

TORI KELLY x NPR TINY DESK						
CLIPPING CAMPAIGN						
READ THIS TAB FIRST. IT TAKES 60 SECONDS.						
THE WHOLE JOB, IN 8 STEPS						
#	DO THIS	DETAILS				
STEP 1	Pick a clip.	Open a numbered tab (01 to 11). Each tab is one video file from the Box folder. Tab 12 is for cutting your own from the full 25 minute raw.				
STEP 2	Check the format row.	Every tab has a FORMAT row. If it says LANDSCAPE, reframe it to 9:16 before you do anything else. If it says post ready, you can go straight to step 4.				
STEP 3	Make it vertical, 1080x1920.	Full screen. No borders, no letterbox bars, no white frames around the video.				
STEP 4	Put text on screen in the first 2 seconds.	Copy any line from the TEXT ON SCREEN column on that tab. Top third of the screen. Big enough to read on a phone.				
STEP 5	Add the campaign audio at ZERO volume.	IG uses the Reels audio link. TikTok uses the TikTok sound link. Set that audio to 0 percent. Keep the clip's own audio at 100 percent. This is how the post gets attributed.				
STEP 6	Paste a caption.	Copy any line from the CAPTION column on the same tab. #ToriKelly must be in it.				
STEP 7	Post it. Likes and comments ON.	Never turn off likes or comments. Post to TikTok and Instagram.				
STEP 8	At 1,000 views, screen record your analytics.	Video analytics only. Must show watch time, the view graph, and locations. Send it to the support chat.				
THE FIVE THINGS THAT GET YOU REJECTED						
1. Video is under 15 seconds, or over 60 seconds.						
2. You forgot the campaign audio, or you left it audible instead of at 0 percent.						
3. Likes or comments were turned off.						
4. You sent account analytics instead of analytics for that one video.						

