



A Quick Guide to IGTV

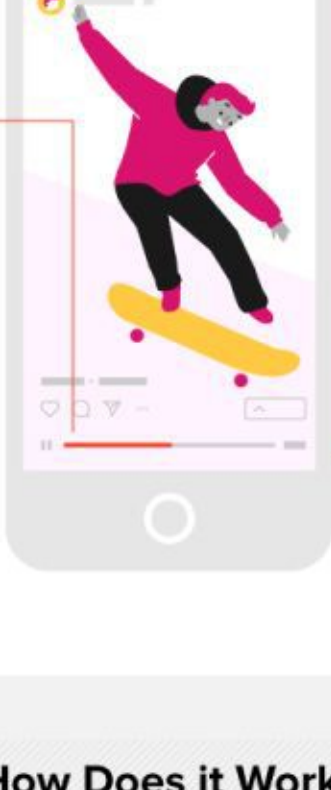
As if it hasn't taken up enough time of your life, Instagram wants more. With its latest foray into long-form video content, we can't help but think so. Get your dose of details on this vertical video phenomenon

Long-Form Video Content

A minimum of **15 seconds** for every video

Maximum limit of **10 mins** and **1 hour** for larger channels

*Eventually there will be no time limit

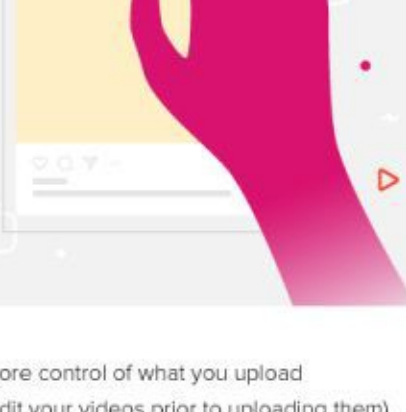


Vertical Format

Built on how phones are used, full screen and vertical

IGTV supports 4k videos (**16:9** ratio)

How Does it Work?



Access IGTV in Instagram by clicking the **IGTV button** [on the top right corner or someone's profile or the standalone app]

Like on TV, videos immediately play the moment you open the app (curated based on your interests and your following)

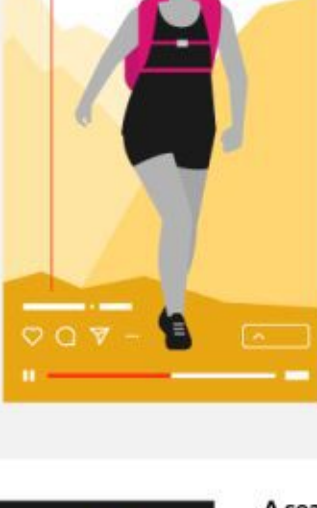
More control of what you upload (Edit your videos prior to uploading them)



248 VIEWS + 6 COMMENTS

Viewers can comment while watching videos

Views on IGTV are counted when the content is watched for at least **3 seconds**



Swipe to the side to **watch another video**

Swipe up to search by **category**

A **search bar** is available on the initial page (searches are based on channels, not keywords)

Uploading on IGTV

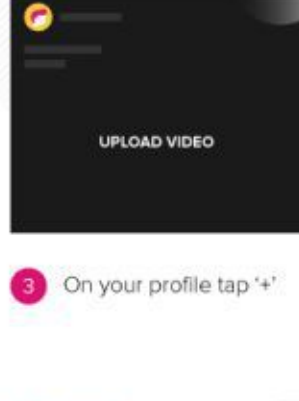
Uploading your videos can be done both on desktop and mobile

Mobile

1 Go to the IGTV app



2 Click your icon on the right



3 On your profile tap '+'



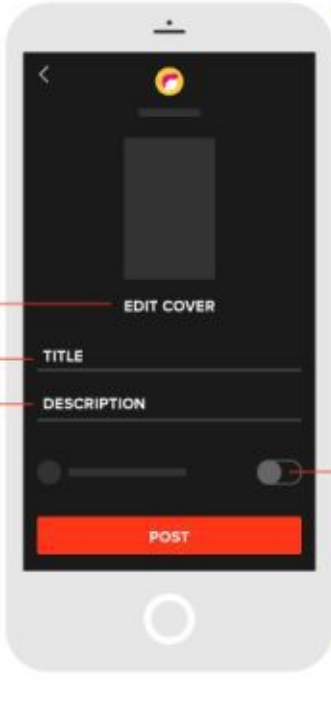
4 Select your video, preview it then tap next

COVER DIMENSIONS: 1080 x 1680

5 Edit your cover photo

6 Add a title (75 characters max)

7 Add a description (links work too)



8 Cross post to your Facebook page by toggling 'Share to Facebook'

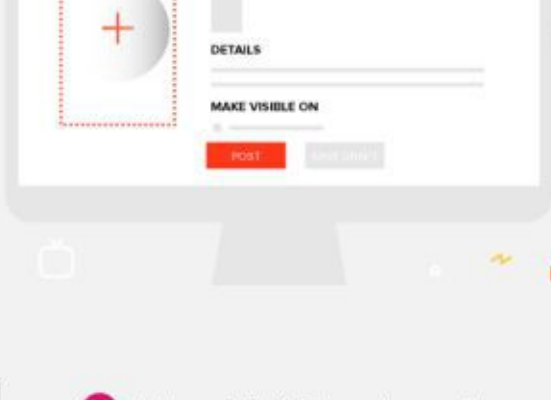
9 Tap Post and you're good to go

Desktop

1 Go to [instagram.com/tv/upload](https://www.instagram.com/tv/upload)

2 Click the '+' on the left to select a video

3 Add your cover photo



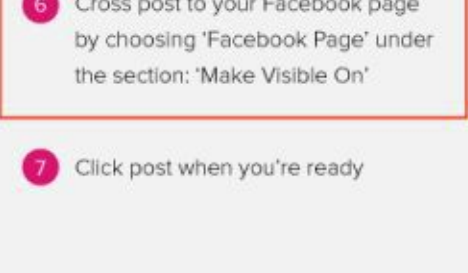
4 Add your Title (75 characters max!)

5 Add your description (links work too)



6 Cross post to your Facebook page by choosing 'Facebook Page' under the section: 'Make Visible On'

7 Click post when you're ready



What's it for?

Everyone on Instagram can create an IGTV channel



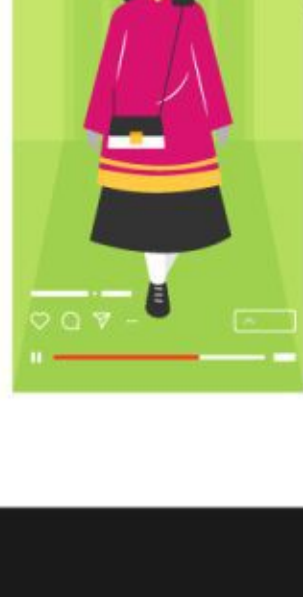
Influencers use IGTV to publish **more about their lives** such as cooking videos, workout routines, makeup, day to day life (vlogs)

Celebrities or musicians use it to share **"extensive content"**

(John Mayer's behind the scenes of his new single, Shawn Mendes' The Making of Shawn) or music videos



Brands are using it to **repurpose content** (Fashion houses such as Gucci uploads videos of their fashion shows or campaigns)



No ads. YET.

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Source

- <https://www.adweek.com/digital/how-instagrams-igtv-threatens-musical-ly/>
- <https://www.recode.net/2018/6/25/17501224/instagram-facebook-snapchat-time-spent-growth-data>
- <https://www.financialexpress.com/industry/technology/instagrams-igtv-is-basically-youtube-sans-money-making/1216537/>
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