

# MAINERS for TAX FAIRNESS

[MainersForTaxFairness.org](https://MainersForTaxFairness.org)

## Top 10 Tips for Making Reels

### 1. Keep it short

Under 90 seconds is best. Put the most interesting/outrageous info first.

[\*Watch Maine Newsroom highlight one outrageous tweet\*](#)

### 2. Tie it to national news

Viewers aren't only in Maine. Mention the national connection, then zoom in to Maine impact.

[\*Watch MECEP explain Medicaid cuts\*](#)

### 3. Be authentic and use simple visual aids

Imagine you're having coffee with your best friend and telling them something important. Practice with notes first, then go without if you can. Keep key facts on a note card near your camera.

[\*Watch Minna Lee Jamison explain wealth inequality with rice\*](#)

### 4. Be informative

Tell us something we might not know, in a way anyone can understand.

[\*Watch Anna Connelly debunk myths about immigrants\*](#)

### 5. Get close

Viewers tend to stay engaged longer with close-up video. Think head and torso framing. Keep the camera at eye level.

[\*Watch MECEP explain tax conformity\*](#)

### 6. Add visual interest

Viewers stay engaged longer if there is movement to latch their eyes on. Doing something with your hands or showing off Maine's beauty while you're talking is great.

[\*Watch Rep. Pingree trim garlic\*](#)

### 7. Make us want to have a beer with you

Shed your suit jackets, put on your favorite weekend clothes, and take us with you.

[\*Watch Rep. Lookner talk about mega yachts\*](#)

### 8. Talk to your friends and neighbors

Mainers have super interesting things to say!

[\*Watch Mainers for Tax Fairness talk to folks at fairs\*](#)

### 9. Edit your video

Use an app like [CapCut](#) to trim mistakes/pauses, add subtitles, and more! If you mess up during a take, don't stop recording. Start that sentence over and trim the mistake out later.

### 10. Corral allies before you post

Thwart the bots and bad algos by preparing a posse to like, share, and comment on your video *immediately* after it's posted. Ask them to like and reply to positive comments and ignore the negative.

### Pro Tips

Use a ring light and wireless lavalliere mic when recording.

Record at the highest practical resolution. On iPhone: Settings → Camera → Record Video → use 4K at 30fps. Higher resolution gives you flexibility to crop, stabilize, and add text without degrading quality when exported to Reels.

Turn off "Optimize Storage" so your editor gets the full-resolution files. Settings → Photos → enable Download and Keep Originals. If this is off, editing apps (like CapCut) may import compressed versions and your end result will be blurrier.

Edit and export at the same resolution. In CapCut (or similar): match the export resolution to your recording resolution (e.g., 4K → 4K).