



# @HEALTHCAREERS101 CAMPAIGN

OHA Workforce Task Force

TikTok and Instagram Reel How-to

# MULTIMEDIA MOVES THE METER

**It doesn't have to be hard! Follow these tips to create great multimedia visuals:**

- Use already approved photos.
- Use our tutorial for short-form video hacks.
- Add audio to your videos to help boost reach and engagement.



# TIPS FOR CREATING A VIDEO

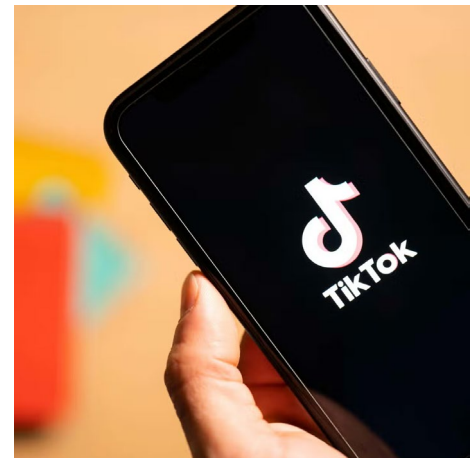
**When planning your video, keep in mind these practical tips for filming:**

- **Lighting:** Avoid distracting or reflective backgrounds (like mirrors or windows)
- **Sound:** Turn off any background noise (like TVs, fans, etc.). If someone is speaking during the video, make sure they can be heard clearly. Earbuds with a microphone will help.
- **Camera Set Up:** Keep the subject of the video in the center of the screen while filming; if you're filming yourself, keep the camera level with your eyes so you are not looking up or down at the camera and keep about one arm's length between your head and the camera.
- **Shooting for TikTok or Reels:** Shoot vertically, not horizontally; keep shots steady and use a stand if you have access to one.

# TIKTOK

## Creating an account...

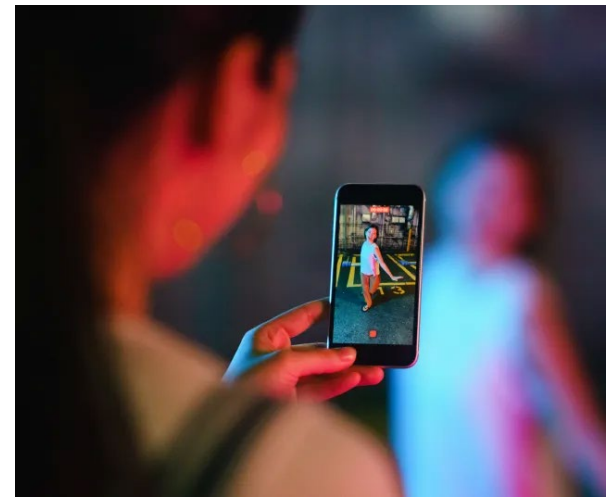
1. Download the app from the App Store or Google Play Store.
2. Sign up for an account within the app using a phone number, email, Facebook account, Apple ID or a Google account.
3. Create a nickname/username (like the name of the organization).
  1. **Example nickname/username:** Ohio Hospital Association
4. Click the icon in the bottom right corner to edit the profile and add things like a bio, profile picture, etc.
  1. **Example bio:** *The Ohio Hospital Association is the united voice of Ohio's hospitals.*
  2. **Example profile picture:** Logo of hospital/organization
5. Optional: Set up a [TikTok for Business](#) account by going to Settings and Privacy > Manage Account > Switch to Business Account.
  1. Doing so will grant you further analytics on the performance of your account – from audience engagement to account reach. It's also the place where you can coordinate TikTok ads to accompany organic content.



# TIKTOK

## Creating and posting a video...

1. Open the app and tap on the “+” icon at the bottom middle of the screen.
  1. The first time you use TikTok, you will need to allow TikTok access to your camera and microphone by following the prompts on the screen.
2. Upload photos/videos from your phone, or film content directly in the app.
  1. To upload photos and videos to the app, tap the square on the right labeled “upload”. See #4 for next step.
  2. To record directly in the app, select the red record button in the bottom center of the screen. Tap the button again when you’re finished recording. Make sure you are holding the phone vertically, in a portrait position.
3. If recording on the app, once done, tap the red check mark. Next, you will have the option to add audio, text, stickers/graphics, special effects, etc. Once satisfied with your creation, tap “next” in the bottom right corner.
4. Add a post caption, tags, hashtags and a location, if applicable. If you’re pondering a great caption, you can “Save to drafts” and come back to it later. Otherwise, tap “Post.”



# TIKTOK

## Creating and posting a video using a template...

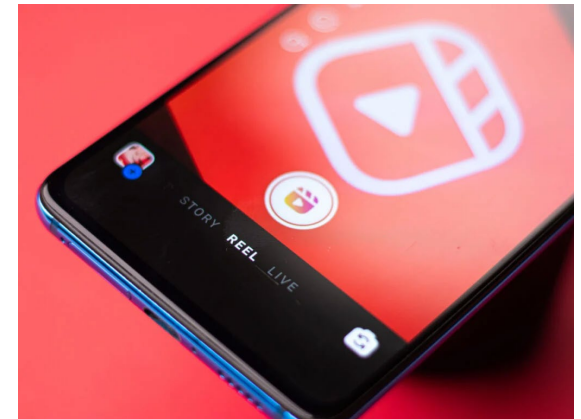
Using TikTok templates is a great way to quickly create videos with your own content, with the framework of a video that's already been created.

1. Open the app and tap on the “+” icon near bottom of your screen.
  1. The first time you use TikTok, you will need to allow TikTok access to your camera and microphone by following the prompts on the screen.
2. Tap on “Templates” near the bottom of the screen. Here you can swipe left and right to select a sound.
3. Tap “Upload photos” and select the ones you would like included in your video. TikTok will automatically insert these photos to the video. Tap “Next”.
4. Add a post caption, tags, hashtags and a location, if applicable. If you're pondering a great caption, you can “Save to drafts” and come back to it later. Otherwise, tap “Post”.

# INSTAGRAM REELS

## Creating and posting a video...

1. Open the app, swipe to the right and select “Reel” at the bottom of the screen.
  1. The first time you use Instagram, you will need to allow it access to your camera and microphone by following the prompts on the screen.
2. Upload photos/videos from your phone, or film directly in the app.
  1. To upload photos and videos to the app, tap the images/videos you would like to include. See #\_\_\_ for next step.
  2. To record directly in the app, swipe up and tap the white circle to start recording. Tap the button again when you’re finished recording. Make sure you are holding the phone vertically, in a portrait position.
3. If recording in the app, once done, tap ”Next”. Here you may add text, stickers or special effects. Swipe up to edit your video or add more videos. Once satisfied with your creation, tap “next” in the bottom right corner.
4. Add a post caption, tags, hashtags and a location, if applicable. You may also preview the video at this step. If you’re pondering a great caption, you can “Save to drafts” and come back to it later. Otherwise, tap “Share.”
  1. If your Instagram and Facebook accounts are linked, you may select to have your Instagram reel also posted to Facebook.



# INSTAGRAM REELS

## Creating and posting a video using a template...

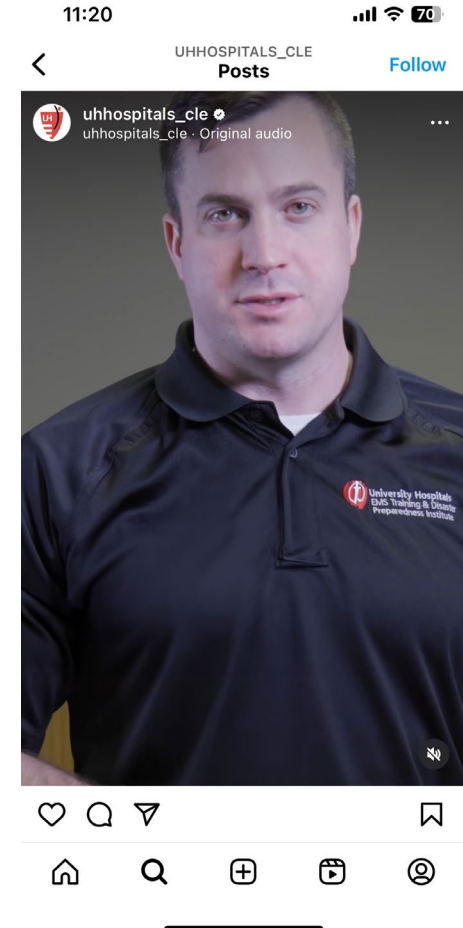
Using Instagram Reel templates is a great way to quickly create videos with your own content, with the framework of a video that's already been created.

1. Open the app, swipe to the right and select “Reel” at the bottom of the screen.
  1. The first time you use Instagram, you will need to allow it access to your camera and microphone by following the prompts on the screen.
2. Tap on “Templates” at the top left of the screen. Select a video with sound you like.
3. Tap “Add media” near the bottom of the screen and select the photos and videos that you would like included in your reel.
4. Tap “Next” and use the next page to add text, stickers and/or special effects. Once satisfied, tap “Next.”
5. Add a post caption, tags, hashtags and a location, if applicable. If you're pondering a great caption, you can “Save to drafts” and come back to it later. Otherwise, tap “Post”.
  1. If your Instagram and Facebook accounts are linked, you may select to have your Instagram reel also posted to Facebook.



# PLACEHOLDER SLIDE

We have created four videos and storyboards that can be used for Reels, TikTok and Facebook. Click this link to download and share today!



*These are example visuals*

# HAVE QUESTIONS? NEED HELP?

Feel free to contact us directly. We're here to help you find your next great hire.

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