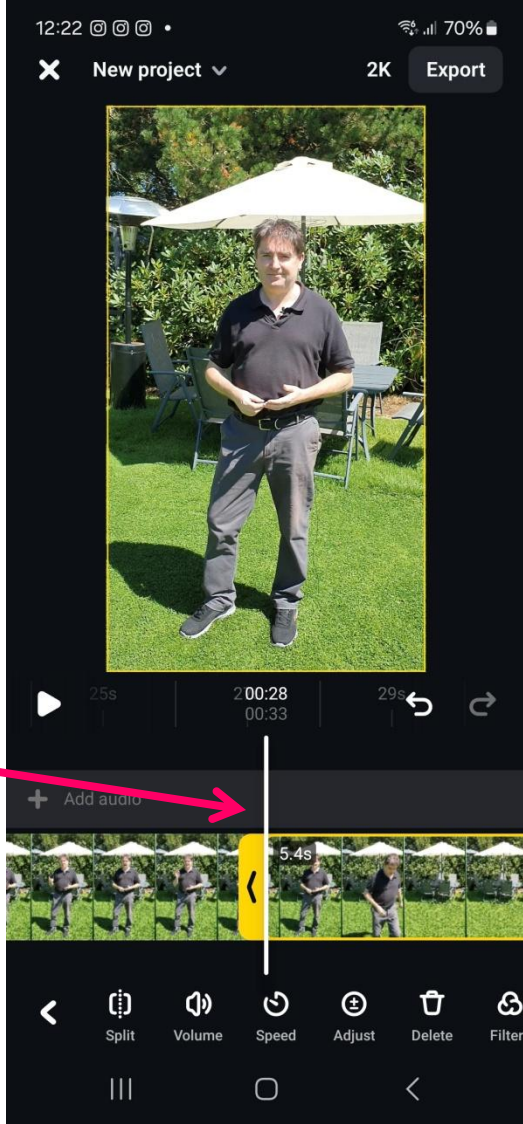
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- Find the clips or album on your phone
- Select the clip you want to start the video with
- Tap the tick top right



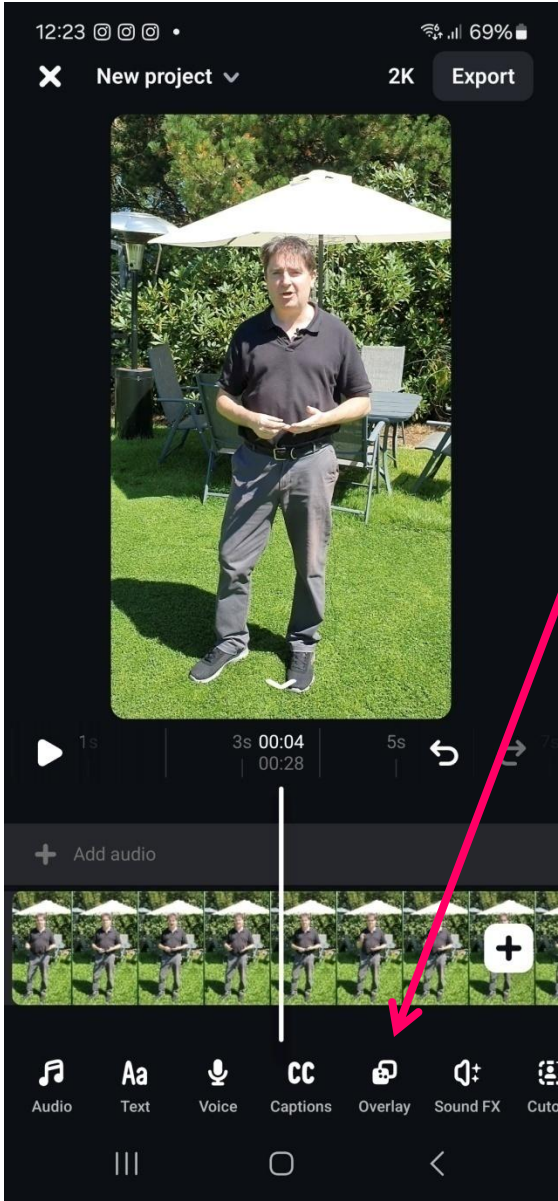
Demo 2 : How to edit a video (Someone speaking to camera)



- Your clip is now on the timeline
 - Tap play and pause to choose the part where you want to split the clip
 - To get the split option tap on the clip and then tap split to cut the clip where the white line is
 - Then tap on the part of the clip you want to delete and then tap delete to delete it
- Repeat this split and delete process to remove the parts of the clip you don't want



Demo 2 : How to edit a video (Someone speaking to camera)



To overlay footage on top of your video

Play and then pause at the point where you would like to overlay footage

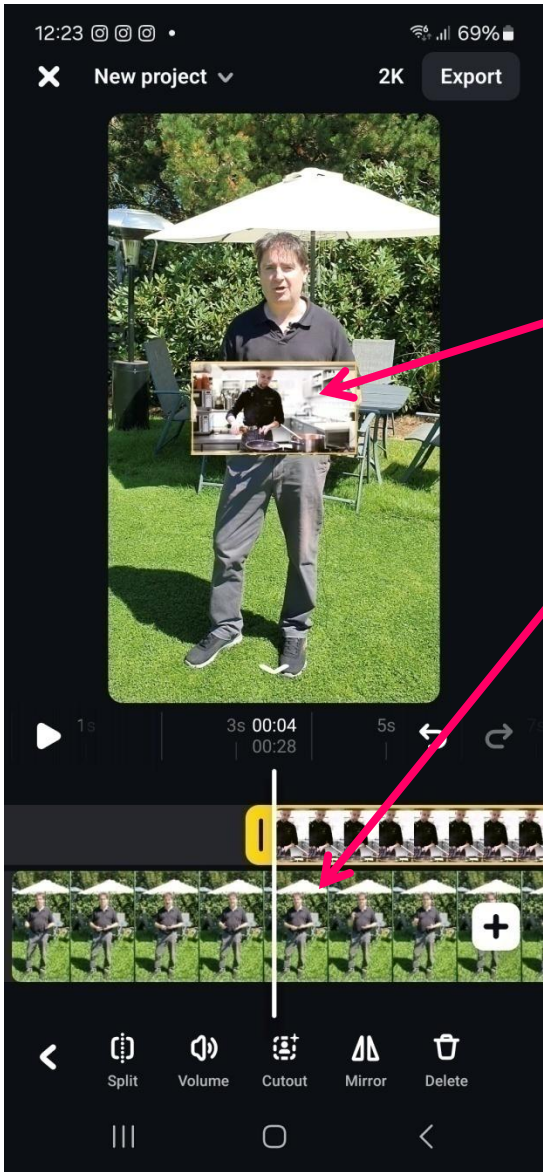
Tap on Overlay in the bottom menu

Find the footage / video that you want to overlay. Tap to select

Then tap the tick top right



Demo 2 : How to edit a video (Someone speaking to camera)



To overlay footage on top of your video

The video now appears on top of your main video.

You can pinch it with 2 fingers to expand it to completely cover the main video

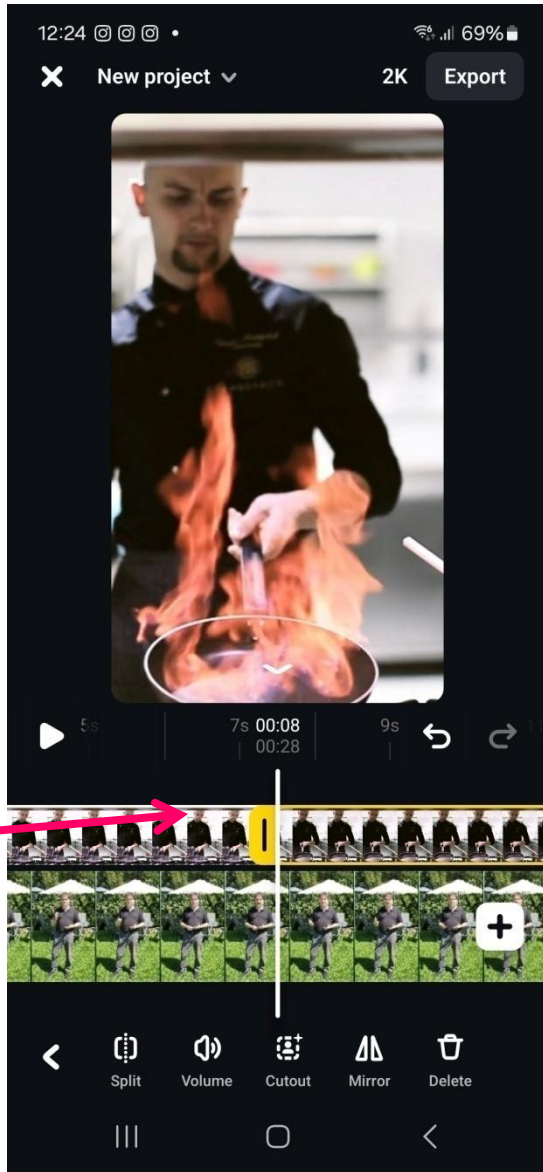
On the timeline the video appears Above the main video

Press play and pause where you want the footage to end

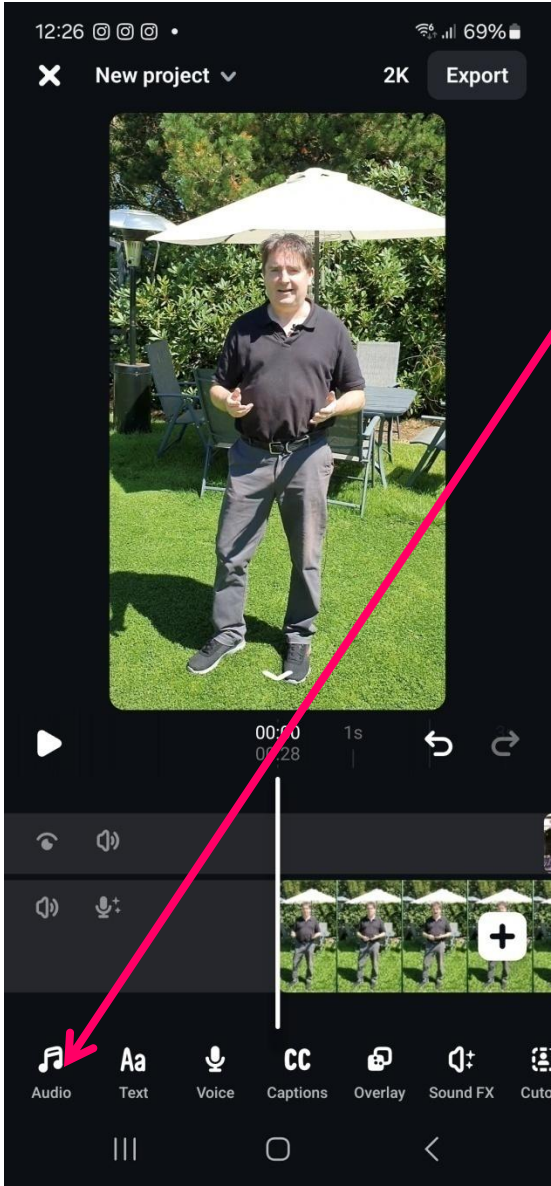
Tap on the footage clip on the timeline

Then tap split and delete

Repeat this process for other footage clips you want to add



Demo 2 : How to edit a video (Someone speaking to camera)



To add music

Tap on the music symbol

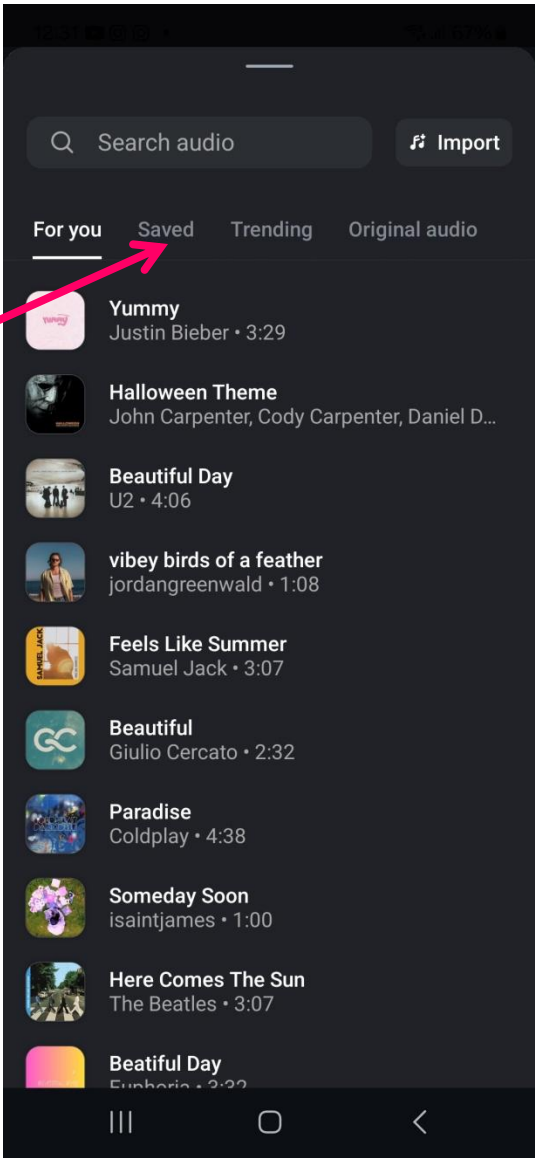
You can then search through their library of music which includes copyright music if you have a creator account.

You can also find your saved music tracks (from Instagram) and also trending music

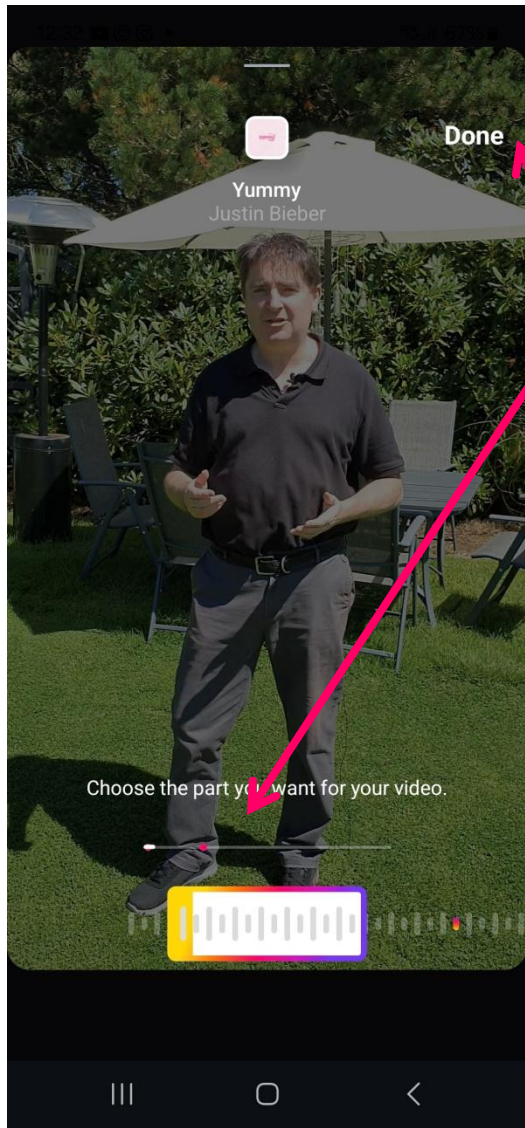
You can also tap import and then select a video from your phone that has music on it. It will extract the Audio

Tap on the music icon to listen to it

Tap on the name to select it



Demo 2 : How to edit a video (Someone speaking to camera)



To add music

You can then choose which part of the music you want to use, just like you would when creating a Reel in the Instagram app

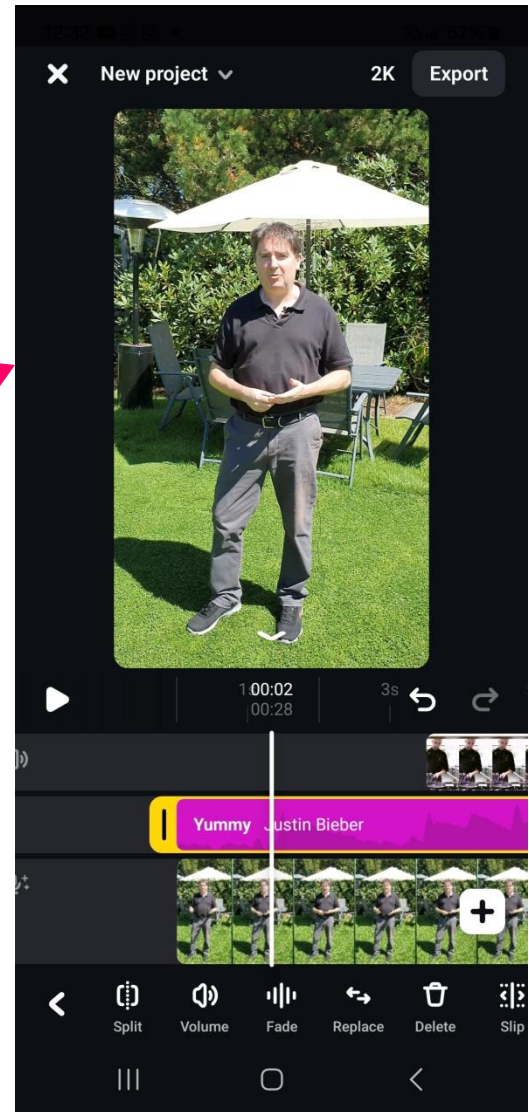
Then tap done

The music is now added to the video

In the editing timeline tap the music line

Then tap volume and reduce the volume of the music to ensure you can hear the person speaking

Then tap on Fade/
Then fade out the music



Demo 2 : How to edit a video (Someone speaking to camera)

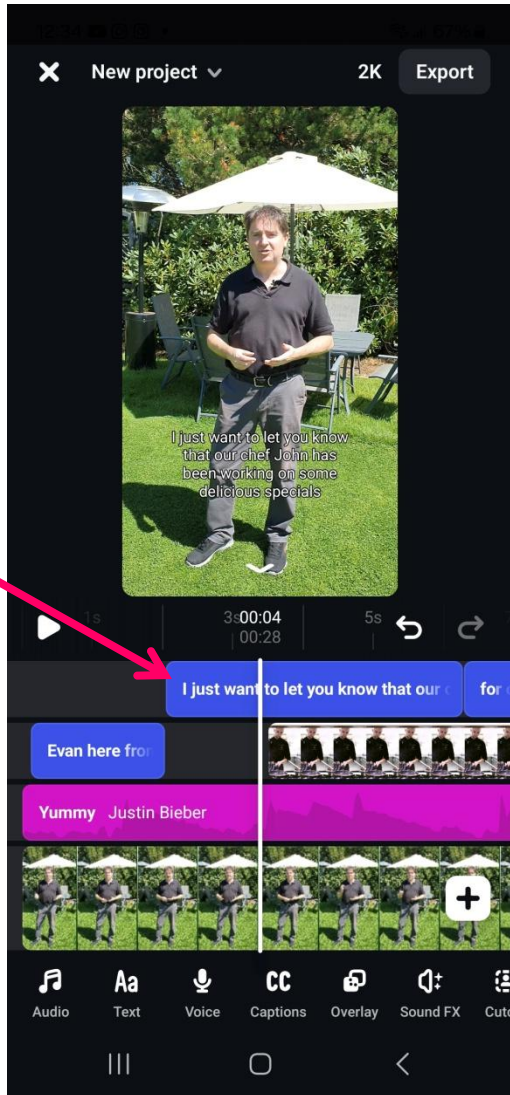
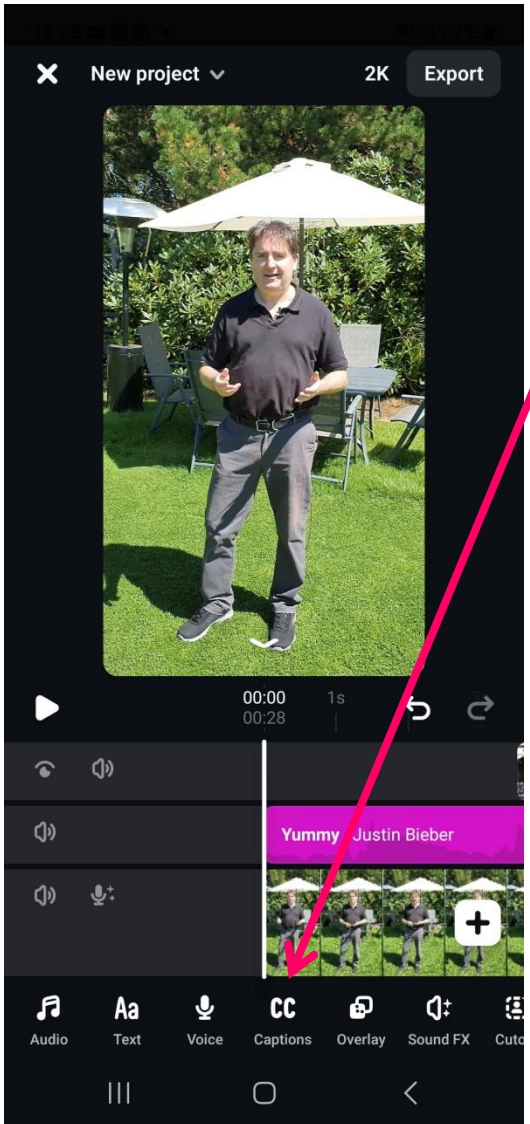
To add captions

Tap on captions

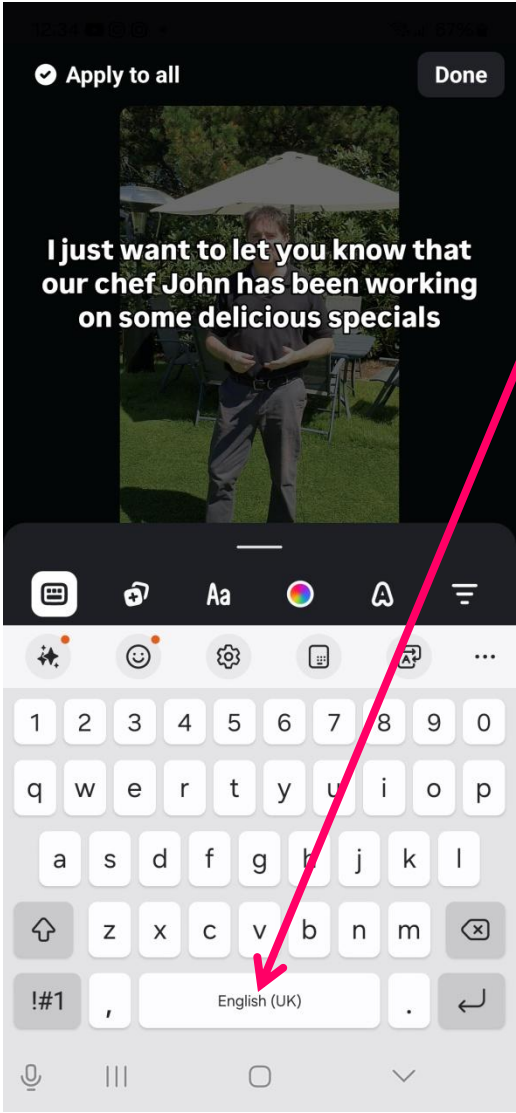
It will then generate the captions

You now need to proof read them.

Tap on any of the text boxes. You can then edit the text in that box



Demo 2 : How to edit a video (Someone speaking to camera)

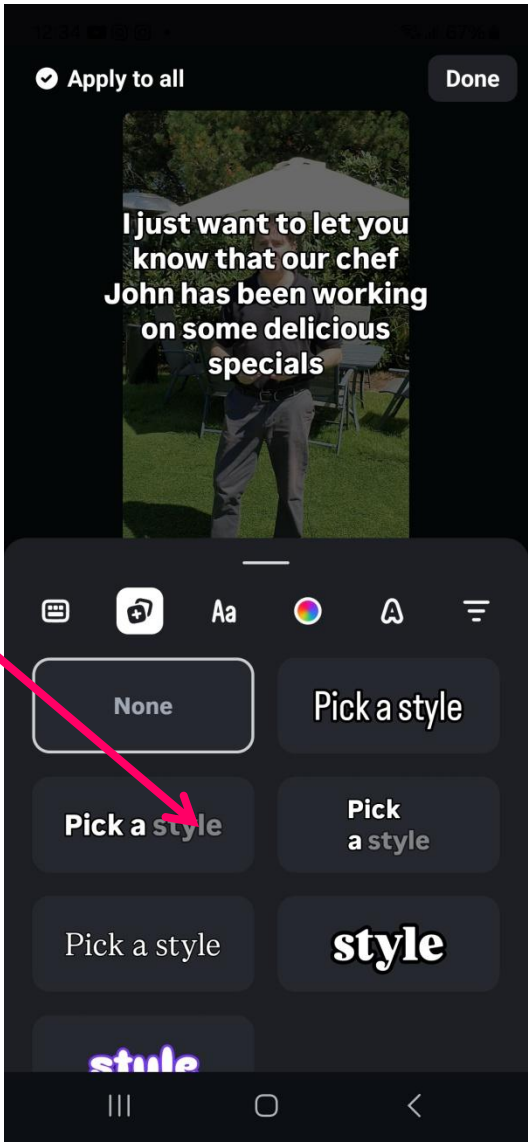


To add captions

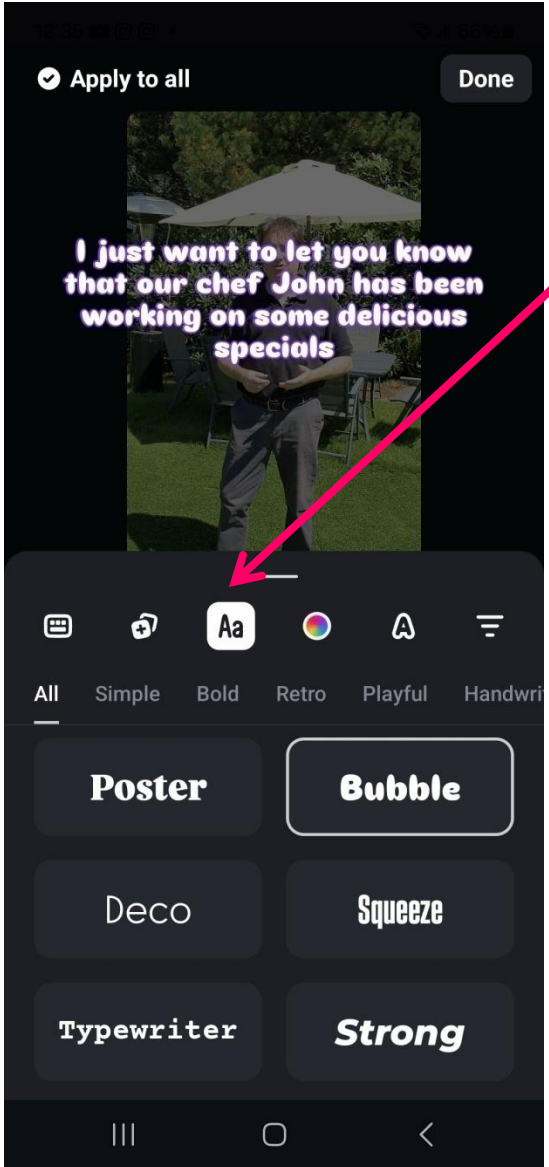
You will see a menu to manipulate how your captions look

The keyboard symbol – tap to edit your text

This icon – it allows you to choose the style of your captions. Tap on each to preview how it looks



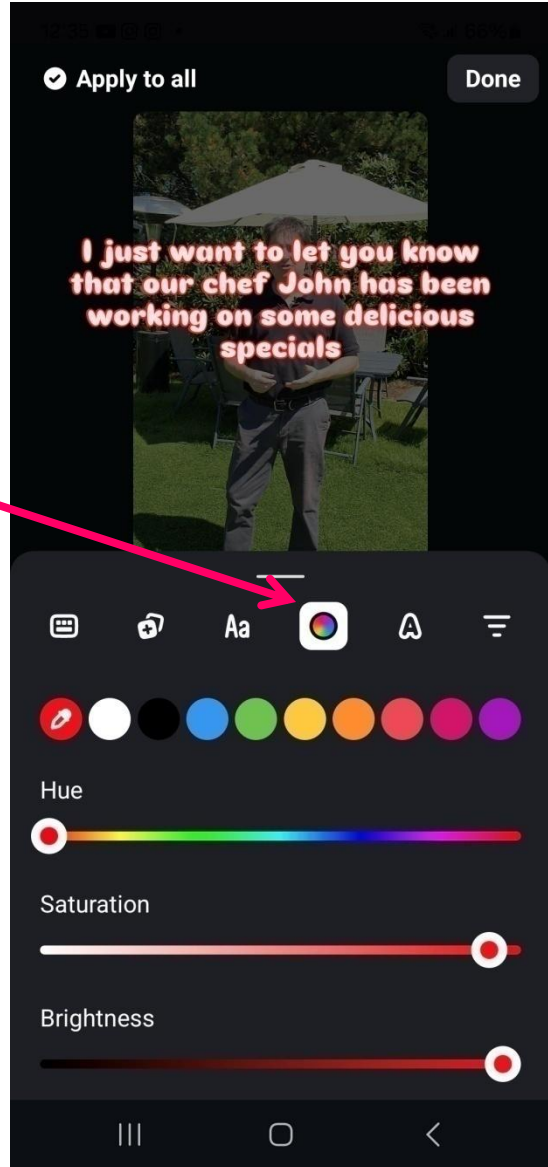
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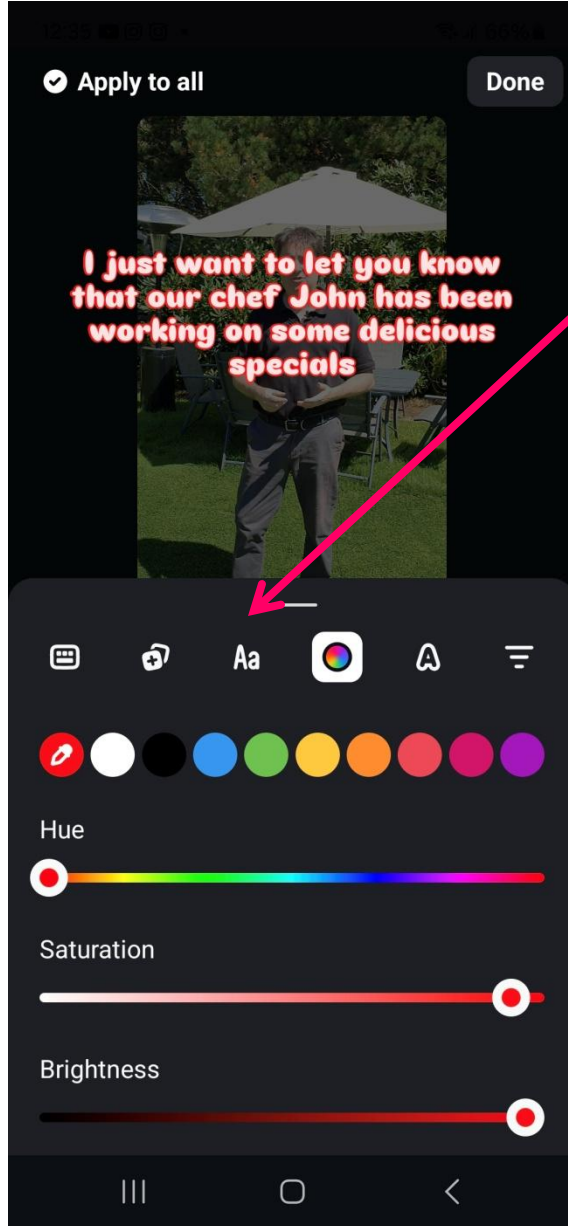
To add captions

Aa symbol – this allows you to choose a different font

The colour wheel – change the colour of your text



Demo 2 : How to edit a video (Someone speaking to camera)

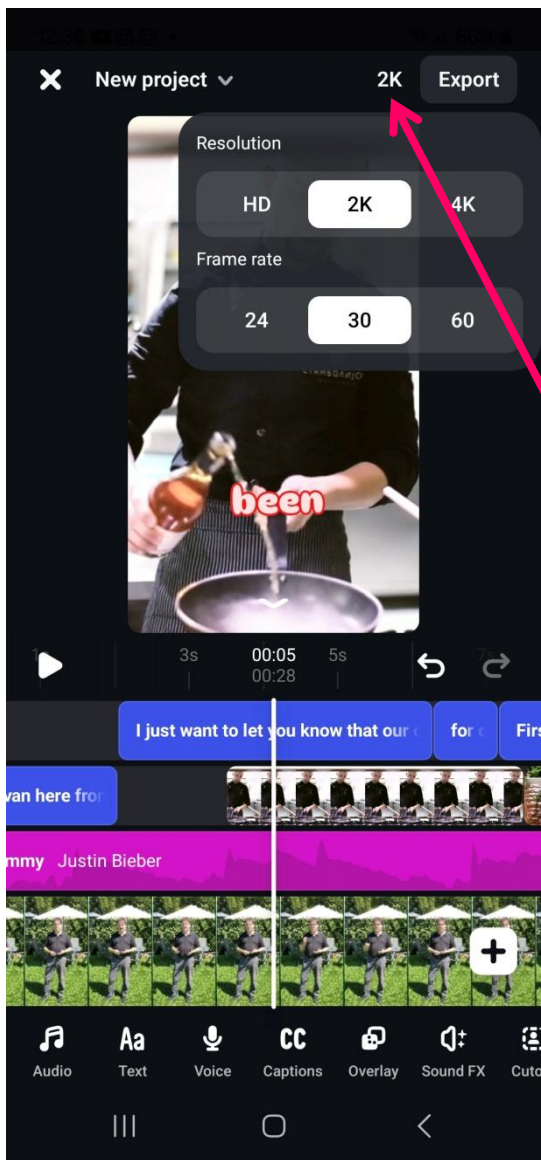


To add captions

This A symbol – you can apply an outline to your text

When you are happy, tap on done on the top right

Demo 2 : How to edit a video (Someone speaking to camera)



To export your video

When you want to export your video you can tap on 2K and choose your Resolution

2k and 30 FPS is a good choice

Then tap on Export

Your video will now export and you will find it in a folder called "edits" in your gallery



What We Will Cover

About the app

- How to get it?

Overview of the main navigation

- Overview of the menu in the editor

Demo 1 : How to edit a video (multiple clips plus voiceover)

How Edits is integrated with Instagram and how to post your Reel

Demo 2: How to edit a video where someone is speaking to camera

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Video equipment

Option 1: Hollyland Lark 2



Watch a video overview here

https://www.youtube.com/watch?v=PQUI8RgkB_oM

For iPhone or Android only €170

For Camera / Laptop + iPhone + Android combo €200

What is great about this mic

- 1. The size and weight - small and light**
- 2. Two mics**
- 3. Excellent sound**
- 4. Long range**
- 5. Windbreaker**
- 6. The versatility of combo pack – it works with everything**
- 7. Charge the box and it charges everything**

Android version: <https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7P4RRQ>

Links

iPhone version : <https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7NYJM7?th=1>

Combo version: : <https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7QXWPN?th=1>

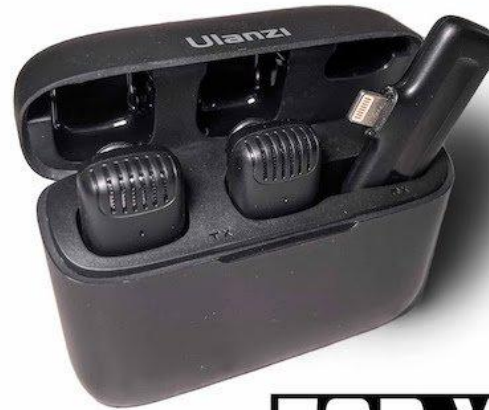
Option 2: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the charger port of your phone

2 microphones

Works up to 65 feet away from the phone
(However, does not come with windbreakers)

Cost: Approx €70 - €80



DUAL WIRELESS MIC

FOR YOUR PHONE

Watch a video demo

<https://www.youtube.com/watch?v=o6F0lZzmnX4>

This is the version for iPhones: <https://www.amazon.co.uk/J12-Lightning-Smartphone-Microphone-Compatible-black/dp/B0BK9FDT3M>

This is the version for Android: <https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY> or <https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957>

Tripod (I use this one all the time and it's excellent plus very reasonable)



Roll over image to zoom in



JOILCAN Camera Tripod for Canon Nikon Sony, 65" Aluminum Alloy Tripod Stand with Detachable Head & Phone Holder & Carry Bag, Lightweight DSLR Tripod for Smartphone/Vlog/Streaming, Max Load 5.5kg

Visit the JOILCAN Store

4.4 ★★★★★ 1,494 ratings

Amazon's Choice

300+ bought in past month

EUR36⁰⁰

✓prime

Voucher: Apply EUR 5.86 voucher [Shop items >](#) | [Terms](#)

Buy 2 or more, save 3% Discount by Amazon [Terms](#)

Promotion Message Save 5% on Heavy duty alu... [1 promotion](#) ▾

Colour Name: **Classic Black**

EUR36⁰⁰

✓prime

FREE delivery **Thursday**. Order within 8 hrs 10 mins. [Details](#)

📍 Deliver to Evan - Killorglin



In stock

- Quantity: 1 +

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Buy Now

Dispatches from Amazon

Sold by KTU

PHOTOGRAPHY

Returns Returnable within 30 days of receipt

Packaging Ships in product packaging

✓ See more

Add gift options

**Link to
amazon**

<https://www.amazon.co.uk/gp/product/B0BBQ5F2L8/>

Tripod Adjuster mount



Roll over image to zoom in



ipow Mobile Phone Tripod Adapter, Rotatable Bracket Smartphone Clamp Holder Compatible with Samsung Huawei Used on Tripod, Monopod, Selfie Stick

Brand: ipow
4.6 ★★★★★ 1,422 ratings

Amazon's Choice

50+ bought in past month

EUR 9¹⁰

prime

Brand ipow
Colour Black
Compatible devices iPhone 12 Pro,12, iPhone 11, iPhone XS Max, XR,X, iPhone 8 Plus, Samsung Galaxy S21 Ultra,S20, Samsung Galaxy Note 20, iPhone...

[See more](#)

Mounting type Tripod
Special feature Adjustable

EUR 9¹⁰

prime

FREE delivery **Thursday**. Order within 8 hrs 6 mins. [Details](#)

Deliver to Evan - Killorglin



In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from Amazon
Sold by Jingshun Trade
Returns Returnable within 30 days of receipt
Payment Secure transaction

[See more](#)

Add gift options

Add to List



<https://www.amazon.co.uk/gp/product/B01N193MHD/>

Fantaseal® Ergonomic Smartphone Handheld Grip Stabilizer Holder

Versatile camera grip, with a Smartphone Clamp, perfect for phone to shoot smooth video and photos. (Allowable Cellphone Size 3.5" to 5.7")

Cost: Approx €12



amazon

https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh_aui_detailpage_o01_s00?ie=UTF8&p_sc=1

DJI Osmo Mobile Gimbal

Brilliant Gimbal for taking videos as you are moving.

It has a motorised weight and balance system so your video looks as smooth as a drone video

Cost: €120



Links to Irish Websites

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/camcorder-accessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html>

Neewer Camera Photo Video Lightning Kit: 18 inches/48 centimetres Outer 55 5500K Dimmable LED Ring Light

- Very good lighting kit for a beginner on a budget
- Ideal for “how to” videos, customer testimonials company videos where you require good lighting

€115

amazon

https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1



Lights

- A budget alternative (but not as good)
- 12 inch diameter
- Good light if you are close to the light.
- Not as good for lighting up half a room

Cost: Approx €35



The image shows an Amazon product listing for a 12-inch ring light. The product is titled "12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness". The product is priced at EUR33.08, which is a 26% discount from the RRP of EUR44.91. The product has a 4.4-star rating from 5,898 ratings and is the #1 Best Seller in Cell Phone Selfie Lights. The product is shown in various applications: Photography, Couple Selfie, For Camera, and Video Recording. The product is also available with a 10% voucher and business pricing.

WIDE APPLICATIONS

12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness

Visit the GerTong Store
4.4 ★★★★★ 5,898 ratings
#1 Best Seller in Cell Phone Selfie Lights
2K+ bought in past month

-26% **EUR33.08**
RRP: EUR44.91

prime
Exclusive Prime price

Voucher: Apply 10% voucher Shop items | Terms

Save up to 10% with business pricing. Sign up for a free



<https://www.amazon.co.uk/Extendable-Upgraded-Dimmable-Brightness-Wireless/dp/B08FT9XTH1>

Lights

- A great small portable light if you are walking around and need the scene lit.

Cost: Approx €40



Roll over image to zoom in

Newmowa 60 LED Video Light, 3200-5600K 3 Lighting Modes and Brightness 10 Levels Dimmable CRI95+ Portable Light for Phone, iPhone, Android, iPad, Laptop

Visit the Newmowa Store
4.4 ★★★★★ 2,228 ratings
300+ bought in past month

-11% EUR 40²⁹
RRP: EUR45.18

prime

Voucher: Apply 20% voucher [Terms](#)

Save up to 2% with business pricing. Sign up for free Amazon Business account

Brand Newmowa
Connectivity USB



https://www.amazon.co.uk/dp/B08BLCJ43C?ref_=ppx_hzsearch_conn_dt_bfed_asin_title_4