

# VFW Auxiliary Historian & Media Relations

## *How to create a Facebook Reel*



### **What is Facebook Reel?**

Facebook Reels are a new way to create short, up to 90 seconds long, entertaining videos. Reels allow you to add your own original audio, captions, stickers, backgrounds and use a range of filters. Facebook Reels can be created by uploading photos and videos from your phone's photo gallery or by recording new video clips during the creation process.

### **To create a Facebook Reel on your phone:**

1. Open the Facebook app on your phone.
  - Make sure you're using the latest version
2. From your feed, tap the + in the top right and select "Reel"
3. Add a new video (tap the camera icon), add an existing video or multiple photos by clicking "Select multiple"
  - Alternately, you can click on "Templates" and choose from an existing template
4. Add audio, text, effects, or stickers
5. Tap "Next" when you're finished
6. Write a description for your reel
7. Choose an audience for your reel
8. Opt to share the reel to Instagram
9. Click the folder icon at the bottom to "download" the Reel to your phone.
10. Tap "Share now" to publish your reel

### **Here are some tips for creating Facebook Reels:**

- **Recommended format:** .mp4
- **Recommended resolution:** 1080p
- **Recommended video format:** Vertical videos are easier to create than horizontal videos.
- **Video quality:** Avoid low-quality videos, like those that are blurry or recycled from other apps.
- **Audio:** Use music from the Facebook music library or create or find your own original audio. You can also add a voiceover to personalize your content.
- **Length:** Reels can be between 3 seconds and 90 seconds long.
- **Engagement:** Use creative tools like text, filters, or camera effects, stickers and drawings.

Questions? Contact National Historian & Media Relations Ambassador Kristin DiGiacomo at [vfwauxpahistorian@gmail.com](mailto:vfwauxpahistorian@gmail.com).