

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

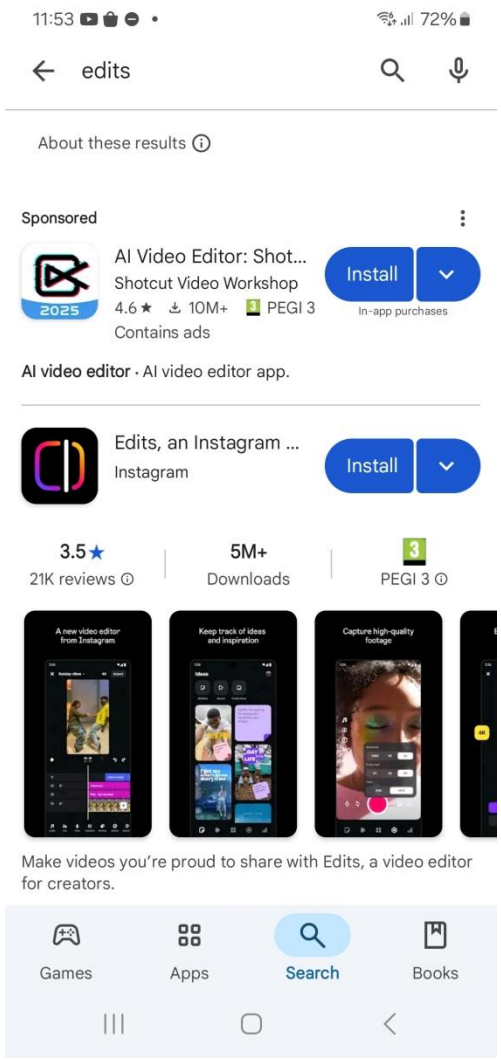
Demo 1 : How to edit a video (multiple clips plus voiceover)

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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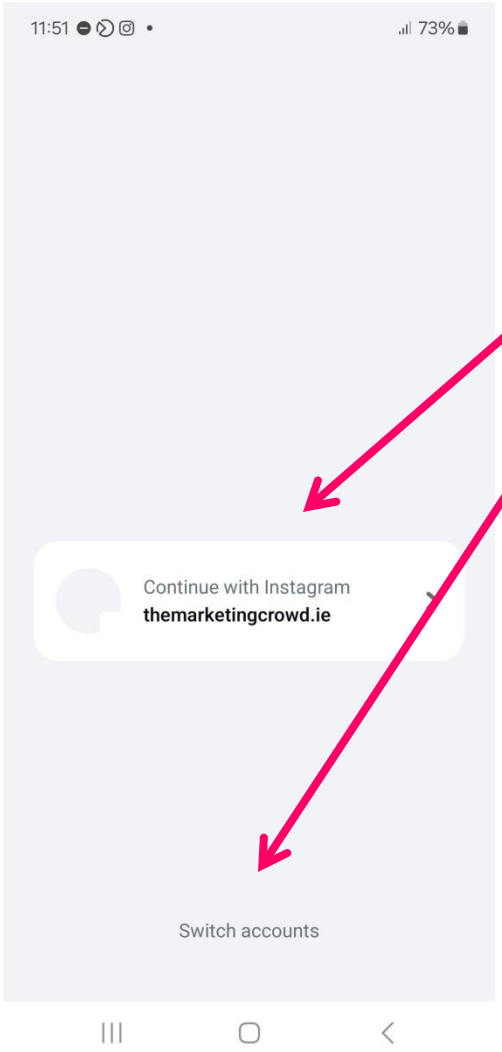
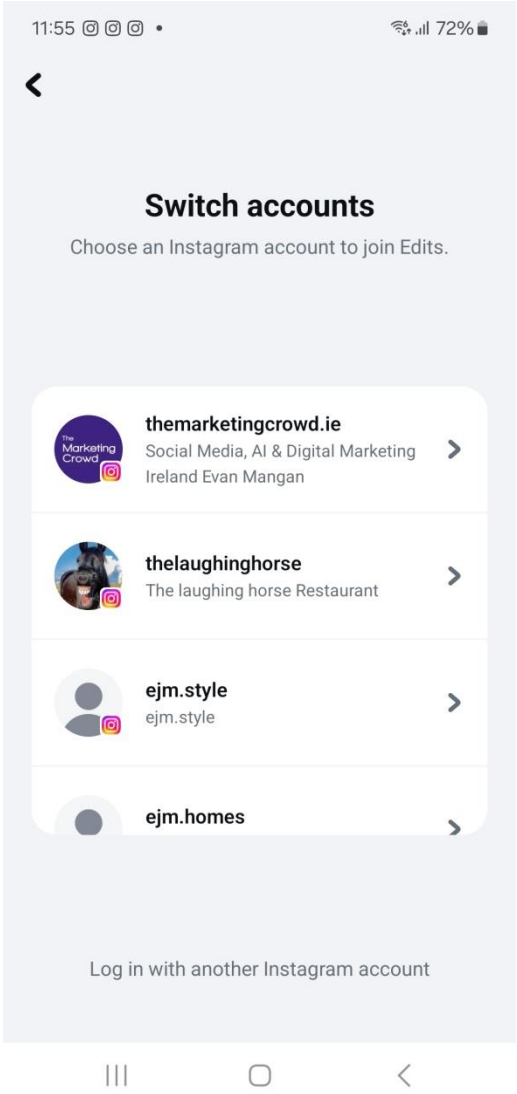
How to get started

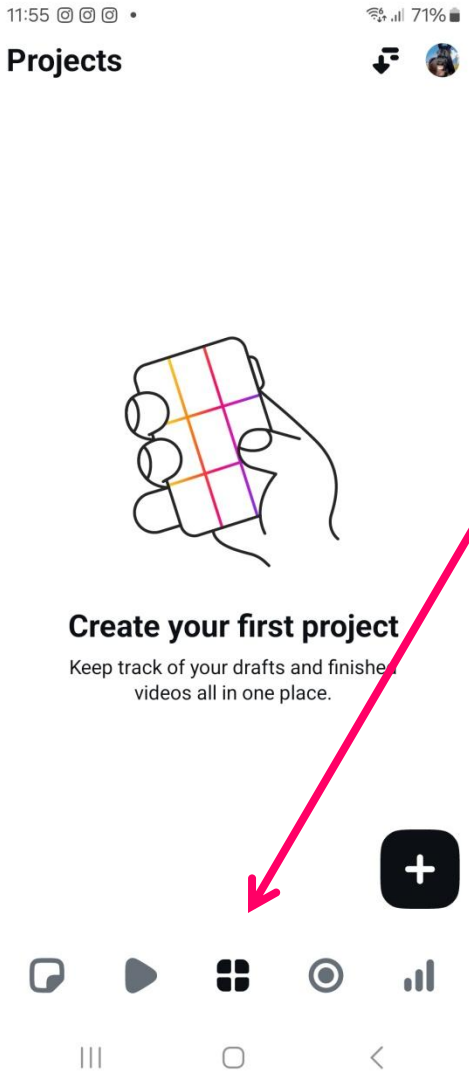


- When you open the app it will prompt you to continue with an Instagram account
- If this is not the account you want to use tap on Switch account
- Choose the account you want to use (This means, which account are you making the video for and which you might want to post it from)

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.



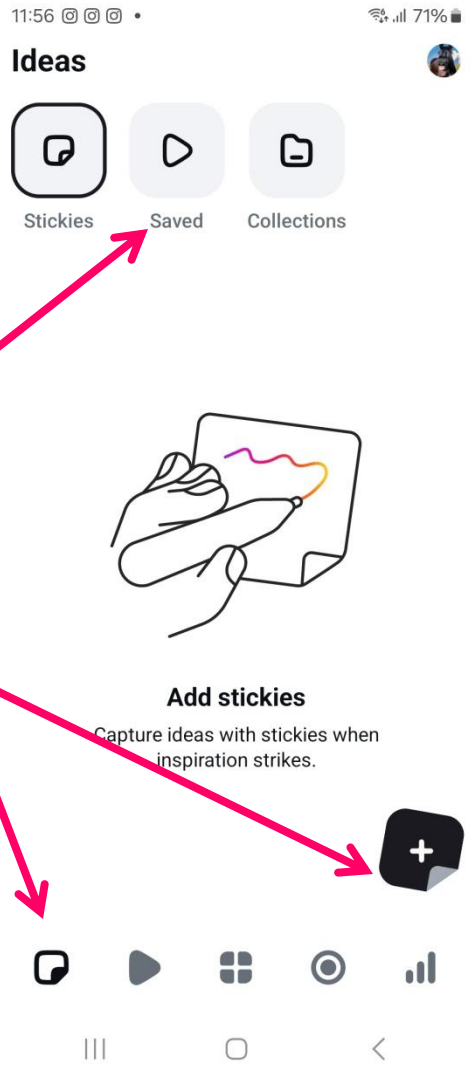
Tour of the main menu



- 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



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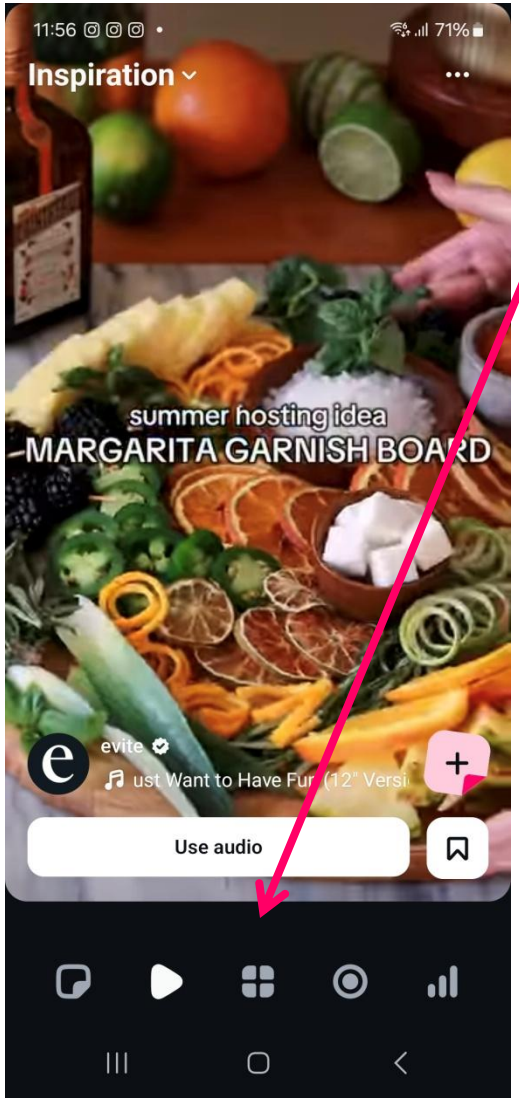
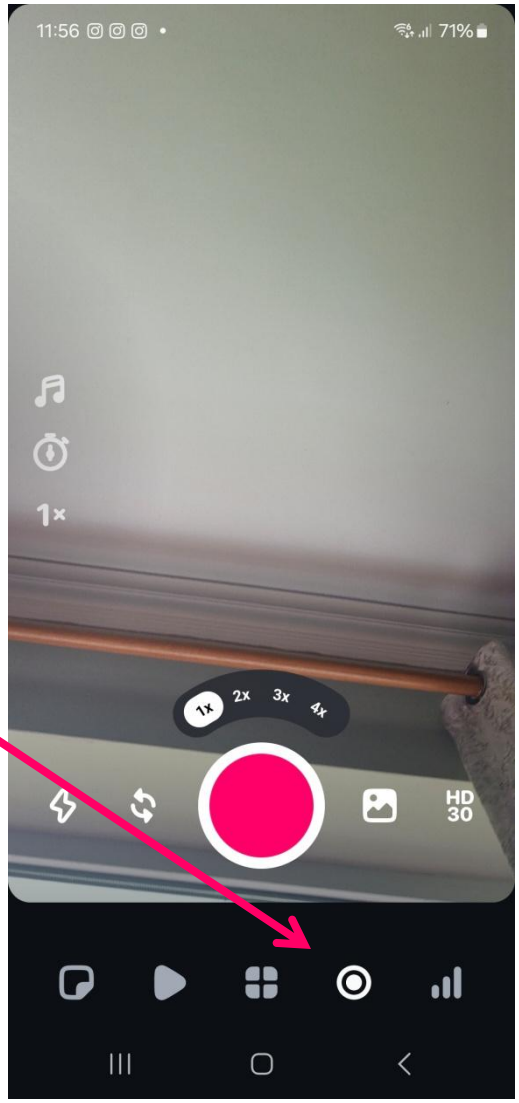


- Tap the play button
- They call this are “Inspiration”. It is your reels feed and shows you reels it think you would find interesting
- You can write a sticky note if any video gives you some ideas and you can save a video to a collection.
- Tap the circle icon. This is where you can record videos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



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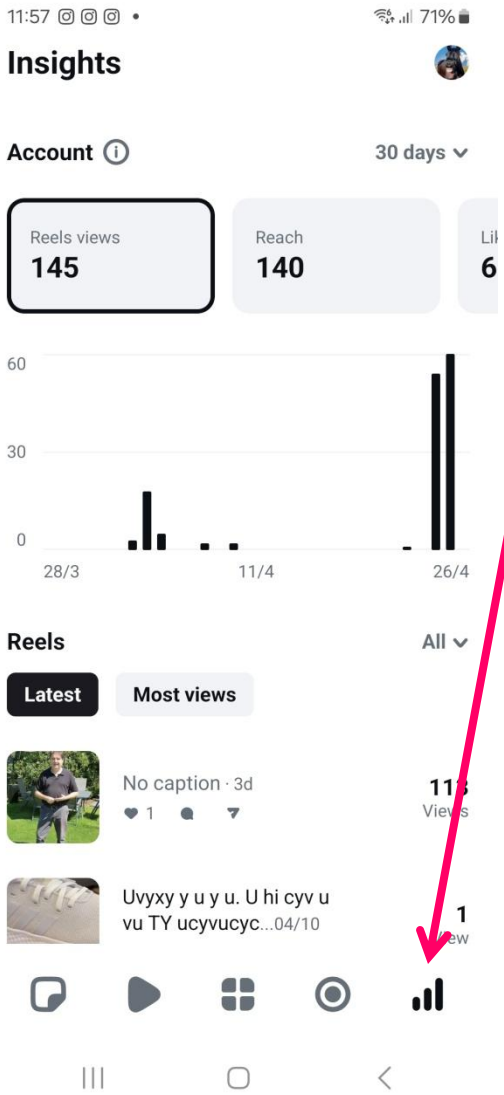
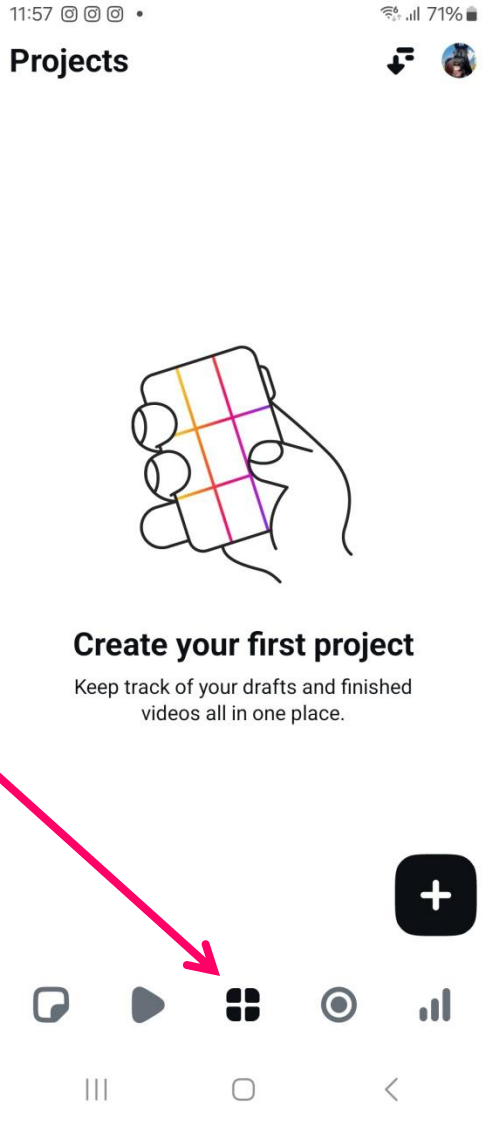


- Tap the bar chart icon
- This is where you can view the insights / metrics for your recent reels

- Tap the 4 squares icon. This is where you got to edit a video



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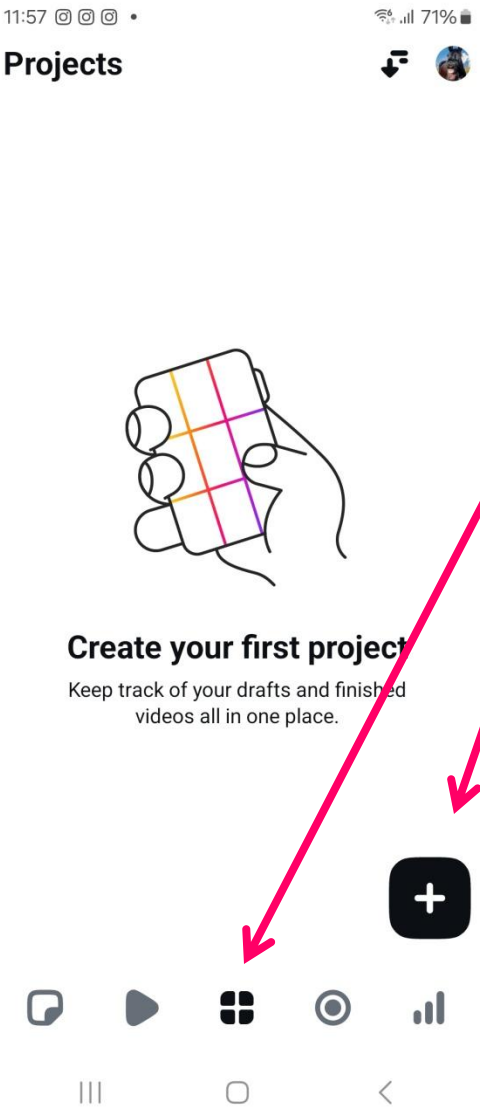
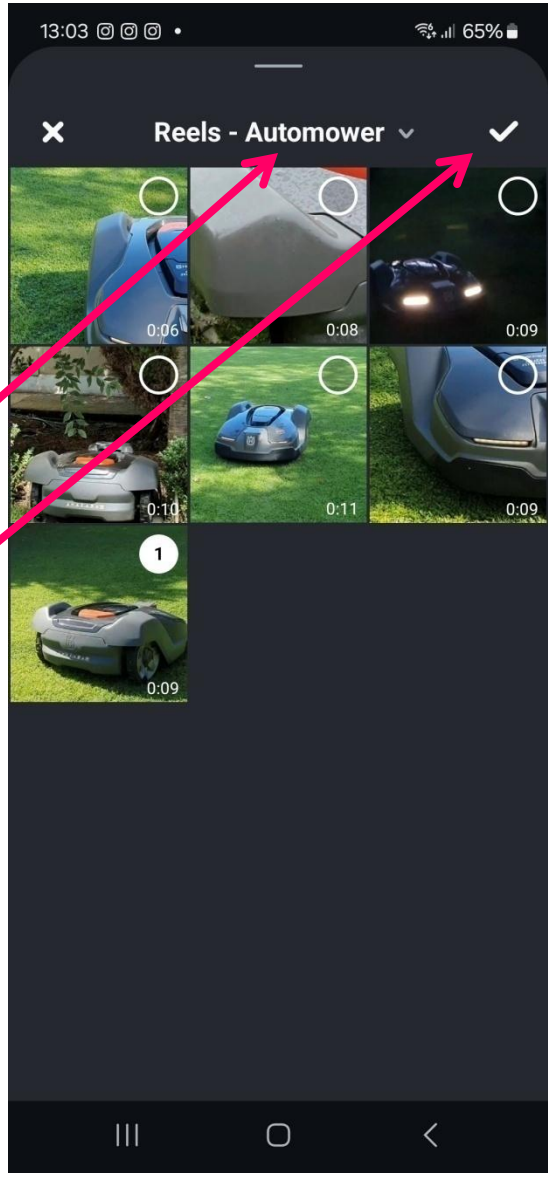
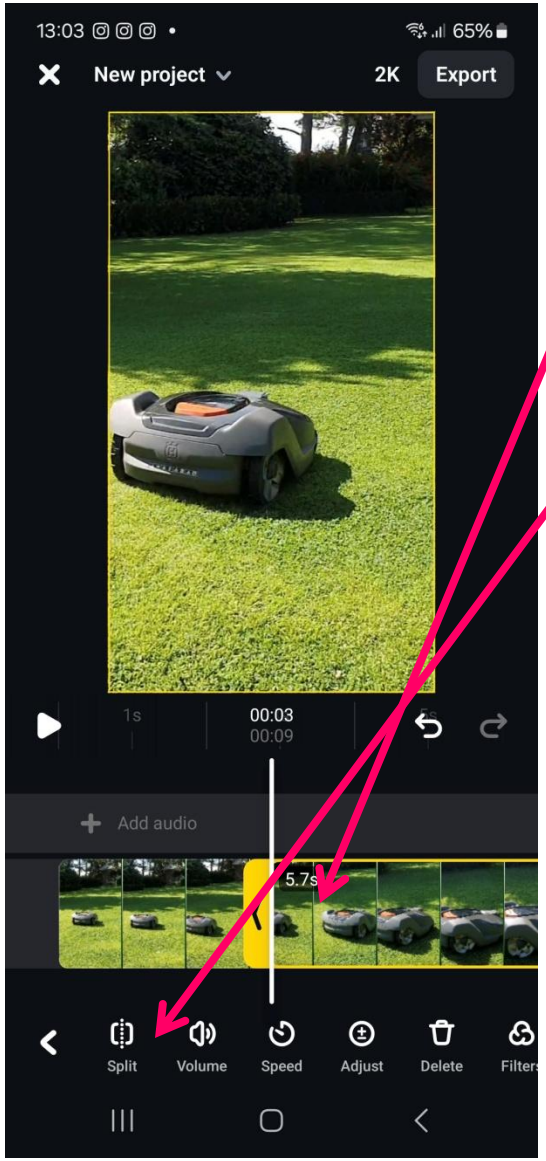
How to get started editing a video



- 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

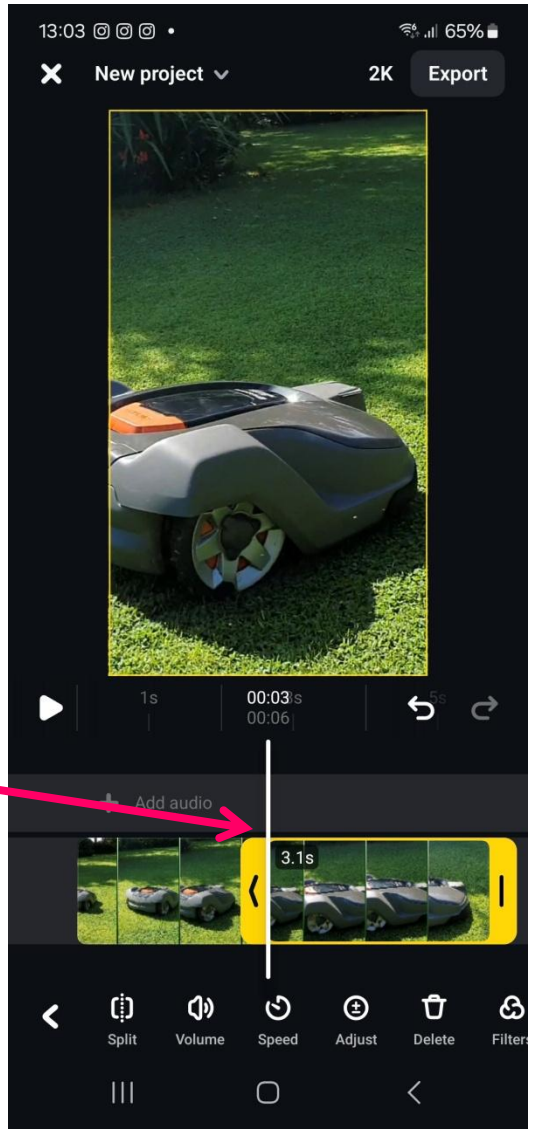


Demo 1 : How to edit a video (multiple clips plus voiceover)



- 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



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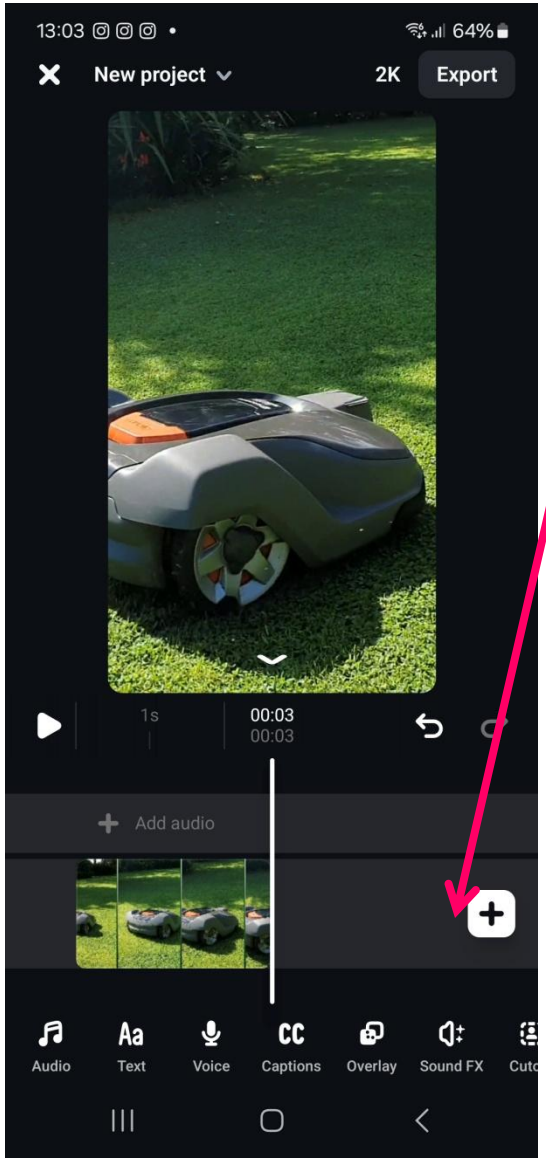
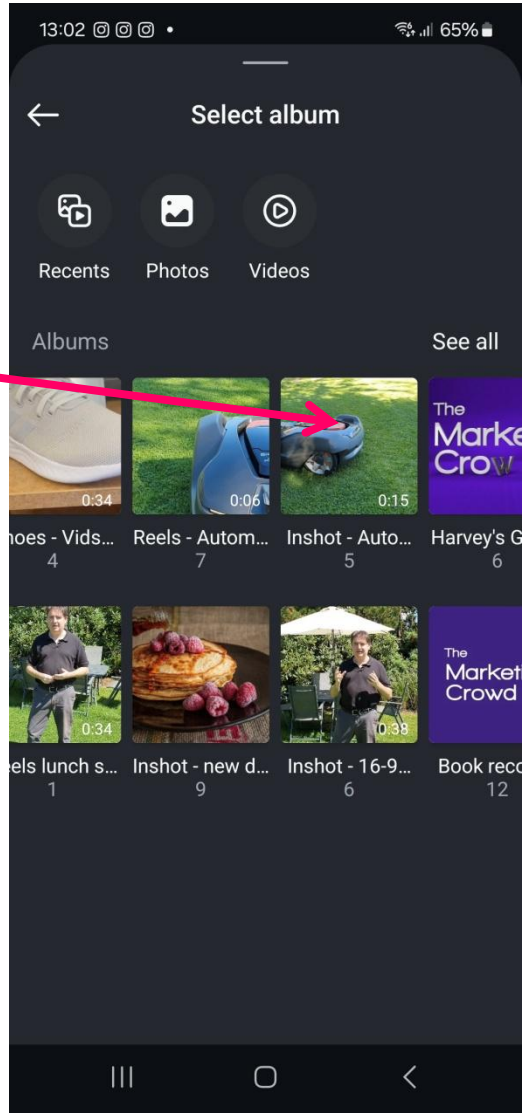


- Then Tap on + in order to add the next clip.
- Select the clip and then repeat the process of splitting and deleting the part you don't want.
- Keep repeating until you have added and edited all your clips



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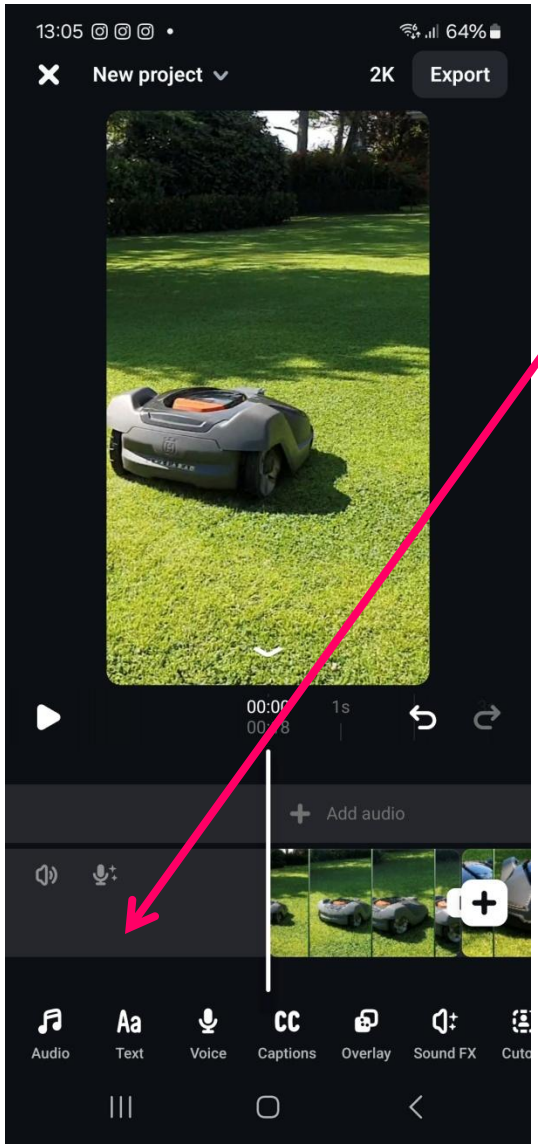


To add music

Tap on the music symbol

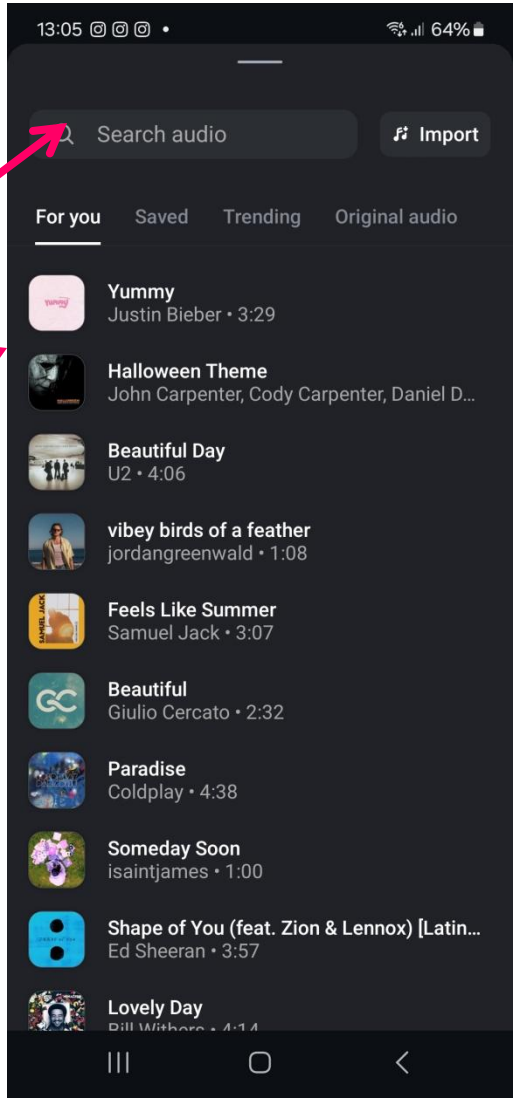
You can then search through their library of music which includes copyright music if you have a creator account.

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



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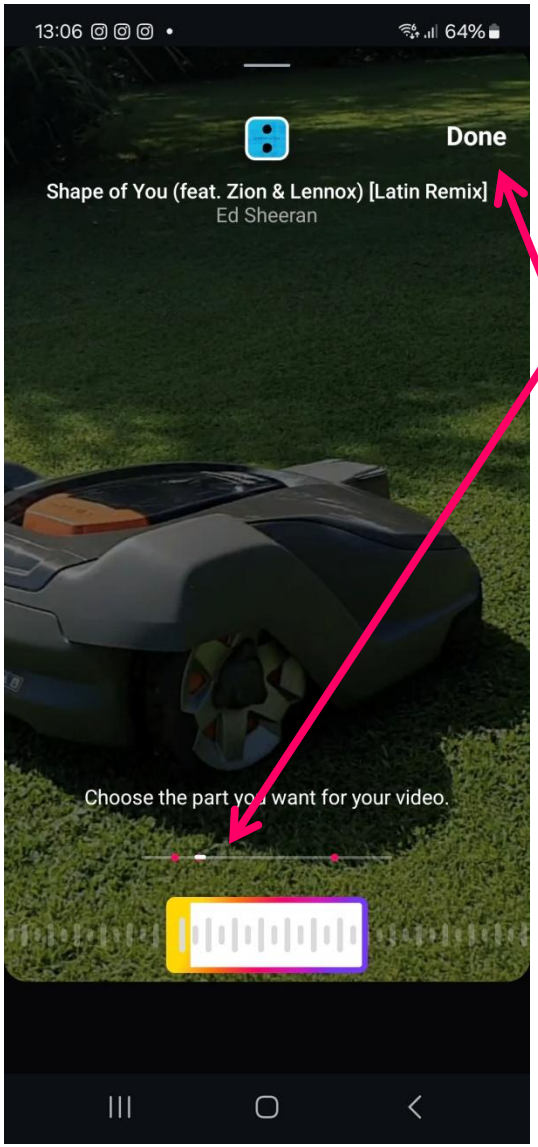


To add music

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

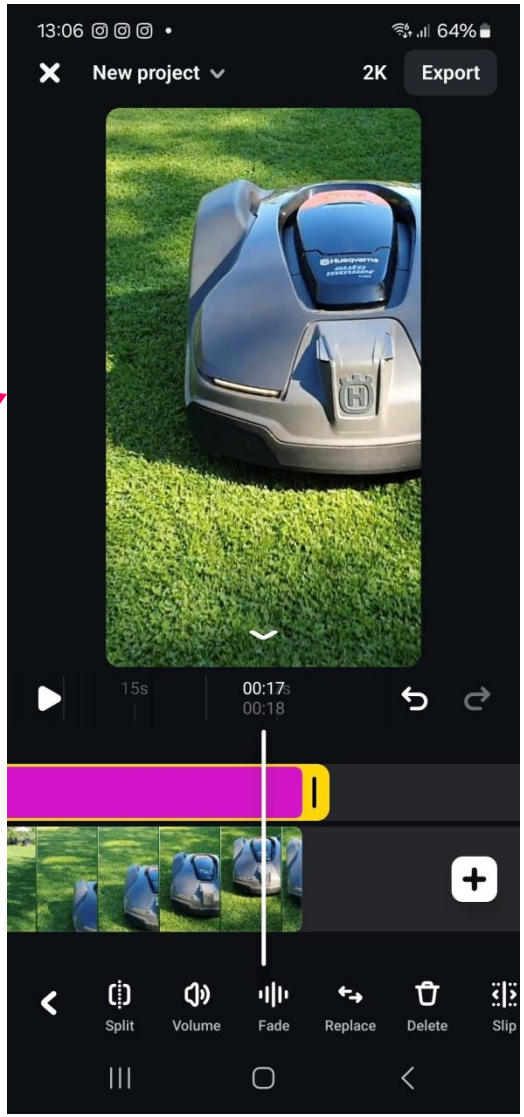
Then tap done

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



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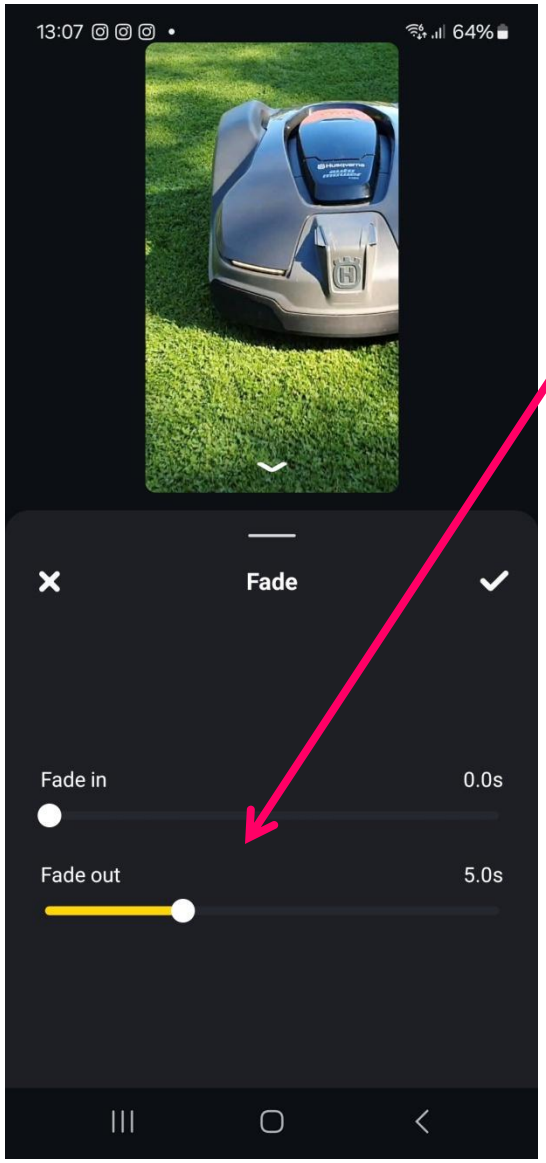

To add music

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

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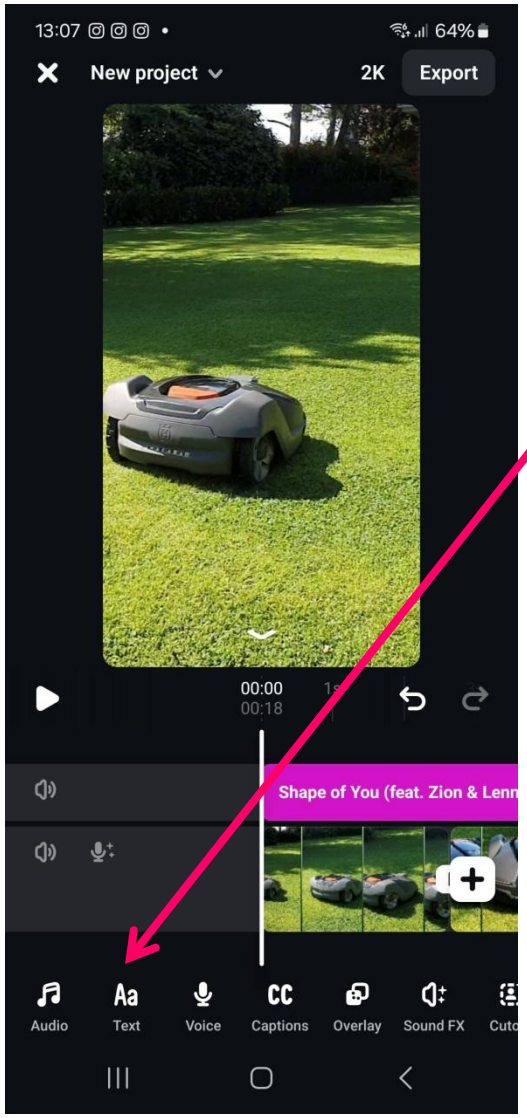


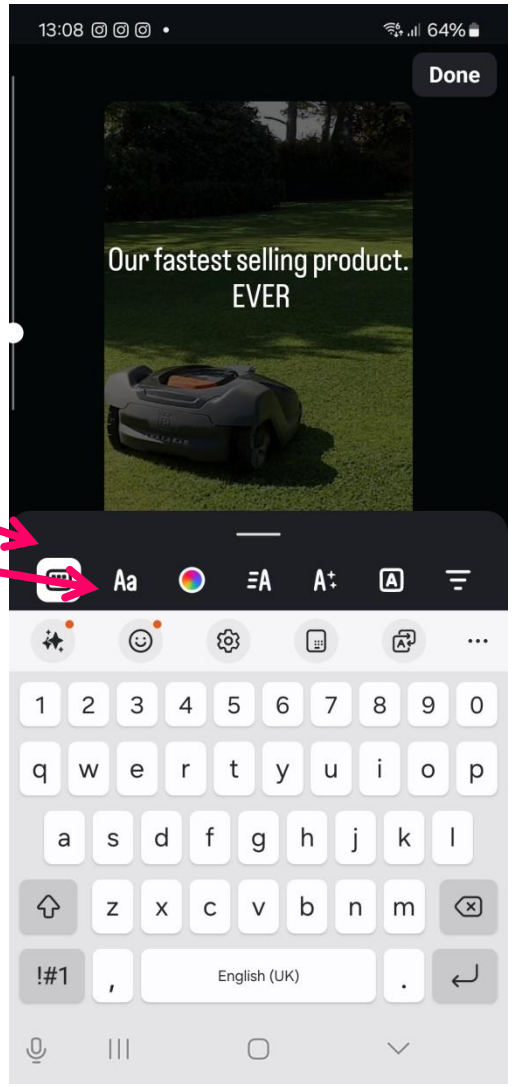
To add text

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



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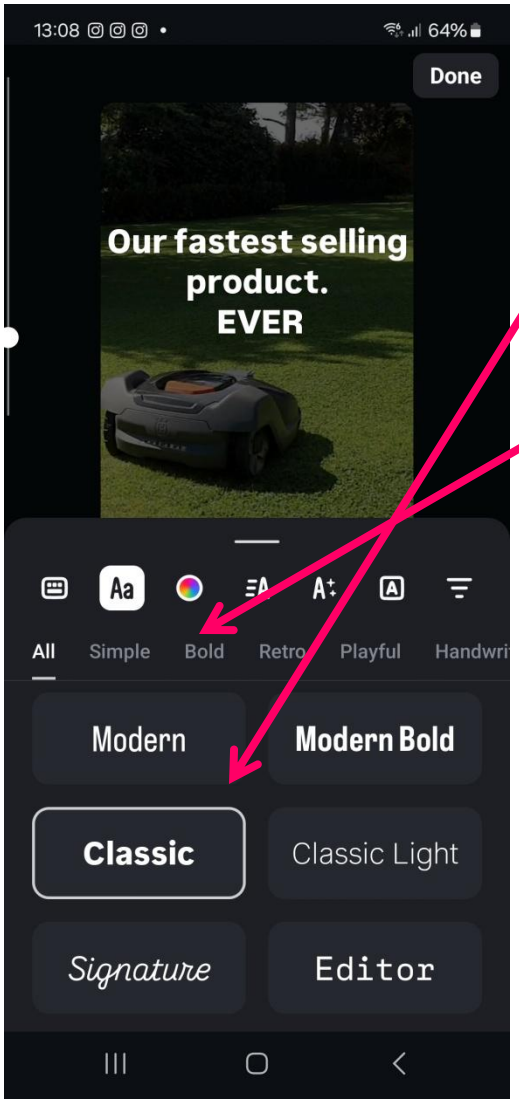
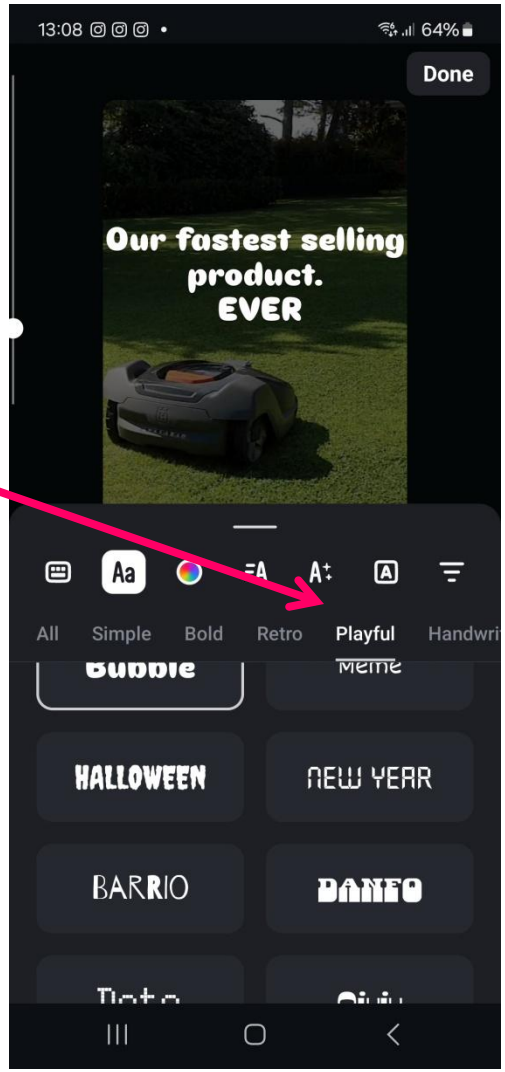


To add text

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



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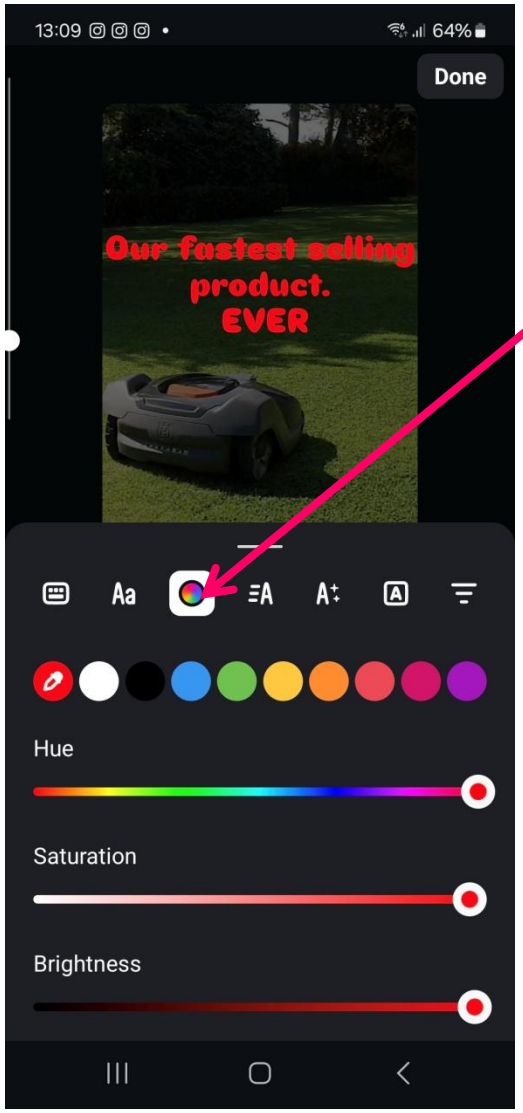
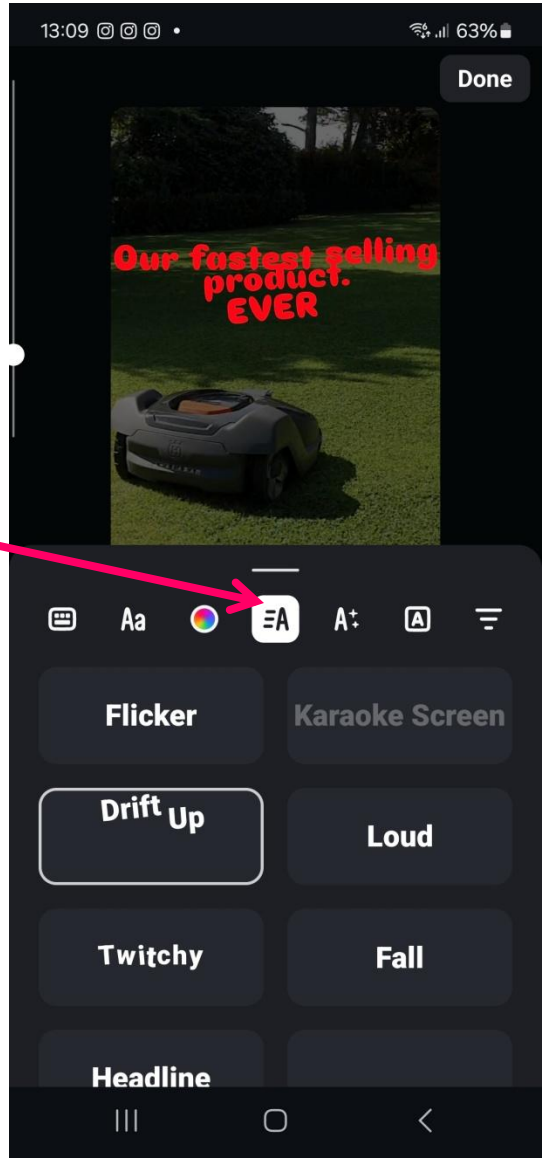


To add text

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

Tap this icon to add an animation to the text



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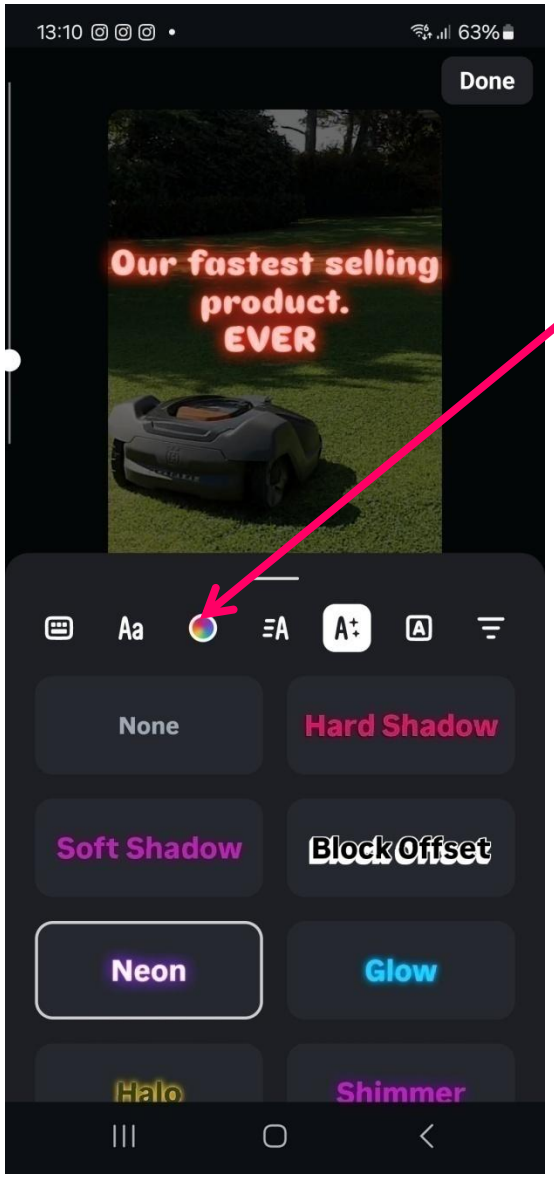
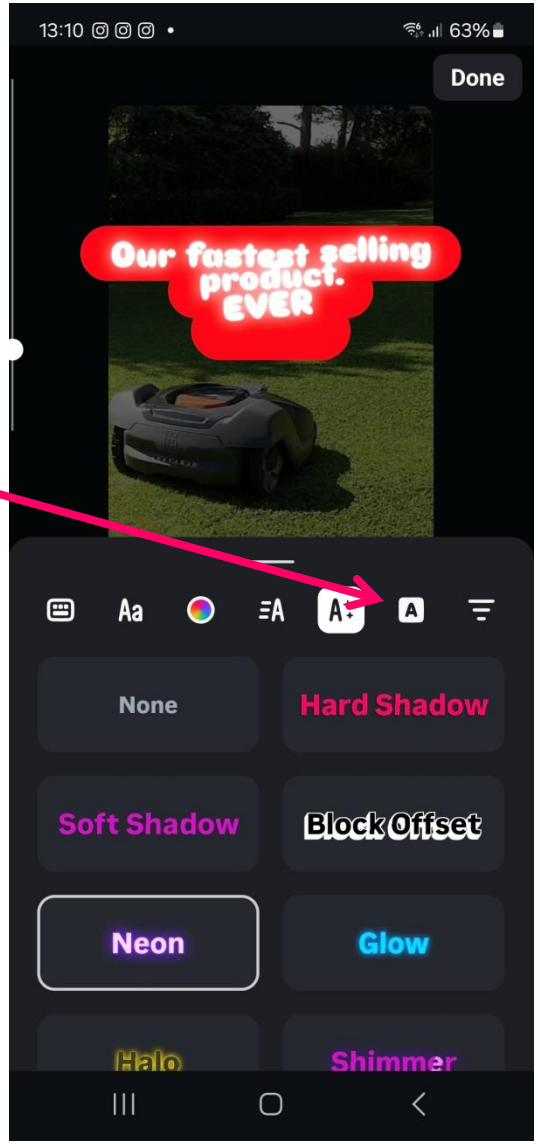


To add text

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



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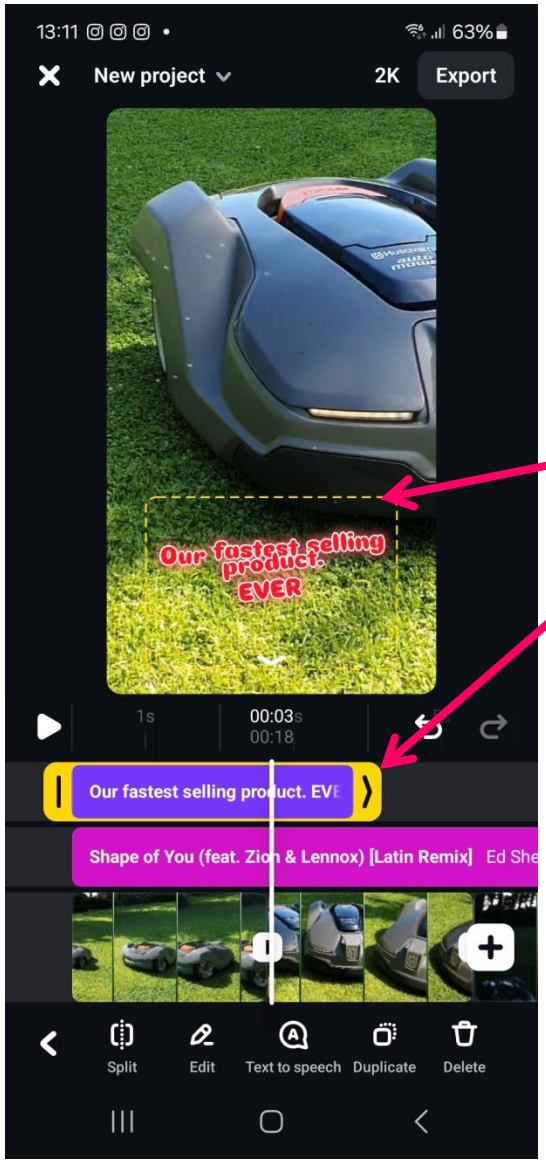

To add text

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. Tao you finger on this slider and drag it left or right to make the text appear for a longer or shorter time on the video

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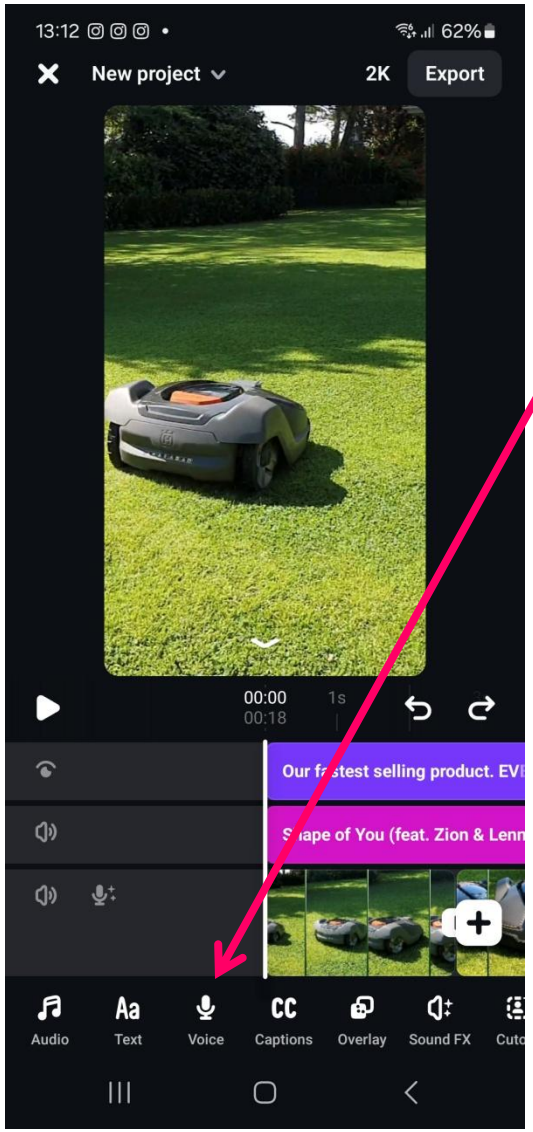


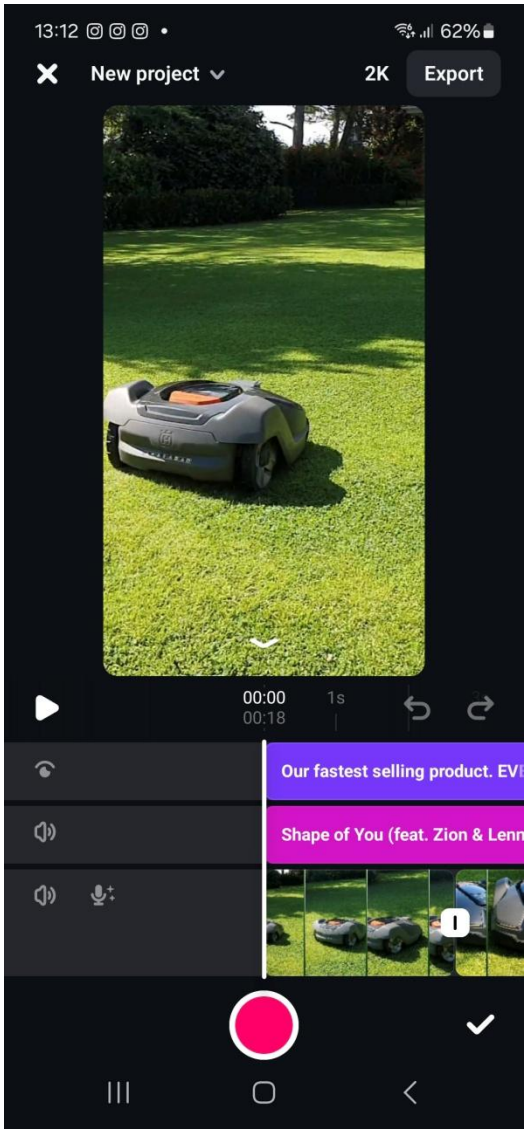
To add a Voiceover

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



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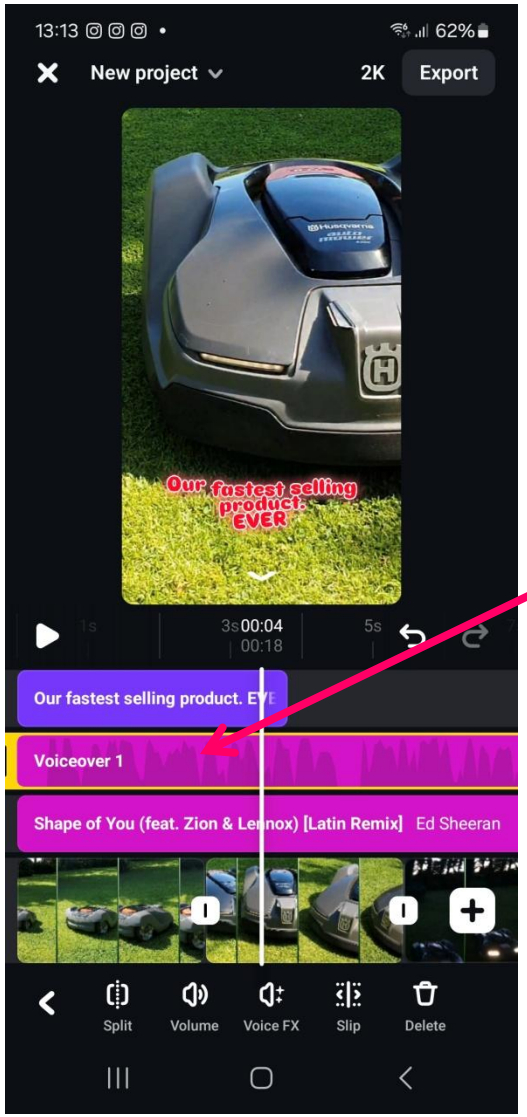


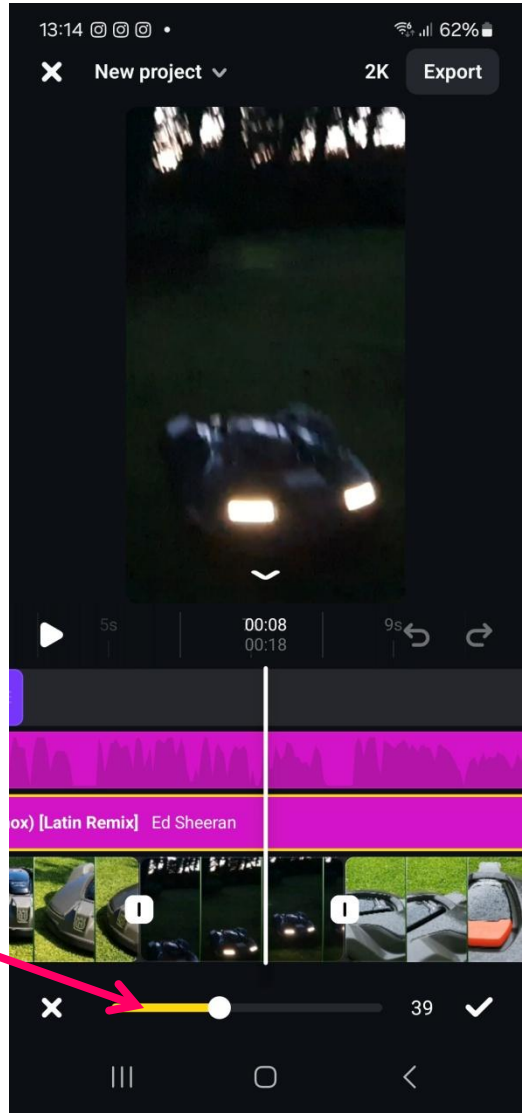
To add a Voiceover

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



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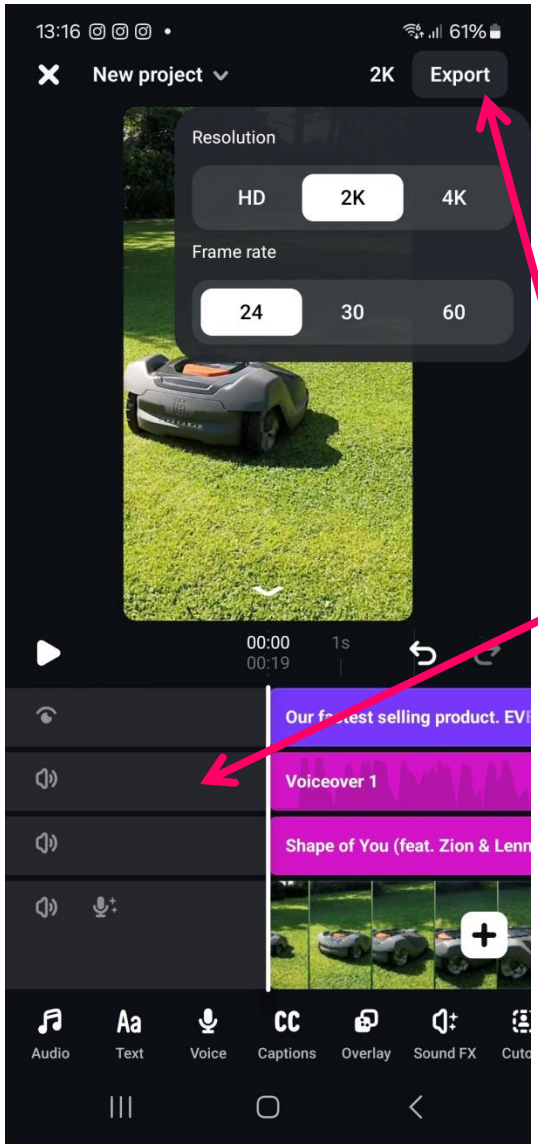


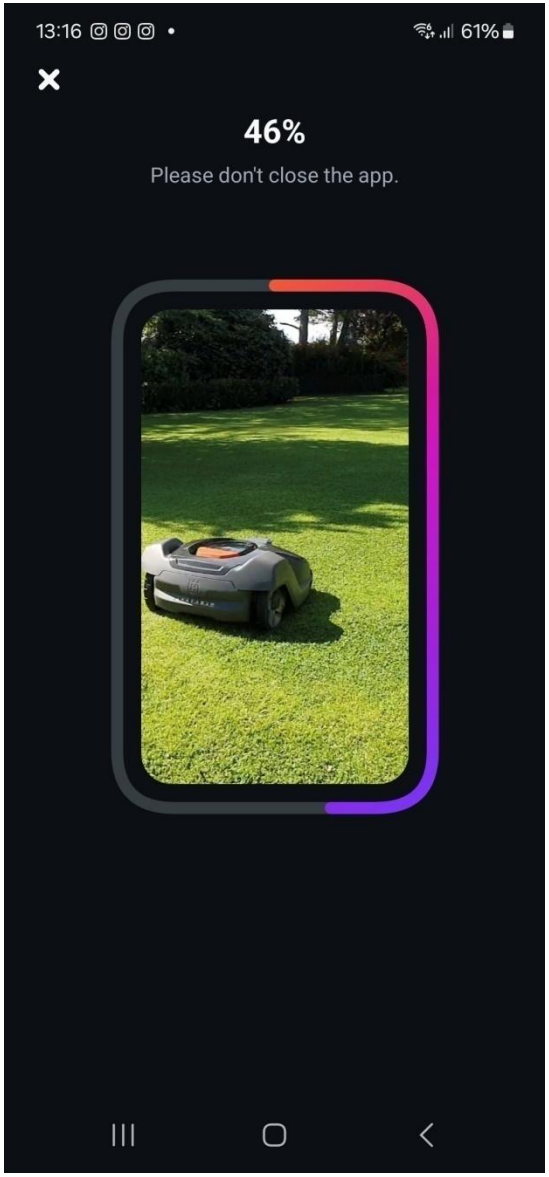
To export your video

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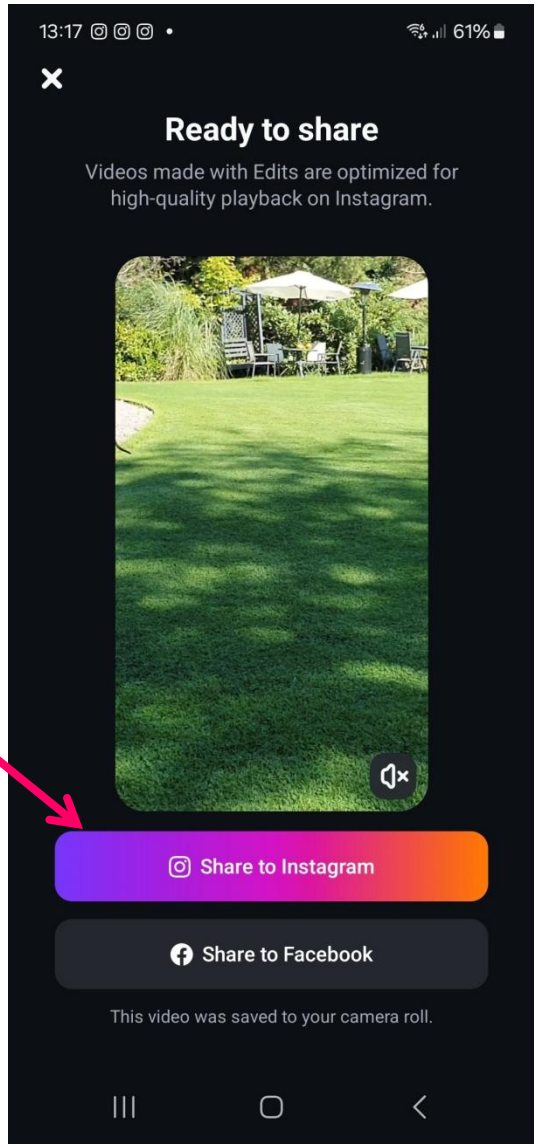
How Edits is integrated with Instagram and how to post your Reel



- 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



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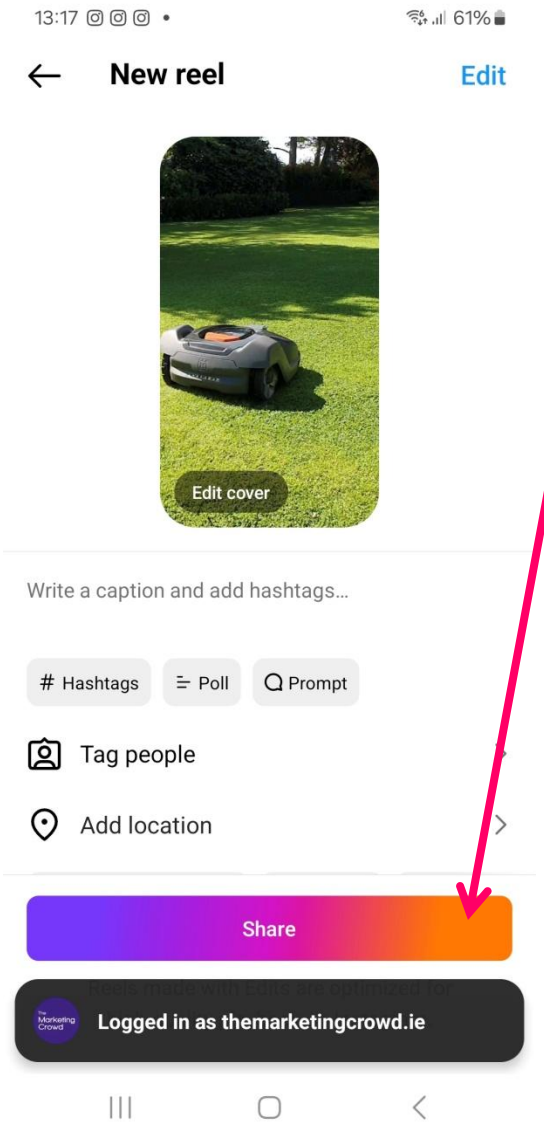

- It then takes you to a page that is the same as when you are normally sending out a Reel
- You can change / choose a cover image
- Type your caption including hashtags
- Tag people, add location etc
- Then Tap share

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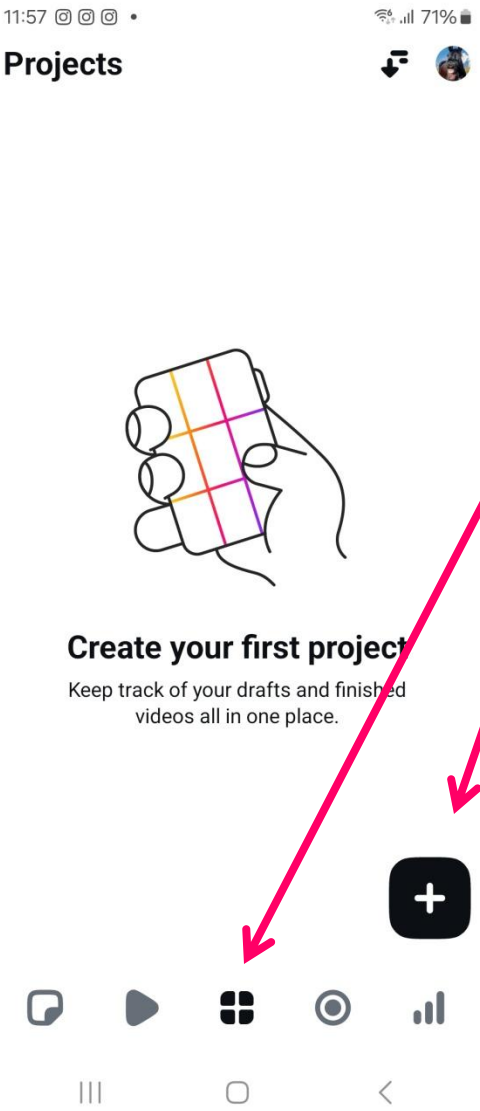

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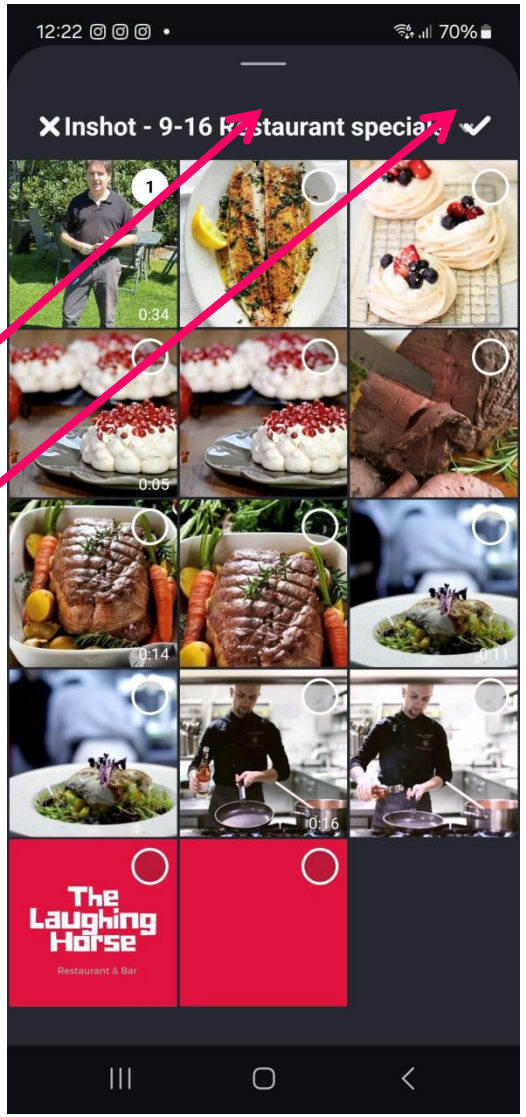

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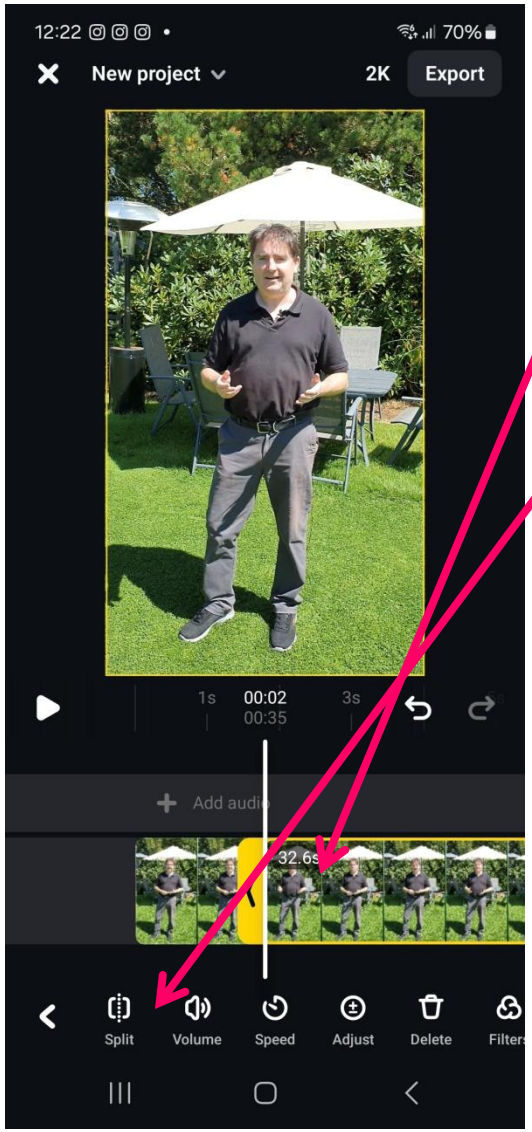
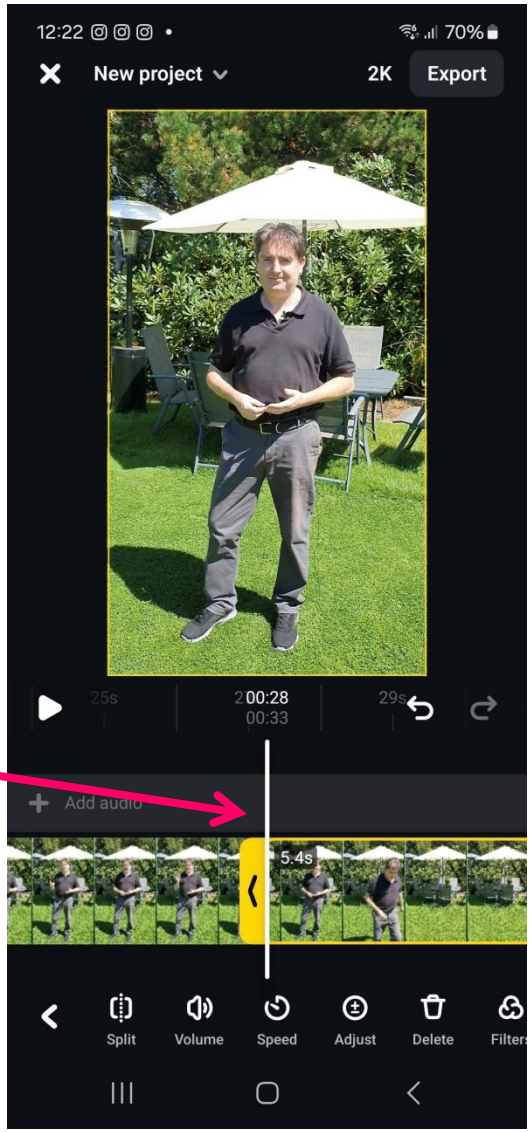


- Your clip is now on the timeline
- Tap play and pause to choose the part where you want to split the clip
- To get the split option tap on the clip and then tap split to cut the clip where the white line is
- Then tap on the part of the clip you want to delete and then tap delete to delete it

Repeat this split and delete process to remove the parts of the clip you don't want



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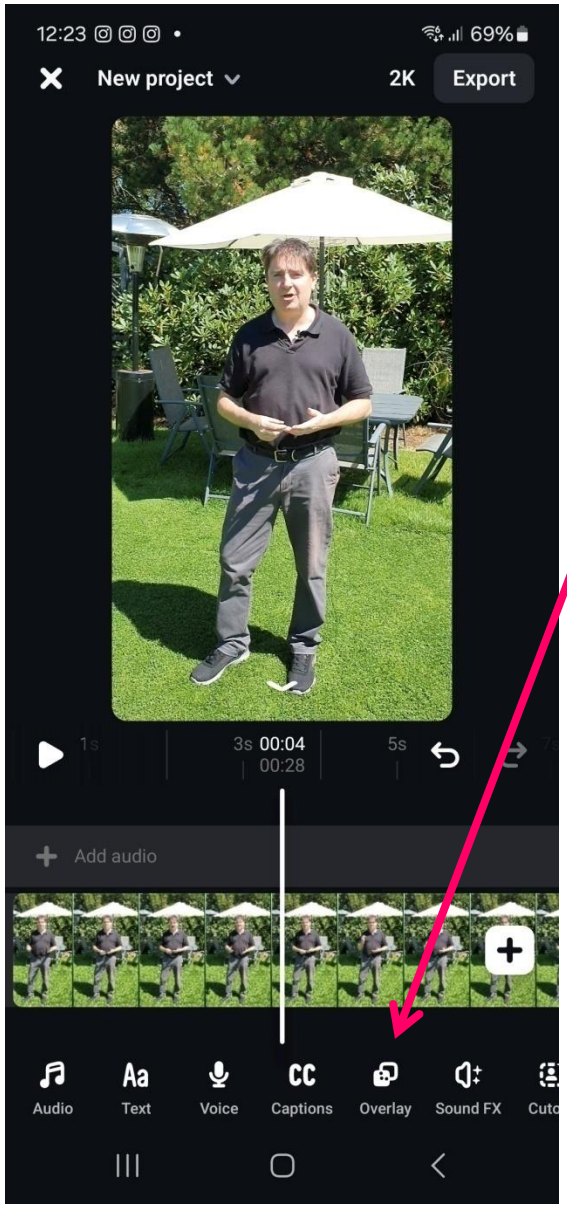


To overlay footage on top of your video

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

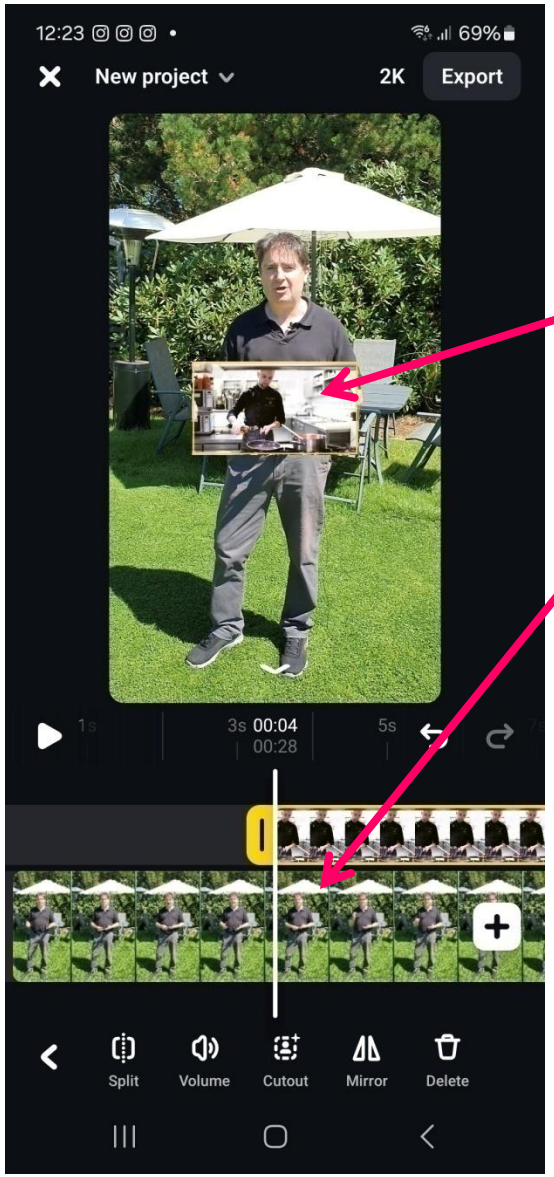
Tap on Overlay in the bottom menu

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

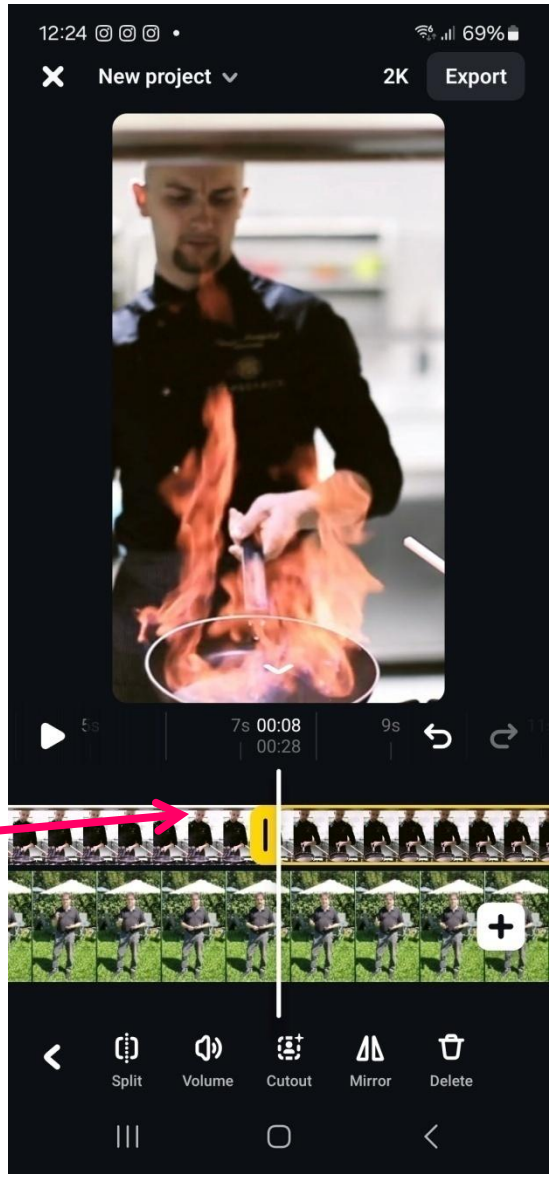
On the timeline the video appears Above the main video

Press play and pause where you want the footage to end

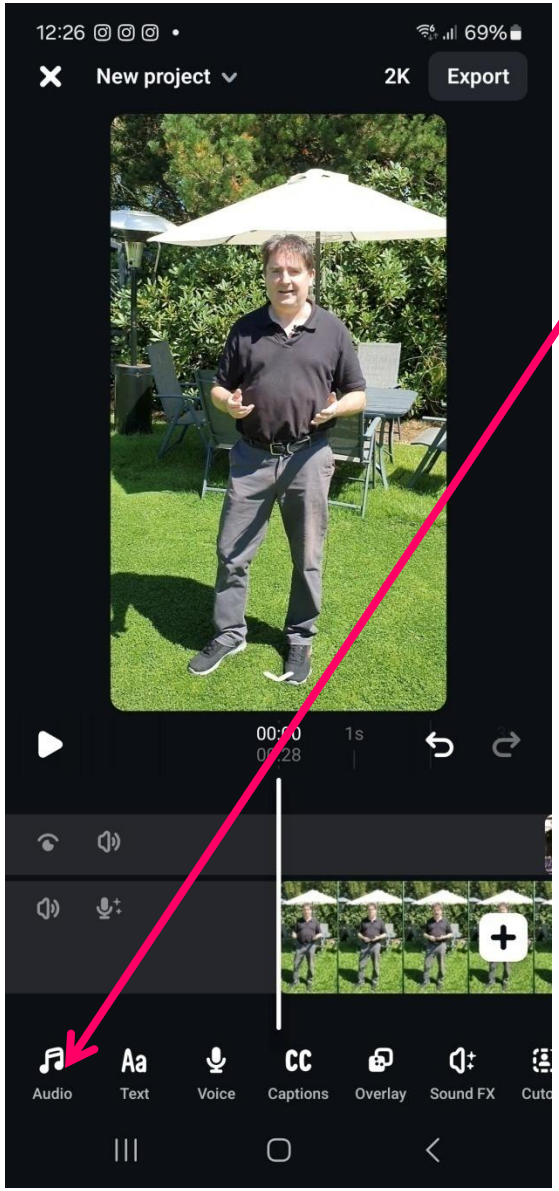
Tap on the footage clip on the timeline

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

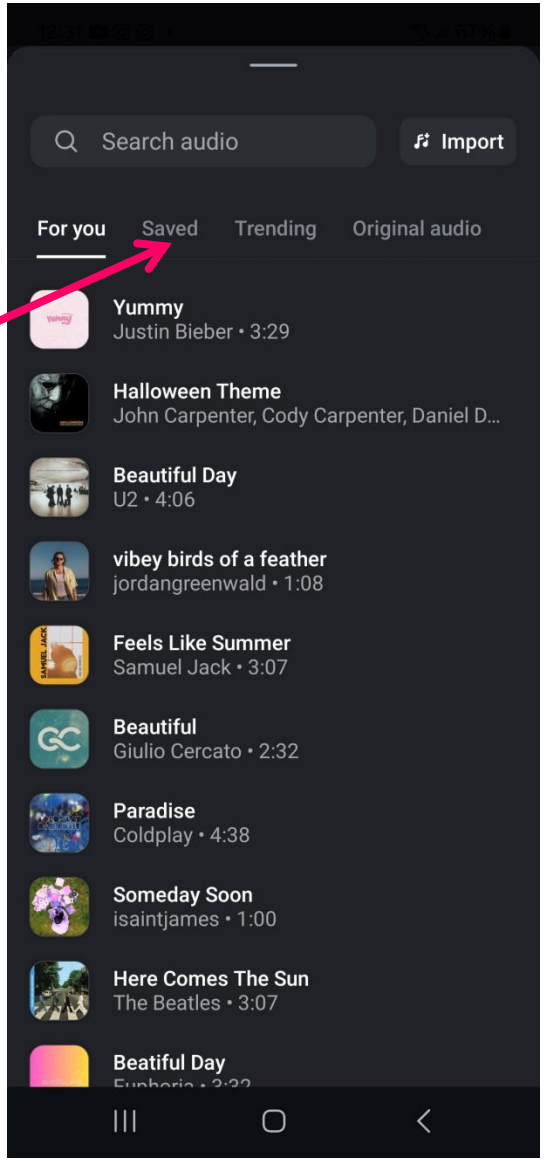
You can then search through their library of music which includes copyright music if you have a creator account.

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



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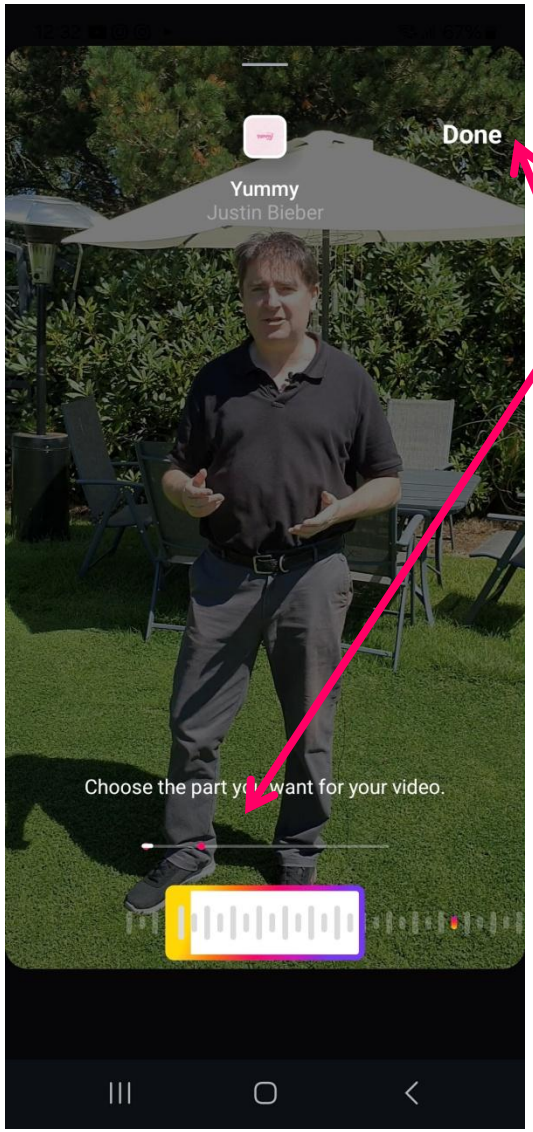


To add music

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

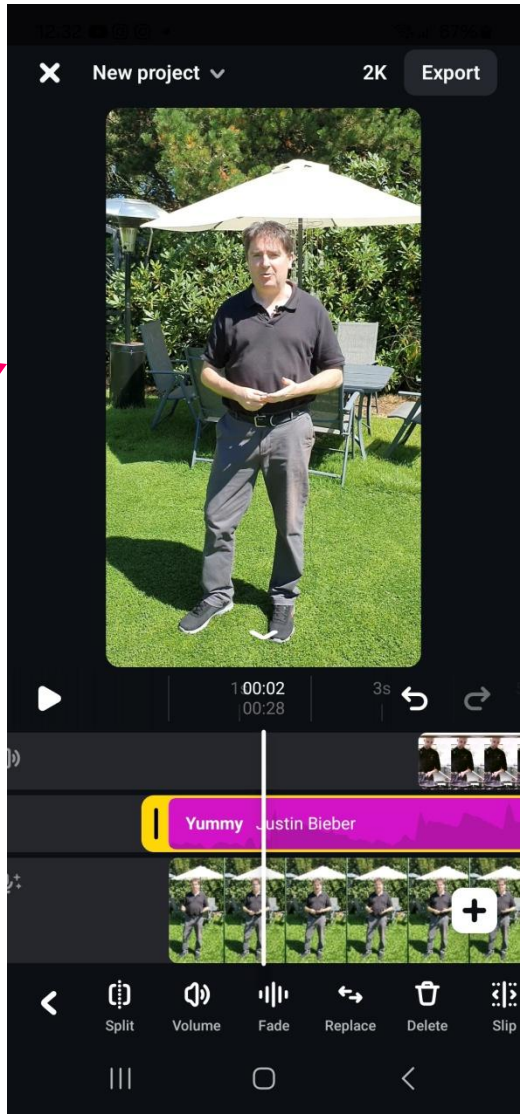
Then tap done

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



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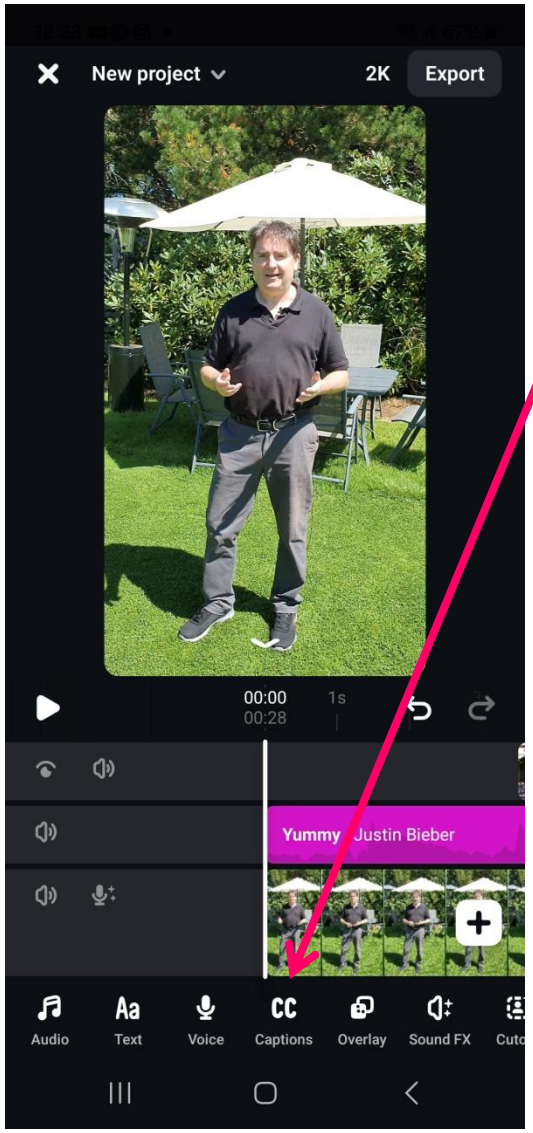


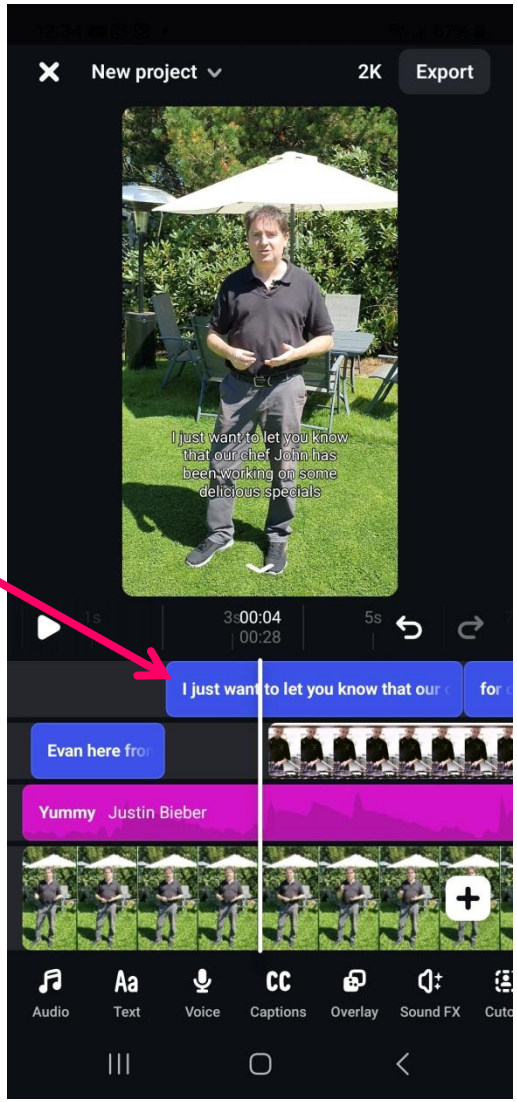
To add captions

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



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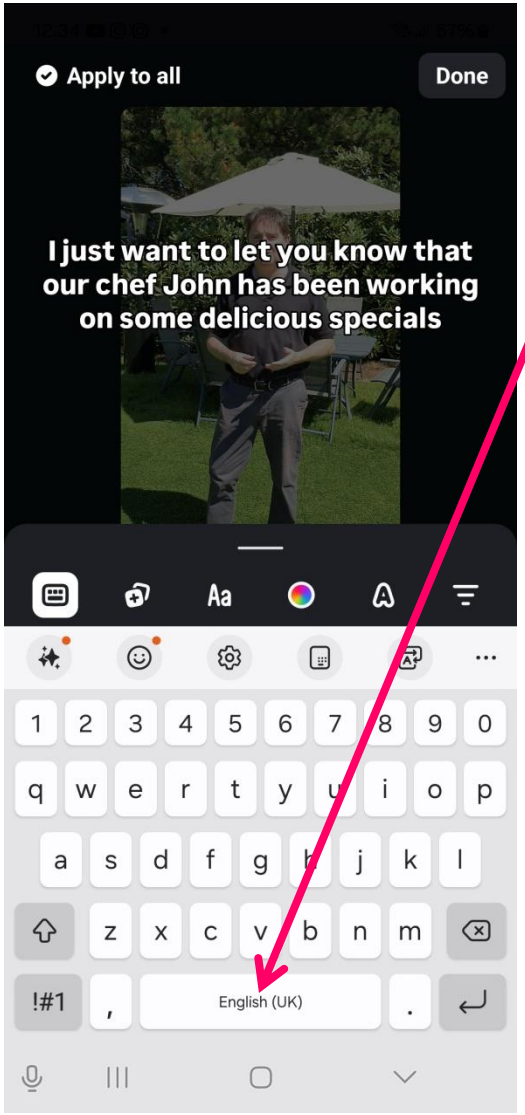
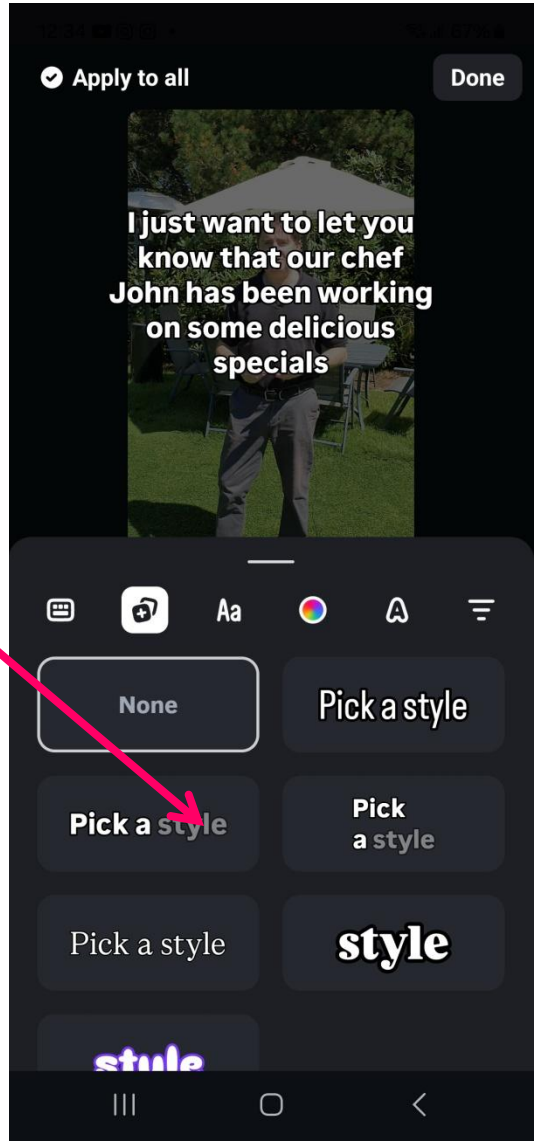


To add captions

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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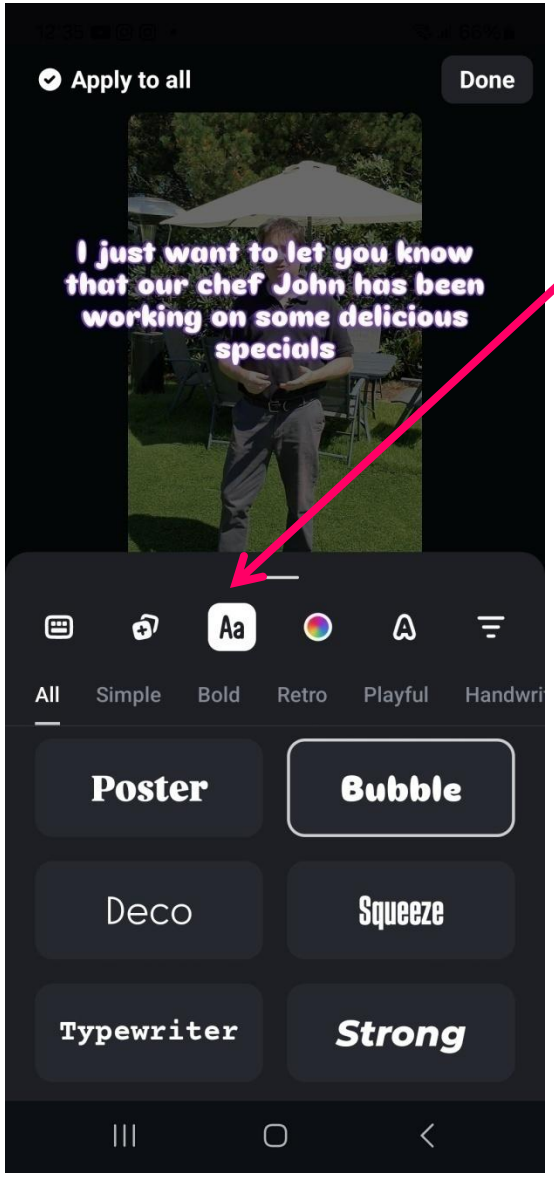
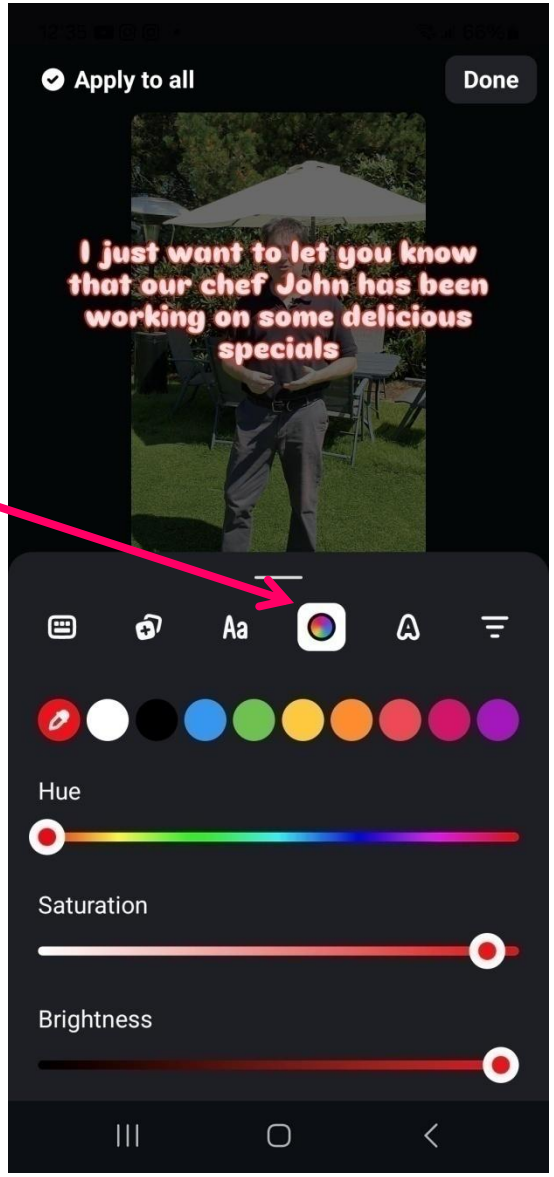


To add captions

Aa symbol – this allows you to choose a different font

The colour wheel – change the colour of your text



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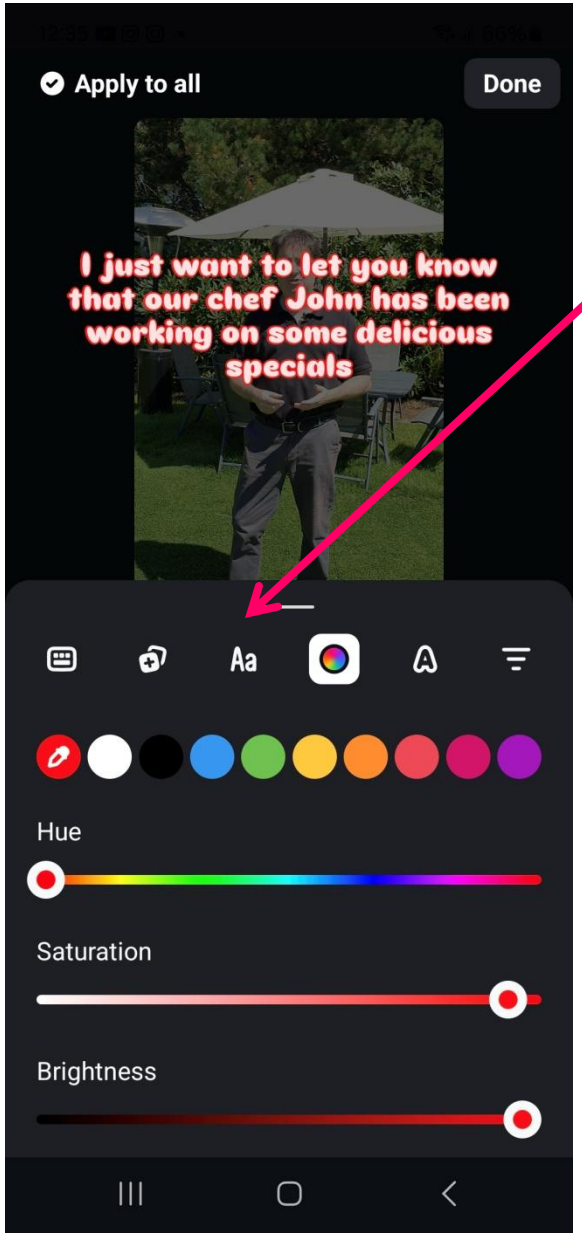
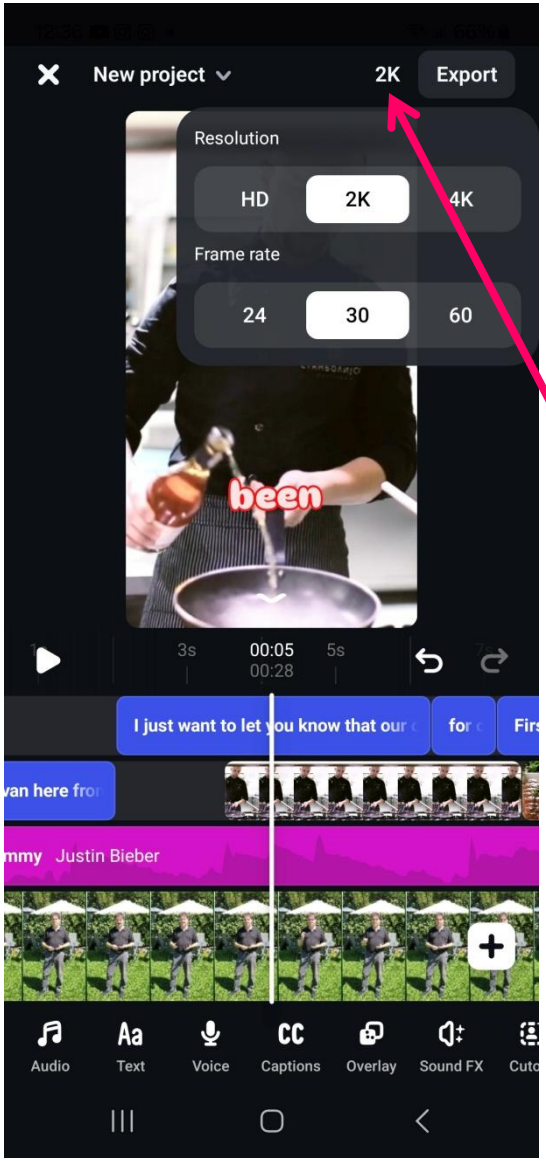


To add captions

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

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•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=PQUi8RgkBoM

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**

Links

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

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

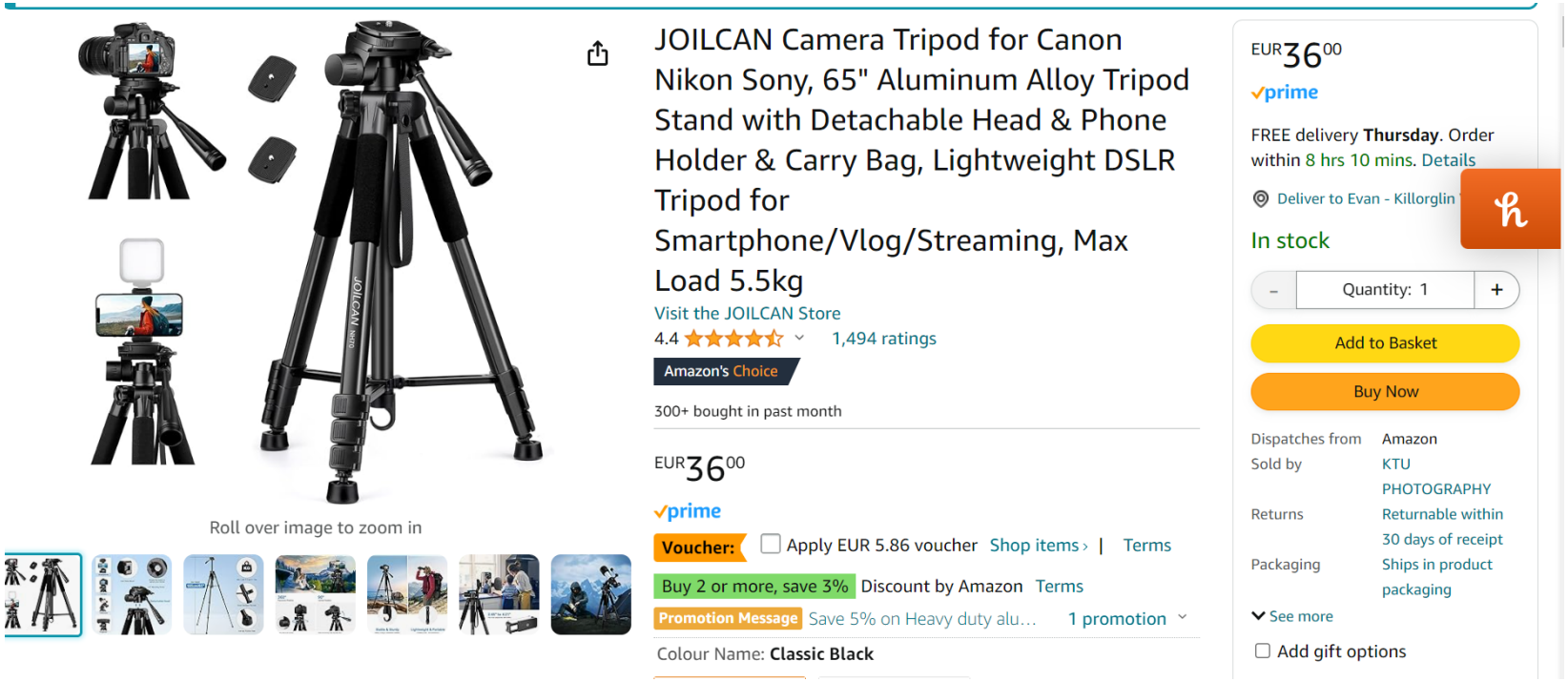


Watch a video demo
https://www.youtube.com/watch?v=o6F0IZzmnX4

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)



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 ★★★★½ 1,422 ratings

Amazon's Choice

50+ bought in past month

EUR 9 10

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 9 10

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

amazon

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



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

Lights

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 budge
- Ideal for “how to” videos, customer testimonials company videos where you require good lightin

€115

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



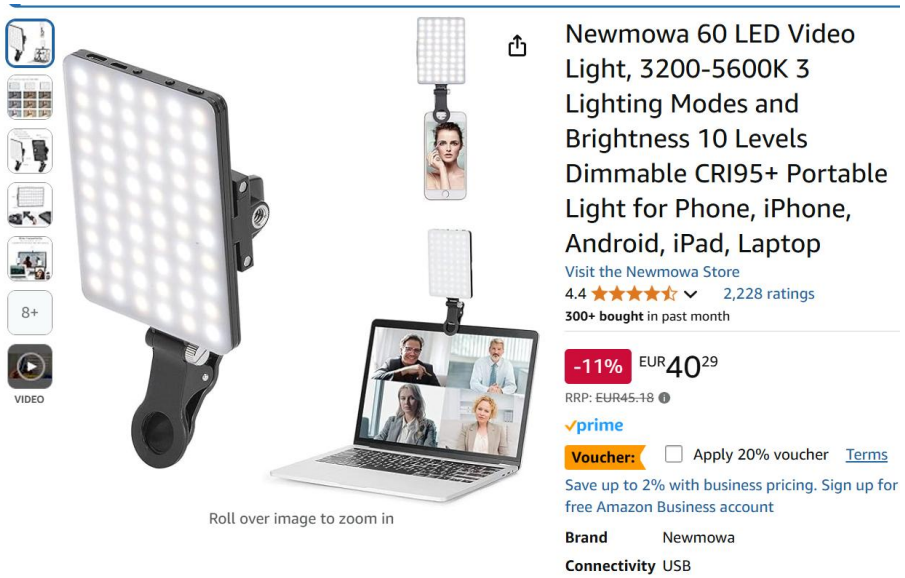
amazon

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



amazon

https://www.amazon.co.uk/dp/B08BLCJ43C?ref_=ppx_hzsearch_conn_dt_b_fed_asin_title_4