



SHORT VIDEOS

TikTok and Reels

**TOURISME /
MONTREAL**

1. Description

This document is a practical guide for producing short videos (reels on Instagram and videos on TikTok).

We encourage creators to make different videos for Instagram reels and TikTok videos to respect the nature and feel of the two platforms. While they can be similar, we would like to avoid making identical videos for the two platforms (see following sections that outline key differences).

A short video can be produced exclusively for TikTok (particularly as a collaboration with a content creator active primarily on TikTok). Our TikTok content strategy is to highlight Montréal's gems, so other more generic videos can be posted uniquely as Instagram reels.

Click on the links below to see some examples:

- [Instagram reels](#)
- [TikTok videos](#)

For more information about our social media in general, please also consult the social media guide in our [toolkit](#).

2. Format

Create vertical videos.

Ideally, alternate between dynamic and static shots (**without** inserting photographs). In general, shots should be around 1 to 3 seconds each.

3. Length

In general, videos should be around 30 seconds long.

“Storytelling” videos should be highlighted. To do so, the length can go up to 1 minute 30 seconds (example: [Wilensky's video](#)). This also applies to “interviews” or videos about a historical subject.

4. Texts

4.1. Bilingualism

Our videos must be bilingual – French and English (this applies both to texts in the video and the description of the video).

You can make videos bilingual in one of two ways:

- Include the two languages in the video (example: [Marché Public de Pointe-aux-Trembles video](#))
- Voice-over in one language and subtitles in another (example: [Orange Julep video](#))

Whenever possible, French should appear first (especially for descriptions and legends).

Texts should only be used to specify a place, event or date, when necessary. The text should be simple and not take up much space in a short video.

Watch out for typos! Please refer to our [Reference Style Guide](#) for how to respect the tone of our brand and pay special attention to gender-neutral and inclusive writing. Please ensure to always reread your texts and correct any grammatical or spelling errors. For example, Montréal **always** has an accent on the “é”, even in English.

4.2. Identification and credits

Always credit the video creator like this:

 @name of creator

Members and partners must be identified via their Instagram account (for reels) and TikTok (for videos), whenever possible.

4.3. Hashtags

The official hashtag to use is **#mtlmoments**.
On TikTok, the hashtag **#BonjourMontréal** can also be used.

We encourage you to use hashtags related to the theme of the video. For example, on TikTok, if a video is about food, #foodtok is a good hashtag to use. You can consult the most popular hashtags trending right now on TikTok [here](#).

5. Music

Use upbeat music that suits your video. We encourage you to use music that is available on the platform (Instagram or TikTok).

- **VERY IMPORTANT:** We have a TikTok Business account and we can only use copyright-free music. On a TikTok video, you must **include the music directly on the platform**.

6. Editing

We invite you to edit your videos directly on the platforms so you can use native apps and preserve the technical and graphic specifications of each platform.

You can use the app CapCut (or other) to edit your video clips. It's free and easy to use. For the rest (texts, music, etc.), please use the platform's native apps.

See point 8.1 for more details on posting videos.

7. Font

To ensure visual coherency and create a graphic world in our videos, we would like you to use the native apps on the platforms so that the font and colour of texts in our videos remain the same.

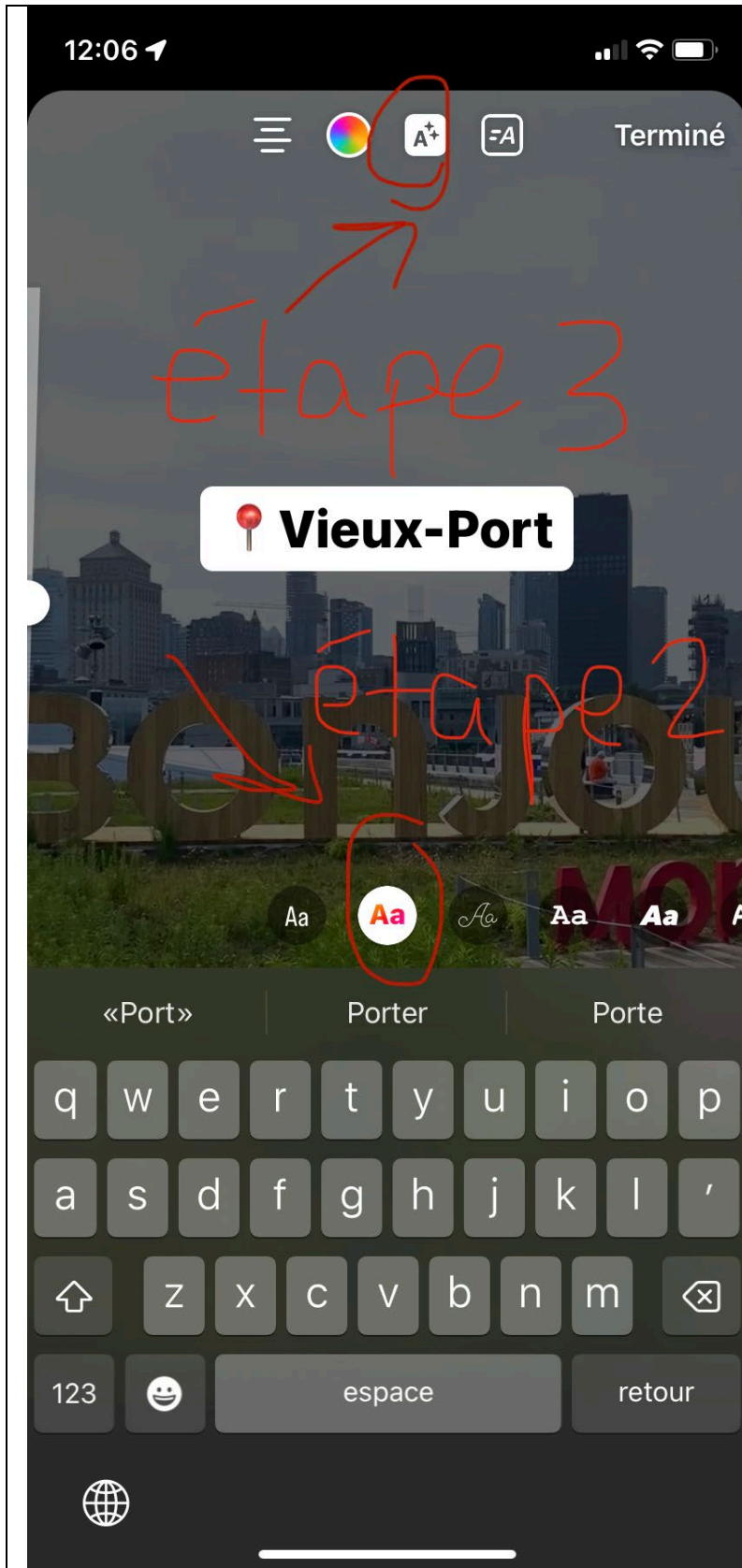
Reminder: texts must be used only to specify a place, event or date, when necessary. Texts must be simple and not take up a lot of space in the video.

There are some nuances in terms of graphics between TikTok videos and Instagram reels.

Here is a guide for the two platforms:

7.1. Instagram

Screen capture	Details and steps
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Step 1:

In Instagram, to create a reel, click on “Aa” in the upper right corner.

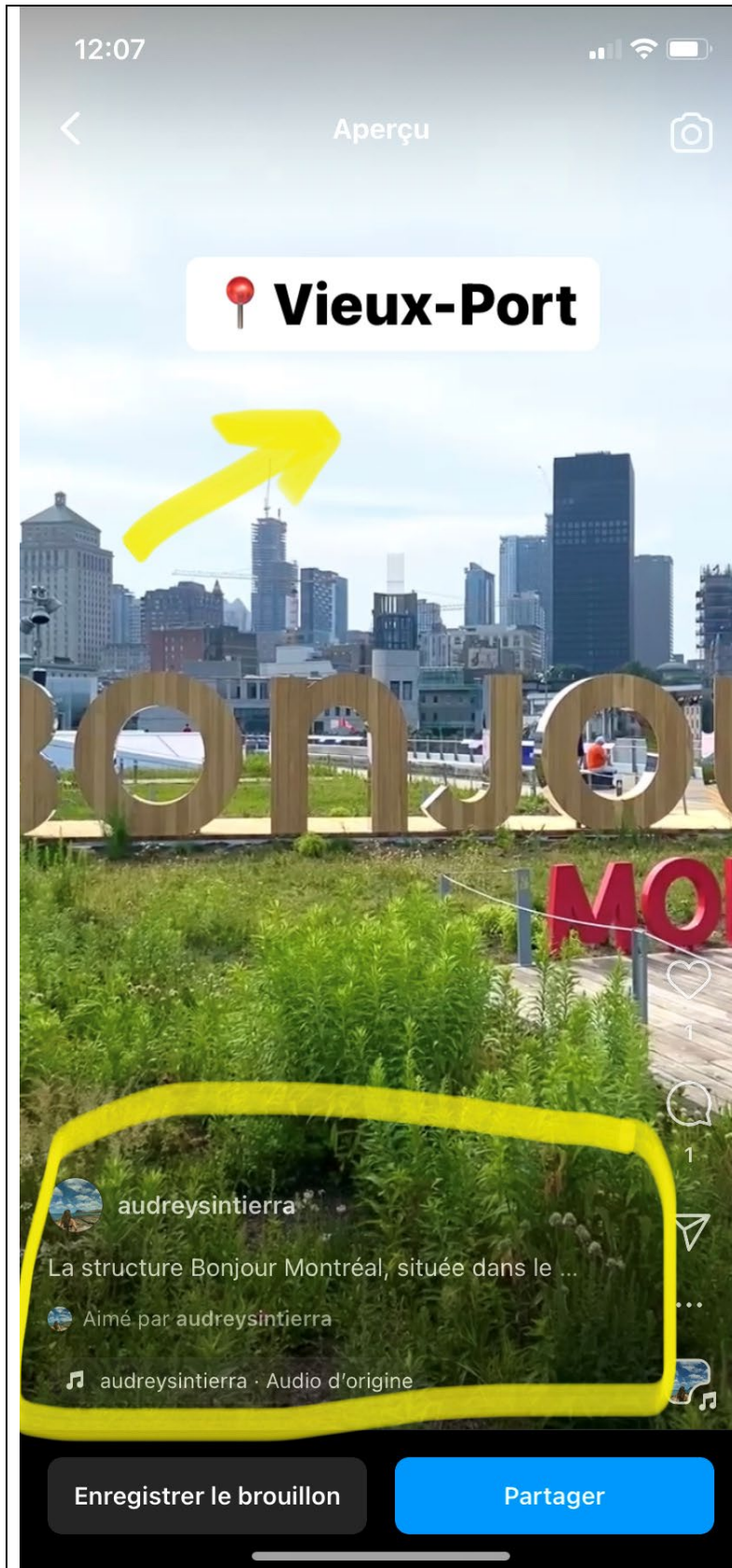
Step 2:

Add text and select second font below (see image under the column “Screen capture” on the left).

Step 3:

Use black for the text and white for the outline (see image under the column “Screen capture” on the left).

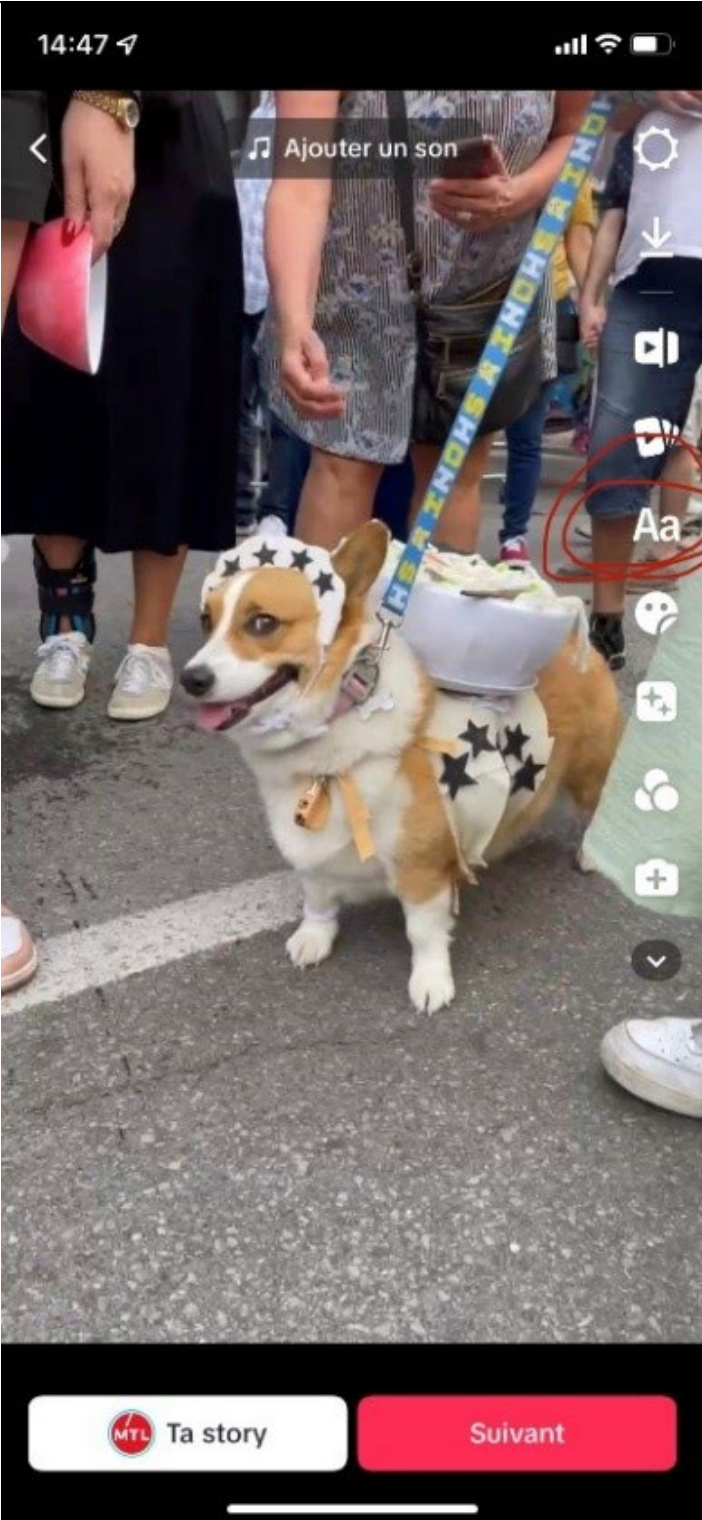
You can change the colours if they don't match your video clip or you can't read them (for example, if your video has snow, change the white background font to black or red).

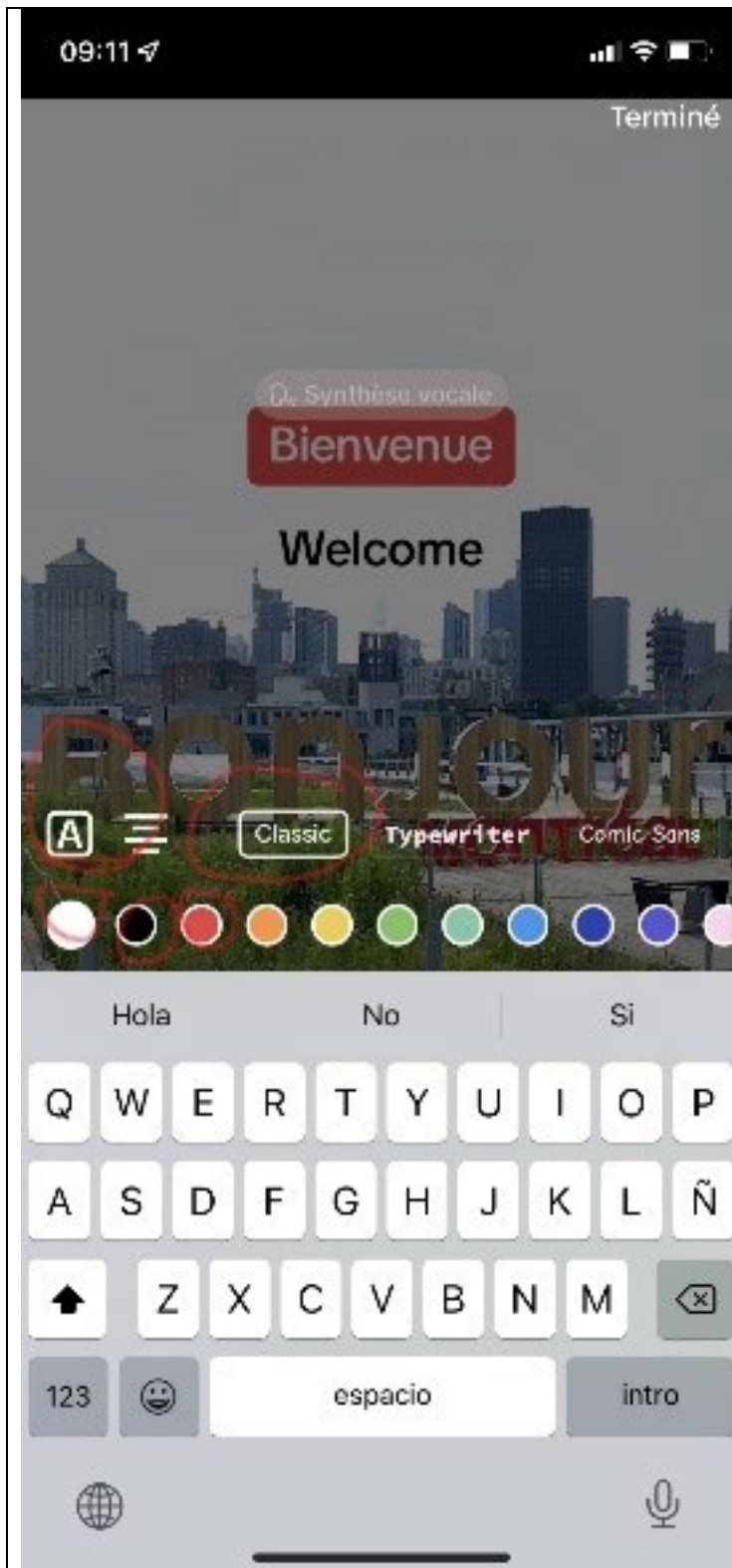


Be sure to place the texts higher than the video description, otherwise known as the caption.

*On this screen capture, the yellow arrow points to where the text should go. The yellow box is where the description, or caption, goes.

7.2. TikTok

Screen capture	Details and steps
	<p>Step 1: In TikTok, click on “Aa” to add text and select font.</p>



Step 2:

Use the "Classic" font (the first one in TikTok).



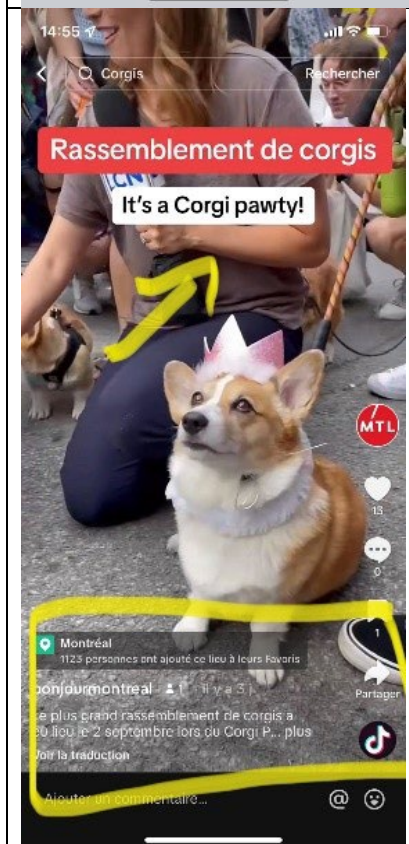
Step 3:

Add a background to the fonts:

- (First) French: red background with white font
- (Second) English: white background with black font

Make the French text slightly bigger.

Please note that texts can **only** be added to specify a place, event or date. Keep the text simple and to the point.



Step 4:

Place texts above the video description, or the caption.

*On this screen capture, the yellow arrow points to where the text should go. The yellow box is where the description, or caption, goes.

8. Posting

8.1. Occasional collaborations

As part of our occasional collaborations, videos will be published by the Tourisme Montréal content team.

Please note, however that videos posted on TikTok must use **native music** and **fonts** to preserve the platform's native tools and ensure the visual coherency of our account. Please let our team know which music and font you would like to use so that they can include them directly in TikTok.

We encourage you to send the video(s) by **WeTransfer** or **Dropbox** to conserve video quality. Simply create a free account (if you haven't already done so), upload your files and then send us the link.

We can then download the files and add the music and texts ourselves (when necessary).

In some cases, a collaborative post can be created on Instagram. When this is done, the reel appears conjointly on Tourisme Montréal's and the creator's account.

8.2. Regular collaboration

If we develop a regular collaboration, we can grant creators access so they can post videos on our accounts themselves.

9. Specific platform features

9.1 Instagram

- As mentioned in Section 8, Instagram lets you do Collabs. This can be the first choice in some cases (however, not systematically because we sometimes prefer white-label content).

9.2 TikTok

- Our TikTok content strategy is all about highlighting Montréal gems.

Texts should reflect this and focus on sharing content that is exclusive, best-kept secrets, hidden treasures or discoveries.

- While the feel and tone of the platform is less formal than other social media platforms, we strive to ensure a standard of quality (especially regarding language) and to respect the organization's values and public role. Humour and references to current events are welcome, but polarizing and political subjects are to be avoided.
- We have created a "Business" account, which limits what we can access in TikTok's audio library.