

JULIAN PETROULAS

Clipper Guidelines

A reference document for clippers cutting and posting content on behalf of Julian Petroulas, including dedicated clipping pages.

This guide covers what to clip, how to edit it, how to caption and post it — on your own dedicated page as well as any shared clipper accounts — and how payouts and tracking work. Read it fully before your first submission.

Version 1.0 — Internal use for approved clippers only

1. Dedicated Clipper Pages

A “dedicated page” is a clipping account (TikTok, IG Reels, YouTube Shorts, X) that you run specifically for Julian content. It should look like a fan/clip page, not a personal account.

Setup checklist

- Handle clearly references Julian (e.g. **@julian.clips**, **@jp.moments**) — avoid anything that could be mistaken for his official account.
- Bio states it's a fan/clips account and credits the source, e.g. "Clips of @julianpetroulas | not affiliated" or the phrasing your team lead provides.
- Profile photo and banner use approved brand assets only — no self-made logos or edits of his face/likeness beyond simple cropping.
- Send your handle to your team lead for approval **before** your first post so it can be tracked for payout.

Keep one page per platform. Don't run the same handle across multiple platforms with wildly different content — consistency helps viewers find more clips and helps us track performance.

2. What to Clip

Good source material

- Strong hooks in the first 3 seconds — a surprising line, punchline, reaction, or bold statement.
- Self-contained moments that make sense without the full video: a complete story, joke, or take.
- High-energy or emotionally clear moments — laughter, disbelief, hype, callouts, debates.
- Clips that naturally invite comments (hot takes, questions posed to camera, cliffhangers).

Avoid clipping

- Moments taken out of context in a way that misrepresents what was actually said.
- Anything involving guests or third parties who haven't consented to being clipped/promoted.
- Sensitive personal disclosures, off-the-record remarks, or clearly joking asides framed as serious.
- Low-energy filler, dead air, or long wind-ups with no payoff.

3. Editing Specs

Setting	Requirement
Aspect ratio	9:16 vertical (1080×1920) for TikTok/Reels/Shorts
Length	15–60 sec ideal; hard cap 90 sec unless told otherwise

Captions/subtitles	Burned-in captions required, high-contrast, readable on mute
Audio	Clean original audio; normalize levels; no added music that triggers copyright claims
Watermark	Use the approved corner watermark/logo — do not remove or cover the source watermark if present
Framing	Keep the speaker centered; zoom/crop for energy but don't cut off faces or on-screen text
File format	MP4, H.264, at least 1080p, under 500MB

Every clip needs a clear hook in the first 2–3 seconds — either a bold on-screen text overlay or the most striking line of dialogue moved to the front.

4. Captions, Hashtags & Posting

Caption formula

- Short, punchy line that adds context or curiosity — don't just restate the clip's dialogue.
- Credit the source in every caption or on-screen text: "via @julianpetroulas" or the exact handle you're given.
- Include 3–5 relevant hashtags (niche + broad) — avoid hashtag stuffing beyond 8 tags.
- Tag the official account when the platform allows it, so clips can be reshared.

Posting cadence

- Aim for 2–4 posts per day per dedicated page for consistency — quality over quantity.
- Stagger posting times rather than dropping everything at once; spread across peak hours for your audience's timezone.
- Don't repost the exact same clip on the same page twice; reposting on a *different* platform is fine.

5. Brand Safety & Conduct

- Never fabricate captions, thumbnails, or on-screen text that misrepresent what was said.
- No editing that manipulates footage to create a false impression (fake subtitles, spliced-in reactions, deepfake-style edits).
- Don't engage in arguments as the page — stay neutral or redirect to the full video in comments.
- Do not accept sponsorships, paid shoutouts, or brand deals on a dedicated clipper page without written approval.
- Report any legal takedown notices, impersonation, or abusive comments to your team lead immediately.

Dedicated pages represent the brand even though they're run by clippers, not Julian himself. When in doubt about whether a clip or caption crosses a line, don't post it — ask first.

6. Tracking & Payout

- Register every dedicated page handle with your team lead before posting so views can be tracked.
- Submit your view/performance screenshots on the schedule your team lead sets (e.g. weekly).
- Payout is typically tied to verified views/engagement on approved, on-brand clips only — off-brand or unapproved content will not be counted.
- Keep a simple log (spreadsheet or notes) of each clip you post: platform, link, date, and views at time of reporting.

7. Quick Checklist Before Posting

- Clip is accurate to context and doesn't misquote anyone
- 9:16, captions burned in, under 90 seconds
- Hook is in the first 2–3 seconds
- Caption credits the source handle
- Posted from an approved, registered dedicated page
- No third-party brand deals or unapproved sponsorships attached

Questions? Reach out to your team lead before posting anything you're unsure about — it's always easier to check first than to take a clip down later.