

What to do after you download.

ReelUse makes the clips. You post them. This guide tells you what to post, where, and when. **Follow it as written and one sermon will fill your week.**

YOUR WEEK, IN FIVE MINUTES A DAY

WHEN	WHAT YOU DO	TIME
Sunday, after the service	Paste the link. Drag the handles to the sermon. Press Make clips. Go home.	5 minutes
About 15 minutes later	Your clips are ready and waiting in the library. You do not have to be there.	Nothing to do
Whenever suits you	Watch the clips. Keep 5. Fix any wrong words. Download them. Write the 5 captions now, while you are looking at the clips.	20 minutes
Then one a day	Post one clip. Same time each day. The caption is already written, so this is copy, paste, post.	2 minutes

The clips do not take a day. They are usually ready about fifteen minutes after you press Make clips. Most teams do the reviewing on Monday simply because that is when they have twenty free minutes, not because they are waiting for anything.

Post one clip a day, not five on Monday. Five clips posted in one hour is one appearance. The same five spread across the week is five.

WHICH CLIP GOES WHERE

The clip file is the same everywhere. Only the words you write around it change.

PLATFORM	WHO SEES IT	WHAT TO WRITE
Instagram Reels	Mostly people who already follow you.	Say who is speaking and what the clip is about.
YouTube Shorts	People who may then watch the full sermon.	Put the point in the title. Link the full sermon.
TikTok	Mostly strangers, often with the sound off.	Keep it short. Start on the strongest sentence.

WHEN TO POST

- Pick one time of day. After work, around 8pm, is a safe starting point.
- Post at that same time every day for one month.
- After a month, look at which clips people finished watching.
- Change one thing. Then leave it alone for another month.

Do not keep changing the time. If you post at a different time every day, you will never know whether the time or the clip made the difference.

CHOOSING WHICH CLIPS TO KEEP

When you sit down to review, you will have more clips than you need. Keep five. Use these four questions on each one.

1 Does it make sense on its own?

Watch it as if you were not there on Sunday. If you need to know what came before it, do not use it.

2 Is the first sentence strong?

People decide in one second. If the clip opens with "and so what I want to say is", it starts too early.

3 Would you show it to a friend?

If you would hesitate, skip it. Posting clips you are unsure about teaches people to scroll past your church.

4 Are the captions correct?

Check names and places. If one is wrong, press Edit captions, fix the word, and press Save & re-render.

WRITING THE CAPTION

Press **Copy everything** on the clip. That gives you a starting point. Then write three lines.

LINE	WHAT GOES IN IT	EXAMPLE
1	What the clip is about, in plain words.	Forgiveness is not the same as pretending it did not happen.
2	Who is speaking, and from which sermon.	Pastor Ade, from Sunday's message on Joseph.
3	One invitation. Where to watch, or when you meet.	Full message on our YouTube channel.

Write the caption so it works with the sound off. Many people will read it before they decide to listen.

FOUR MISTAKES TO AVOID

- **Posting everything at once.** Spread the clips across the week.
- **Starting the clip with a title card.** Start on the speaker talking.
- **Posting without a caption.** Write all five while you are reviewing the clips.
- **Stopping for three weeks.** One clip a week, every week, beats five a day followed by nothing.