

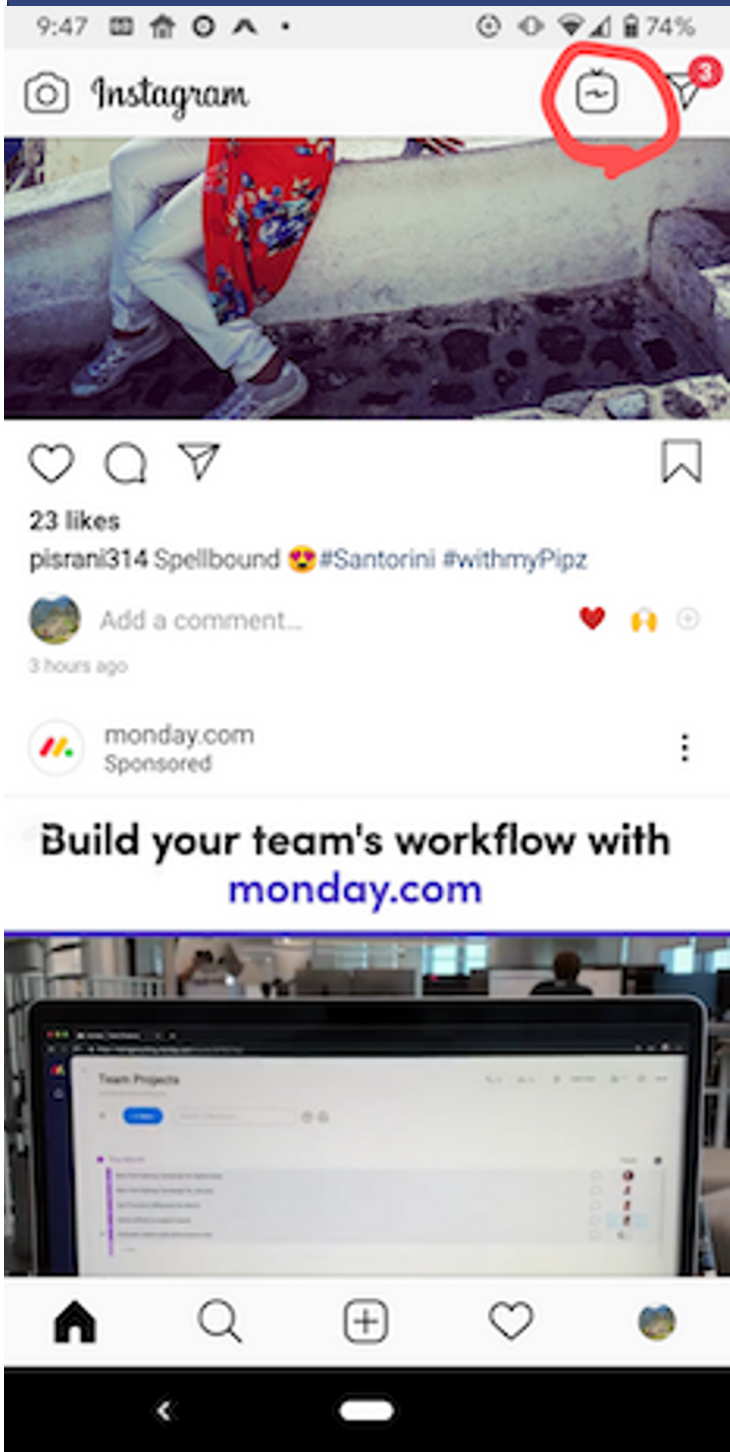
DIRECTIONS FOR POSTING 90 sec VIDEO DIRECTLY ON INSTAGRAM TV (this will need to be posted directly by you)

1

From your email on your phone, download the video file attachment sent from The Hometown Project. Save it to your phone in a convenient folder where you can find it (such as the videos folder).

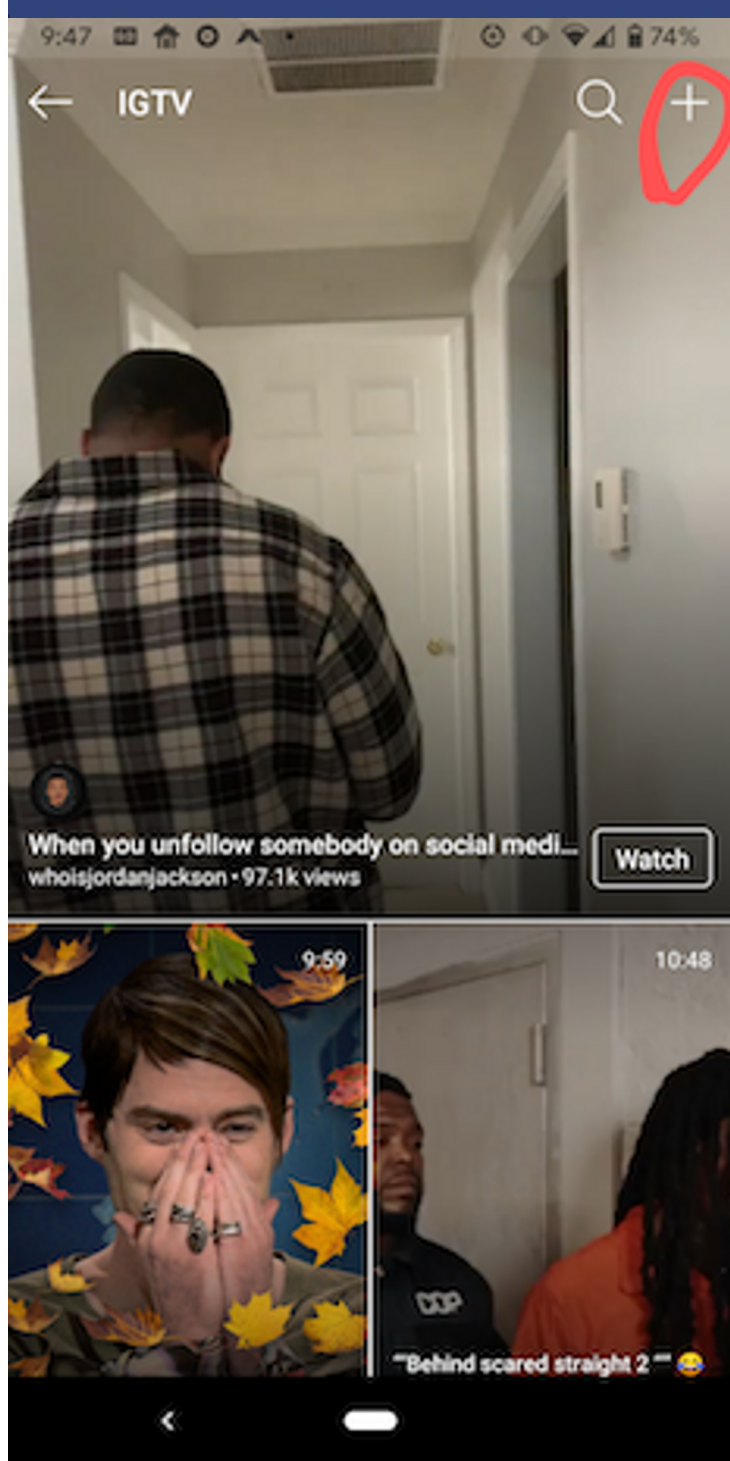
2

Open the Instagram app and press the “TV” icon at the top right (see below)



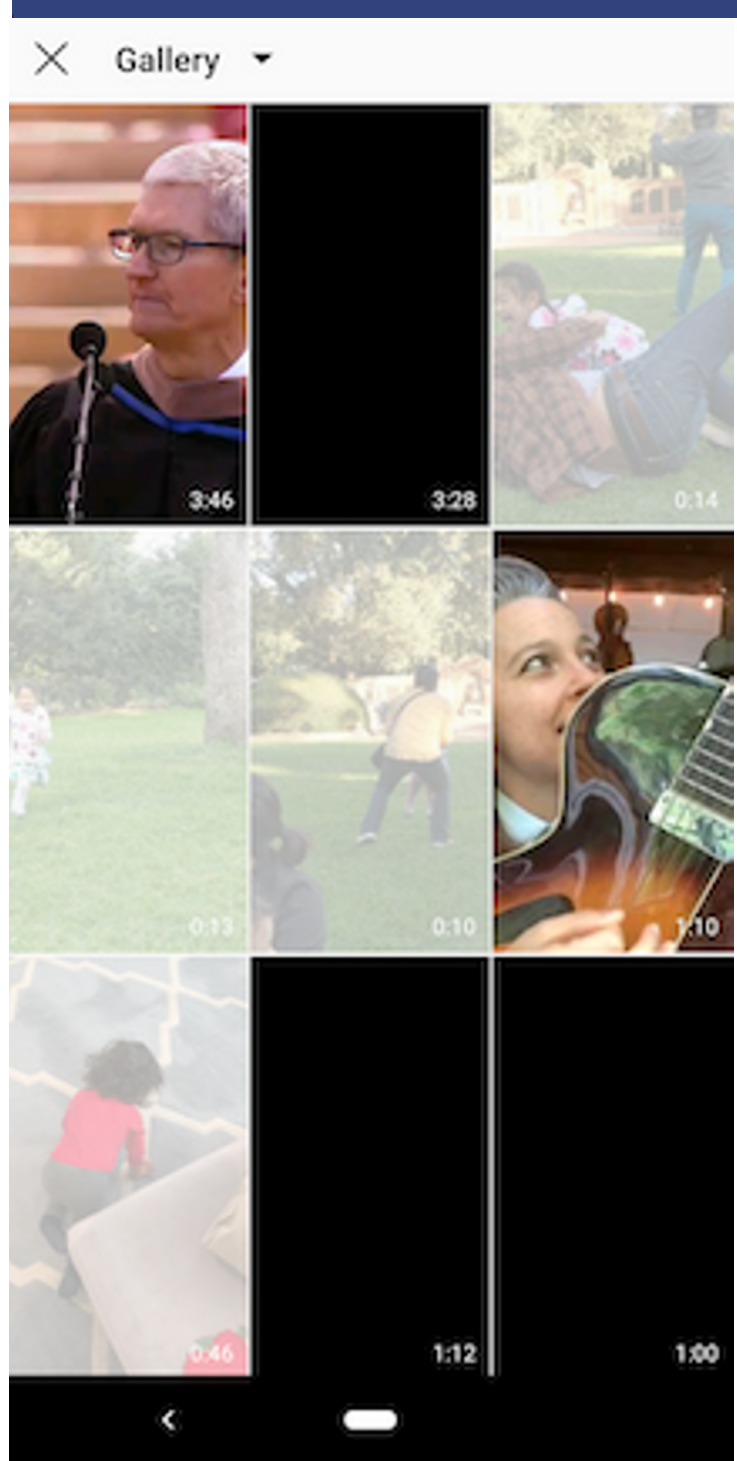
3

Press the “+” button in the top right



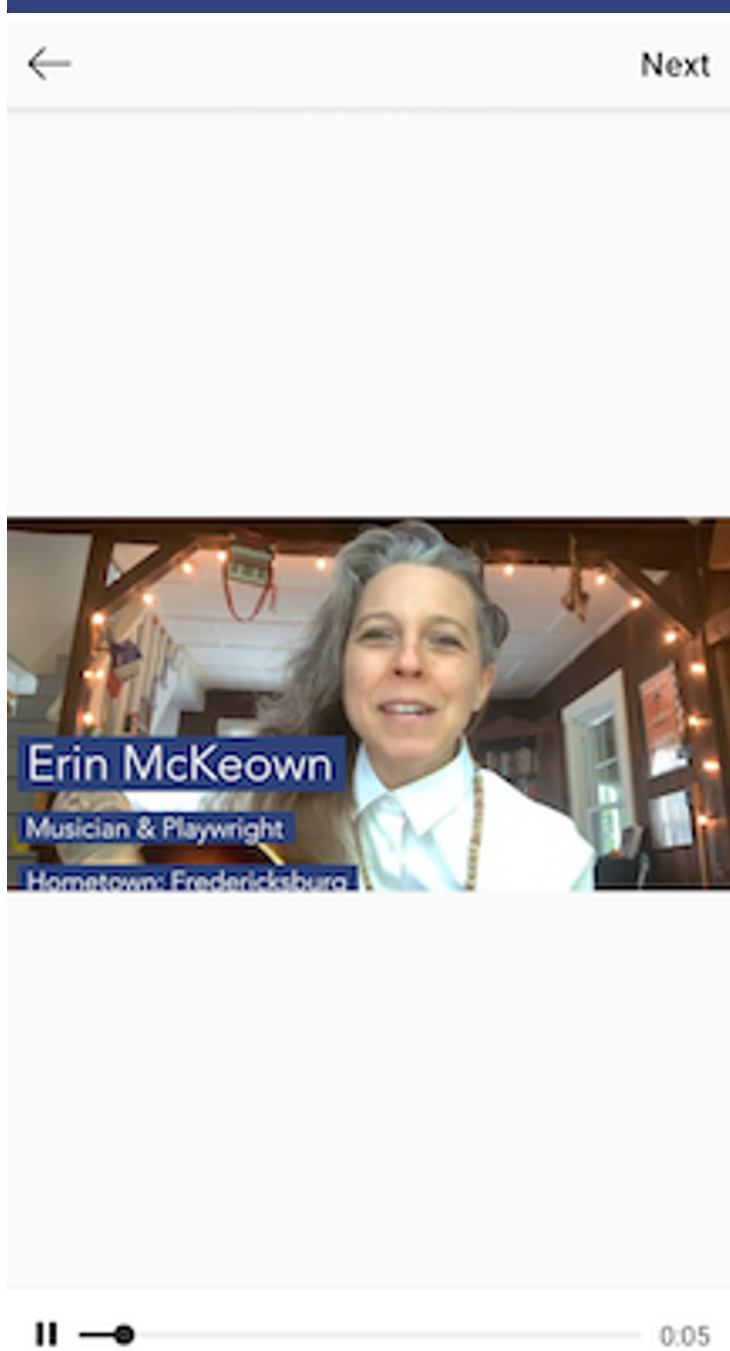
4

Choose the video (which should now be downloaded your phone and in your photos). You may need to toggle the folder of your phone in the top left.



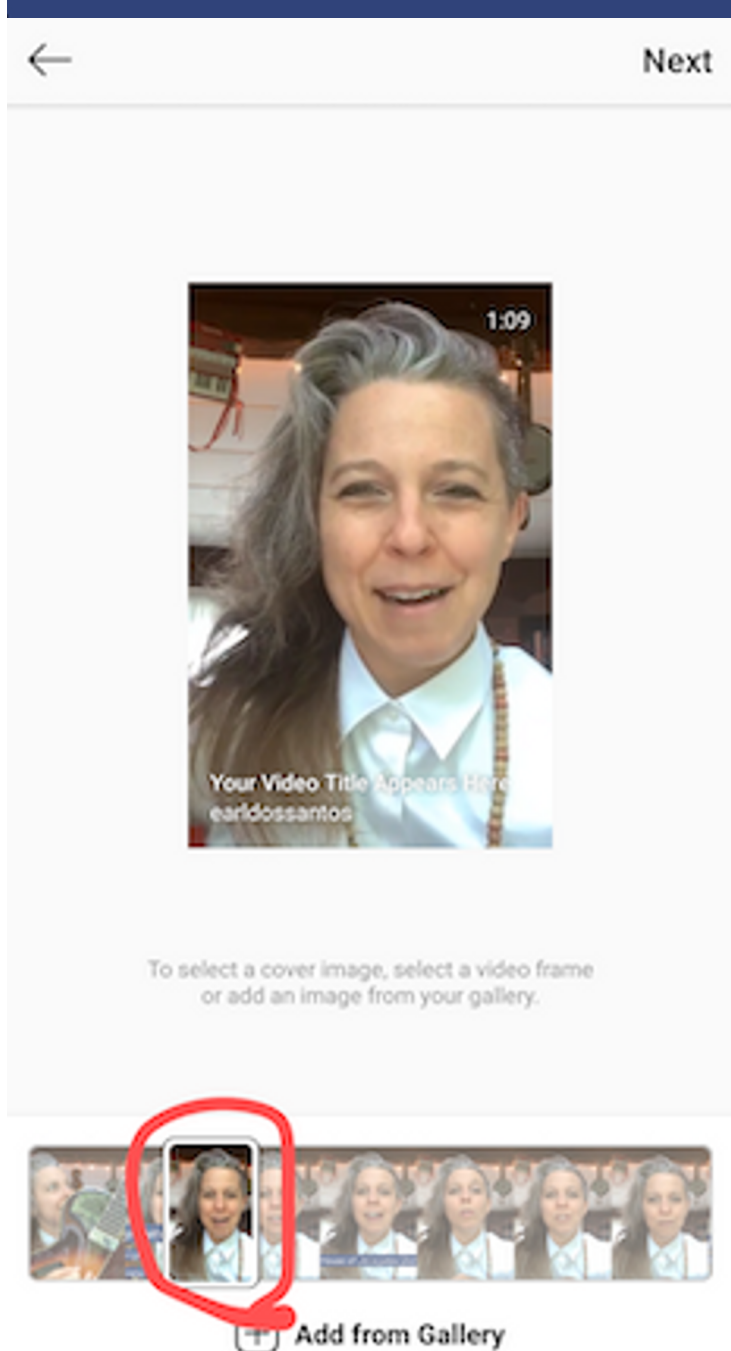
5

On the next screen, make sure you selected the correct video and click “Next” in the top right.



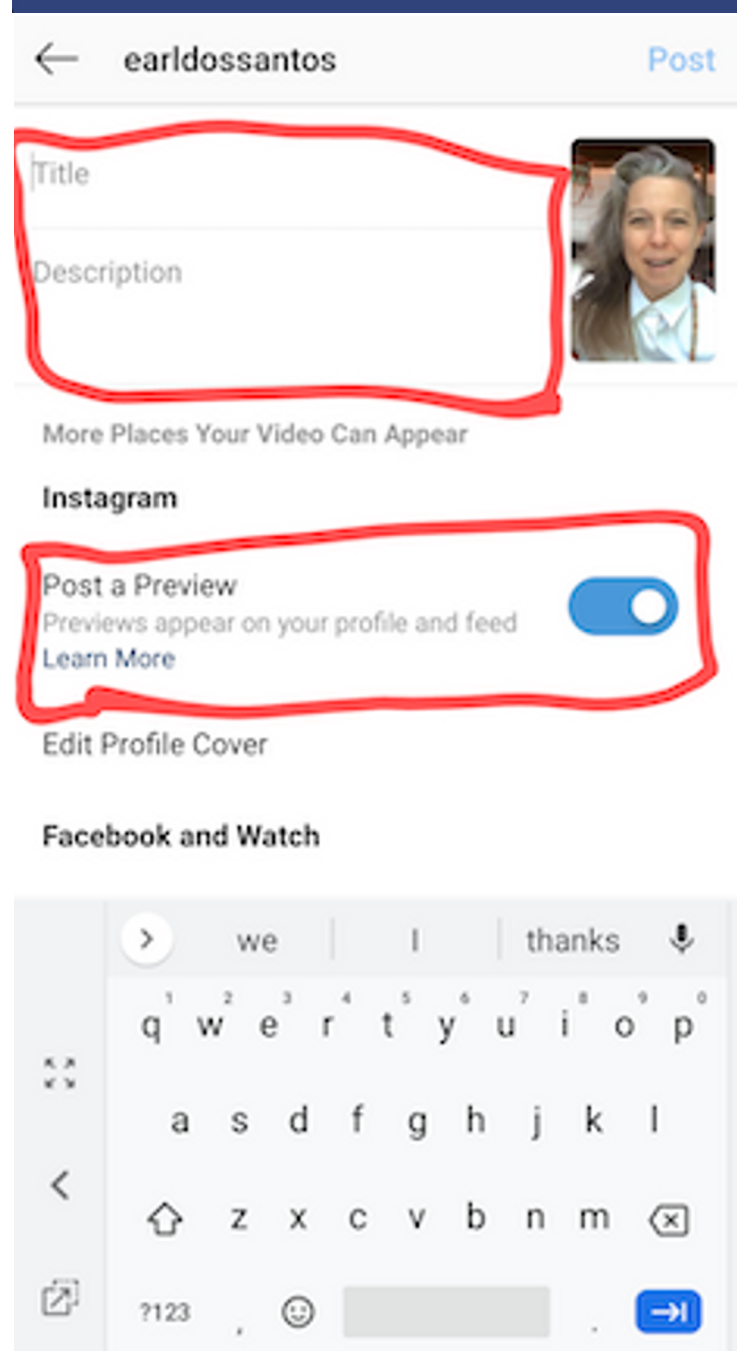
6

Select the cover image for the post (see below). We recommend selecting an image without text because cropping may make the text cut off..



7

Add in a title (this is what shows up under your post) and a description See example title/description below



Example Title: I care deeply for my hometown, and am proud to support [Candidate First Name] for [Office] District [District] on November 5th!

Example Description: Listen to why [Candidate Name] deserves your vote!

NOTE: Make sure that the “Post a Preview” is set to ON (see above) because this will make sure it will show up in your Instagram feed. When you’re ready, click “Post” in the top right to post the video!