

How to Create and Schedule a Reel Video Post on Nuelink (Short-form Video)?

Make sure you're signed in to your Nuelink account and that your Instagram and Facebook account(s) are connected. If not, you can connect following [these steps](#). Now, let's walk through the process of creating an Instagram Reel video post.

⚠ Keep in mind that Short-form Video posts are only supported by Instagram, Facebook, and TikTok. If scheduled to any other social media platforms, your short-form video will be automatically converted to a regular video post.

Contents of this Guide:

- [Introduction.](#)
- [Reel Posts Requirements.](#)
- [Create and Schedule a Reel Post on Nuelink.](#)
 - [Video Tutorial:](#)
 - [Create a Reel Video Post:](#)
 - [Select your Collection:](#)
 - [Select a Social Channel \(Instagram Account\):](#)
 - [Add Media:](#)
 - [Caption and NueAI Assistant:](#)
 - [Share this Reel as a Story on Instagram:](#)
 - [Add Reel to Instagram Feed:](#)
 - [Schedule Once:](#)
 - [More Options:](#)
 - [Scheduling Options:](#)
 - [Where to find your Post After You Are done:](#)
- [Reel Video Post FAQ & Troubleshooting.](#)

What you Must Know about Instagram Reels.

What is a Reel Video?

A Reel video, usually 15 to 90 seconds in length, is a quick and lively video posted on Instagram. These videos often come with music and cool effects. They offer a platform for users to share creative content, express themselves, promote brands, or simply enjoy some fun.

Why make a Reel Video Post?

People make reel videos for various reasons, including entertainment, social engagement, promotion, education, and building a community. Additionally, some brands use reel videos to highlight products, humanize their brand, leverage trends, educate their audience, and gain a competitive edge in the digital world.

Read more about getting the most out of Instagram Reels Marketing:

- [How does the Instagram reels algorithm work?](#)
 - [How to Repurpose Your TikToks as Shorts and Reels](#)
 - [How to Use AI to Grow on Instagram Organically](#)
 - [How Brands Can Achieve Growth and Visibility on Instagram](#)
-

What are Reel Posts Requirements?

⚠ Important Note: Make sure to follow Instagram Reel's video requirements, which are:

- **Size:** 150 MB (max)
 - **Duration:** 5 seconds min - 90 seconds max
 - **Type:** MP4
 - **Format:** Vertical 1080 x 1920 pixels (9:16 aspect ratio), Portrait 1080 x 1350 pixels (4:5), and Landscape 800 x 418 pixels (1.91:1).
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Let's Create and Schedule a Reel Post on Nuelink

Video Tutorial:

Here's a video walkthrough of the process of creating and scheduling an Instagram Reel Video post on Nuelink:

 [How to Post Short-form Videos as Reels, TikTok, and Shorts at the Same Ti...](#)

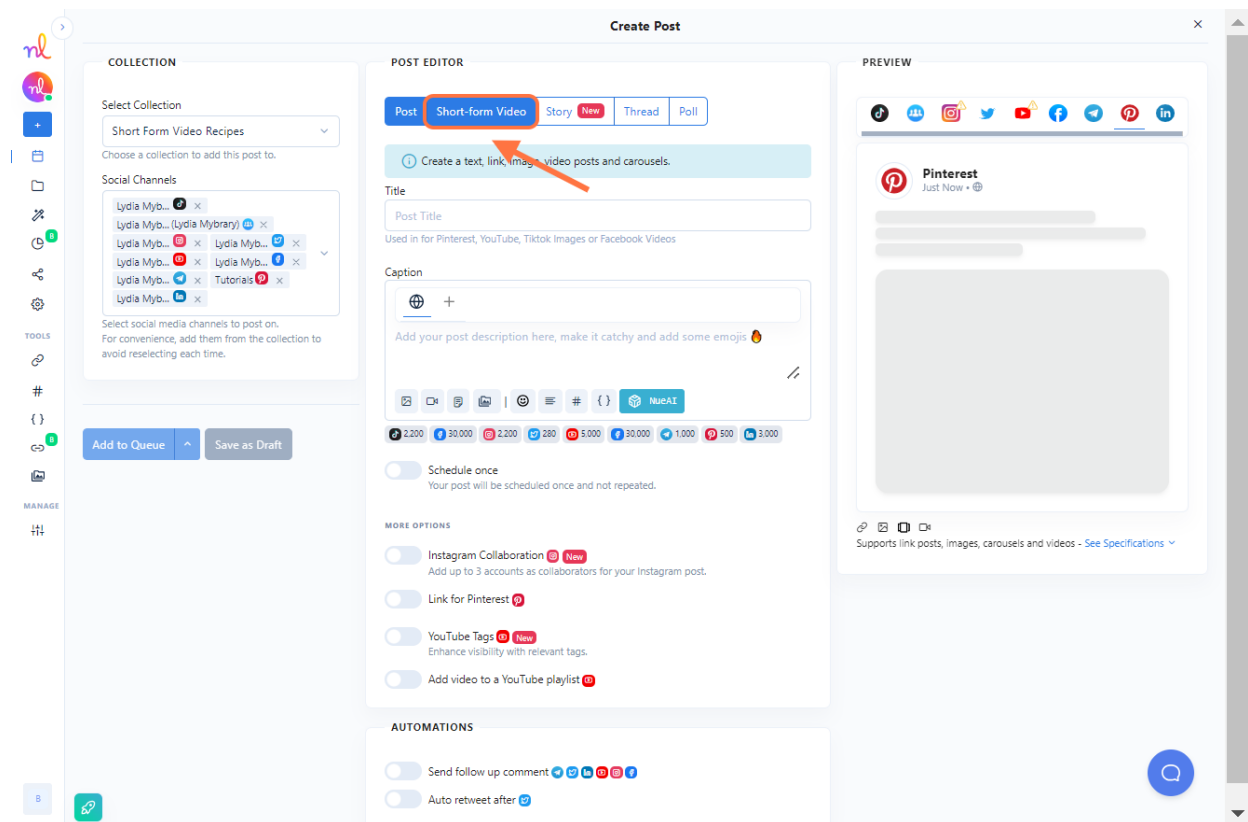
Create a Reel Video Post:

Go to your Nuelink Account and Click Create Post.

You can find the 'Create post' button all over Nuelink, at the top of the left side navigation bar and the top right corner of your Queue and Any of your Collections.

The screenshot displays the Nuelink dashboard. On the left, a navigation bar contains a 'Create Post' button with a red 'new' badge, highlighted by a red box and an orange arrow. Below it are links for Queue, Collections, Automations, Insights (Beta), Social Channels, Brand Settings, and a TOOLS section with Link Shortener, Hashtags, Shortcodes, Link in Bio (Beta), and Media Library. A MANAGE section at the bottom includes Brands & Members. The main area is titled 'Queue' and features 'Create Collection' and 'Create Post' buttons at the top right. Below these are tabs for Queue, Published, Draft, and Posting Schedule. A 'Feed' button and a 'Calendar' button (marked 'New') are also present. The central part of the dashboard shows a calendar for December 1-31, 2023, with a grid of content items. Each item includes a date, a title, a thumbnail, a time, and a '+X more' link. A blue speech bubble icon is visible in the bottom right corner of the main area.

Click on the 'Shorts, Reels, Tiktoks' Option from the top bar.

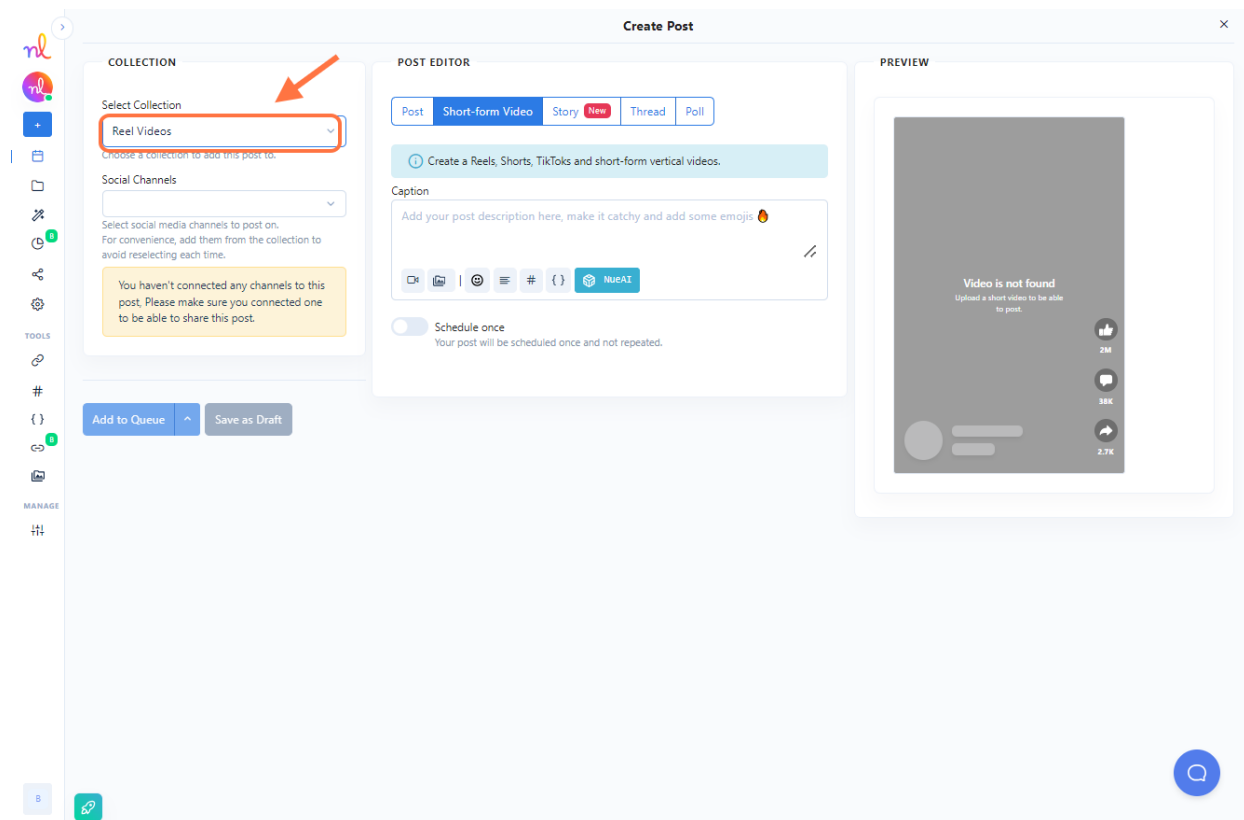


Select your Collection:

Select the 'Collection' you want to add your Thread Post to.

[i What's a Collection?](#)

A collection is like a folder for your social media posts. It helps you organize and schedule your content, making it easier to reach your followers. You can set your Collections to have multiple groups of social channels, social media posts types and schedule time slots based on your liking. You can personalize collections by naming, coloring, and setting schedules. [Learn more about how to create your Collections here.](#)

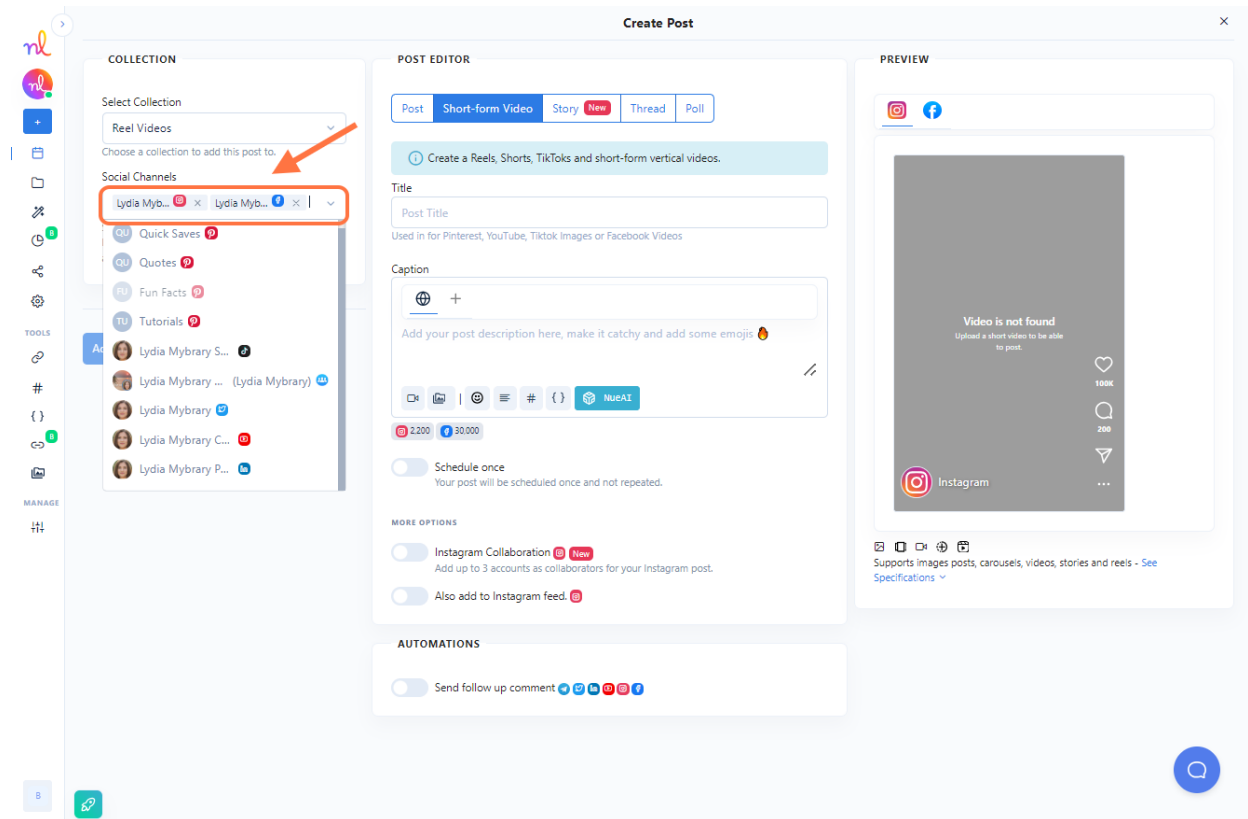


Select a Social Channel (Instagram and Facebook Account):

Next, Select your Instagram account. (It will be auto-selected if you added it in your collection. We highly recommend adding your Instagram to your collection to avoid having to select it each time.)

⚠ Important Note: Make sure you have already connected your Instagram Account. [Learn more about Connecting Social Media Accounts.](#)

⚠ Keep in mind that Short-form Video posts are only supported by Instagram, Facebook, and TikTok. If scheduled to any other social media platforms, your short-form video will be automatically converted to a regular video post.

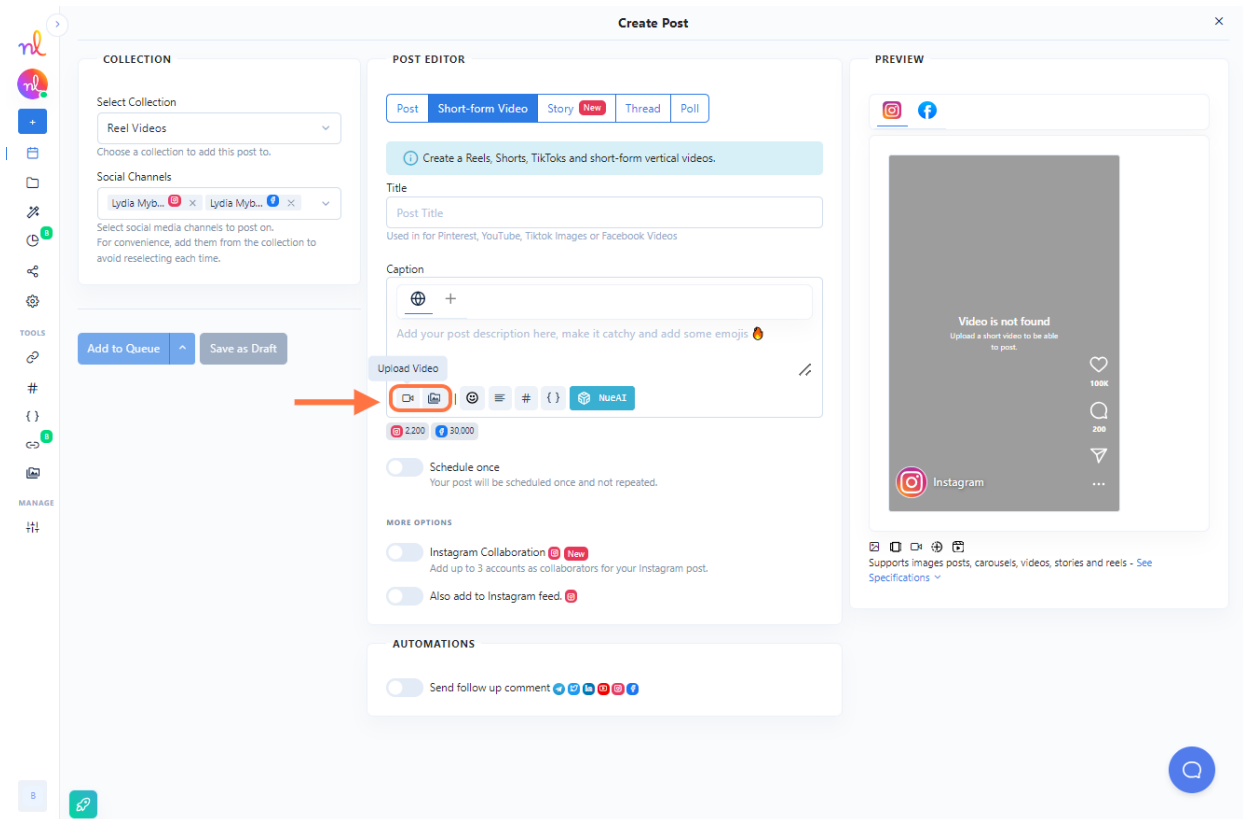


Add Media:

Click on 'Upload Video' or 'Media Library' to add your video.

Upload Video: Select a video from your Media library

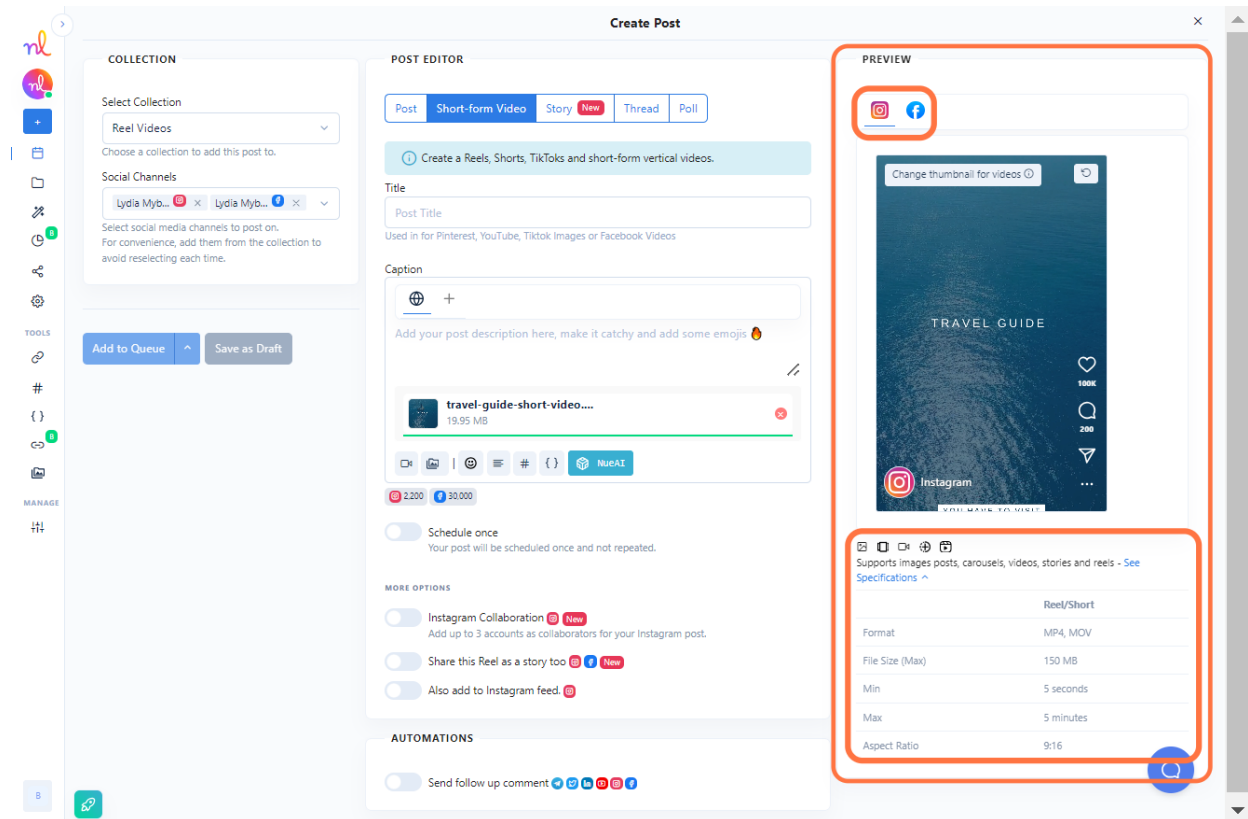
Media Library: Select a video from your Nuelink Media Library, Drop Box, Box, Google Drive, and Google Photos.



Once your Video is Uploaded, Check the following:

- Check your **Post Preview** of your selected **Social Media Account (Instagram)**.

⚠ Important Note: If you encounter any errors while uploading your video, please click on **“See Specifications”** Under your Post Preview to see the recommended media format. (scroll down if you can't see it).



Add Thumbnail(Cover):

Add a Thumbnail to your Reel video:

Change Thumbnail: Upload your Thumbnail from your media library.

Hide Thumbnail: Mask your Thumbnail on Nuelink, but it will show on your account once your post is published

Reset Thumbnail: Remove your Thumbnail at once.

Create Post

COLLECTION

Select Collection

Reel Videos

Choose a collection to add this post to.

Social Channels

Lydia Myb... x Lydia Myb... x

Select social media channels to post on. For convenience, add them from the collection to avoid reselecting each time.

Add to Queue Save as Draft

POST EDITOR

Post Short-form Video Story **New** Thread Poll

Create a Reels, Shorts, TikTok and short-form vertical videos.

Title

Post Title

Used in for Pinterest, YouTube, TikTok Images or Facebook Videos

Caption

+

Add your post description here, make it catchy and add some emoji 🍌

travel-guide-short-video... 19.95 MB

2,200 30,000

Schedule once Your post will be scheduled once and not repeated.

MORE OPTIONS

Instagram Collaboration **New** Add up to 3 accounts as collaborators for your Instagram post.

Share this Reel as a story too x **New**

Also add to Instagram feed.

AUTOMATIONS

Send follow up comment

PREVIEW

Change thumbnail for videos

TRAVEL GUIDE

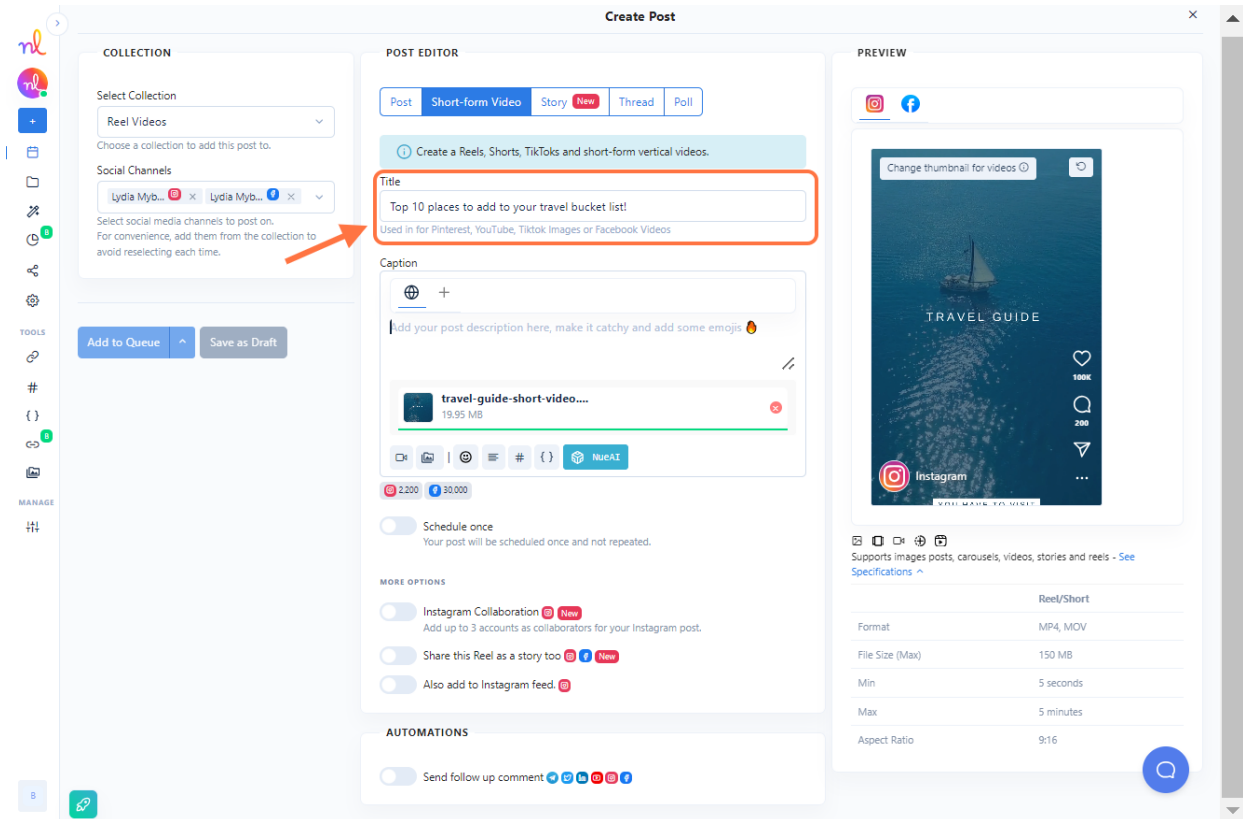
Instagram

Supports images posts, carousels, videos, stories and reels - [See Specifications](#)

	Reel/Short
Format	MP4, MOV
File Size (Max)	150 MB
Min	5 seconds
Max	5 minutes
Aspect Ratio	9:16

Add Title (Facebook):

Click on Title and type in a small description of your Short video.



Caption and NueAI Assistant:

Click on Caption to add your post description, spice up your caption by using the NueAI Assistant.

What is NueAI Assistant?

Feels like your Caption is missing something? Add a little razzle-dazzle to your caption by clicking on NueAI Assistant tool.

Generate Hashtags: Let NueAI Generate hashtags that match your post's caption for you.

Rephrase: Let NueAI paraphrase and enhance your caption for you.

Make it engaging: Let NueAI make your caption more captivating and interactive.

Make it formal: Let NueAI make your caption more formal and professional.

Expand it: Let NueAI turn your short caption into a paragraph.

Shorten it: Let NueAI summarize your Caption and keep the main key idea(s).

Make it a Thread: Let NueAI turn your Caption into a multi-section Thread.

Use your own Prompt: Insert your own prompt and let NueAI generate A full caption for you.

COLLECTION

Select Collection
Reel Videos

Choose a collection to add this post to.

Social Channels
Lydia Myb... x Lydia Myb... x

Select social media channels to post on. For convenience, add them from the collection to avoid reselecting each time.

POST EDITOR

Post Short-form Video Story New Thread Poll

Create a Reels, Shorts, TikToks and short-form vertical videos.

Title
Top 10 places to add to your travel bucket list!

Used in for Pinterest, YouTube, Tiktok Images or Facebook Videos

Caption

Craving an affordable spring getaway? Check out these 10 budget-friendly spots with great weather and fewer tourists:

- Lisbon: History and mild temps on the cheap.
- Mexico City: Dive into culture and tasty street food without breaking the bank.
- Bangkok: Savor warm days, cheap eats, and temples.
- Budapest: Relax in thermal baths and save cash.
- New Orleans: Experience the city's vibes affordably.
- Hanoi: Enjoy rich history and food, all budget-friendly.
- Athens: Visit ancient wonders before the crowds, save money.
- Cape Town: Perfect weather, off-peak prices.
- Sofia: Discover this hidden, economical gem.
- San Juan: Beach bliss for U.S. travelers—no passport needed.

Pro tip: Save more with hostels, local food, and public transit. Always hunt for travel deals. Ready for a memorable journey? ✨ #SpringTravel #BudgetTrip #ExploreSmart

travel-guide-short-video....
19.95 MB

PREVIEW

Change thumbnail for videos

Instagram

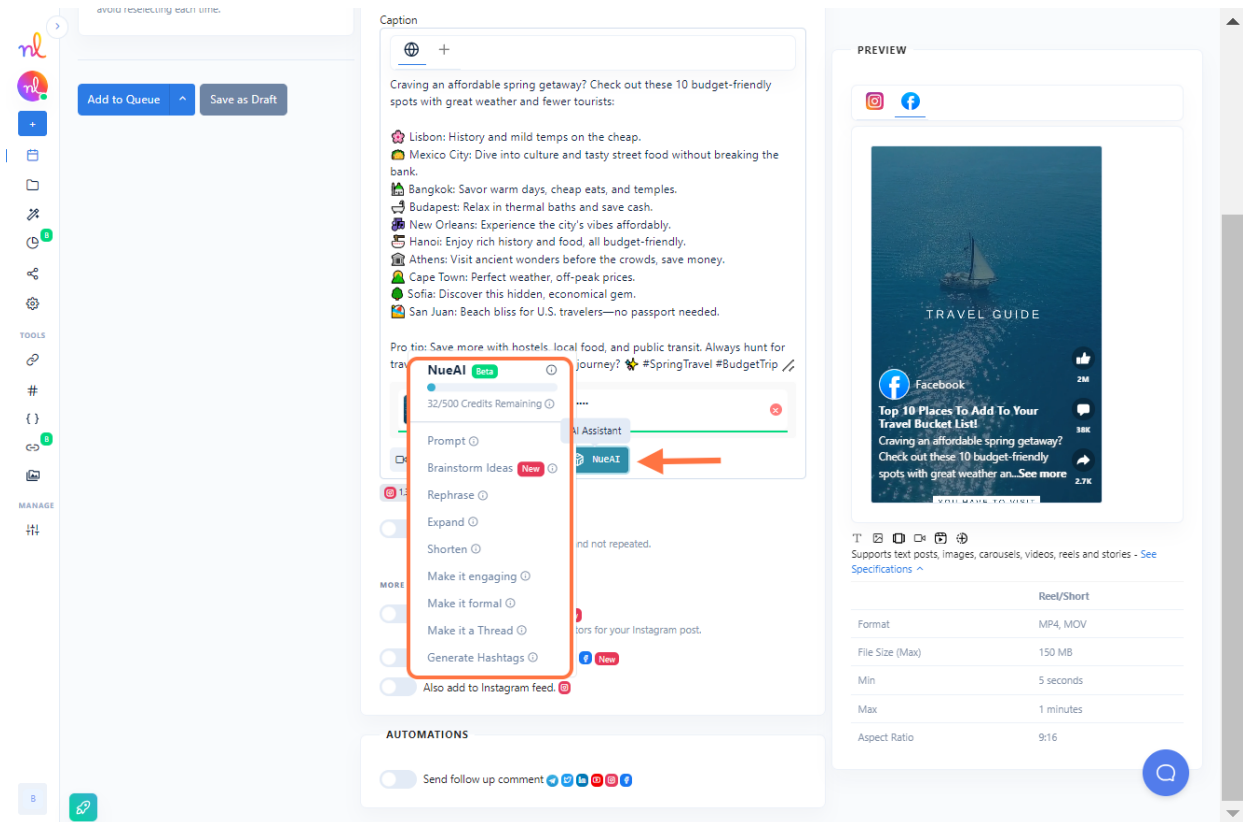
Craving an affordable spring getaway? Check out these 10 budget-friendly spots with great weather an...See more ...

Supports images posts, carousels, videos, stories and reels - See Specifications

	Reel/Short
Format	MP4, MOV
File Size (Max)	150 MB
Min	5 seconds
Max	5 minutes
Aspect Ratio	9:16

Schedule once
Your post will be scheduled once and not repeated.

*In the following tutorial I used the **'Make it engaging'** and **'Generate Hashtags'** by NueAI.*



Edit your Video Caption with the Following features:

Emoji Picker: Choose Emojis that align with your post.

Change Text Direction: Change which direction your text starts.

Hashtag Manager: Generate Hashtags for your post or pick from your already created hashtag groups.

Add Short Codes: Select your Short code to add to your caption. [Learn more about Short Codes.](#)

- Home
- Tools
- MANAGE

Social Channels

Lydia Myb... x Lydia Myb... x

Select social media channels to post on. For convenience, add them from the collection to avoid reselecting each time.

Add to Queue Save as Draft

Title

Top 10 places to add to your travel bucket list!

Used in for Pinterest, YouTube, Tiktok Images or Facebook Videos

Caption

Craving an affordable spring getaway? Check out these 10 budget-friendly spots with great weather and fewer crowds:

- Fall in love with Lisbon's budget-friendly history and mild temps.
- Savor Mexico City's culture and tasty street eats without breaking the bank.
- Bask in Bangkok's warmth, cheap eats, and temples.
- Budapest promises relaxing hot springs and keeps your purse full.
- Experience New Orleans' vibe on a budget.
- Hanoi offers a taste of history and food that won't drain your wallet.
- Discover Athens' iconic sites affordably and without the crowds.
- Cape Town shines with perfect conditions and off-peak prices.
- Uncover the hidden, pocket-friendly gem of Sofia.
- Bask in San Juan's calm beaches – Americans, leave your passport at home.

Pro tip: Stretch your dollars with hostels, local cuisine, and public transit. Keep an eye out for deals. Ready for an incredible journey? ✨ #SpringGetaway #TravelSavings #AdventureOnABudget

travel-guide-short-video... 10:05 3:10

Emoji Picker

Media icons: Image, Video, GIF, Audio, Link, Poll, Quiz, Nuelink AI Assistant

29035

Schedule once
Your post will be scheduled once and not repeated.

MORE OPTIONS

Share this Reel as a story too

AUTOMATIONS

Send follow up comment

PREVIEW

Instagram Facebook

Facebook

Top 10 Places To Add To Your Travel Bucket List!

Craving an affordable spring getaway? Check out these 10 budget-friendly spots with great weather an...See more

2M 38K 2.7K

Supports text posts, images, carousels, videos, reels and stories - See Specifications

	Reel/Short
Format	MP4, MOV
File Size (Max)	150 MB
Min	5 seconds
Max	1 minutes
Aspect Ratio	9:16

Caption Customization :

Click the plus sign (+) to personalize your caption for each social media platform. Pick a platform and modify its caption using the appropriate style for that platform. Don't forget to use Nuelink AI Assistant to make it simple to update the caption for each social media channel.

COLLECTION

Select Collection

Short-form Video Content

Choose a collection to add this post to.

Social Channels

Nuelink User x

User Nuelink x

nuelinkuser x

nuelinkuser(Tutorials) x

Nuelink Us... x

Nuelink User x

Nuelink User x

nuelinkuser(Quotes) x

Select social media channels to post on. For convenience, add them from the collection to avoid reselecting each time.

Add to Queue Save as Draft

POST EDITOR

Post Short-form Video Story New Thread Poll

Create a Reels, Shorts, TikToks and short-form vertical videos.

Title

Sunrise and a little inspirational quote!

Used in for Pinterest, YouTube, Tiktok Images or Facebook Videos

Caption

Rise and shine, beautiful souls! How's that gorgeous morning sun greeting you today? I'm here sprinkling a dash of positivity your way, hoping to supercharge the start of your week with good vibes! Let's chat - drop a comment with one goal you're excited to crush this week. Let's inspire one another and share that motivation! #MondayMotivation #NewWeekNewGoals

Customize For Tiktok

Customize For Instagram

Customize For Twitter

Customize For Pinterest

Customize For Youtube

Customize For Facebook Page

Customize For LinkedIn

Schedule once

Your post will be scheduled once and not repeated.

MORE OPTIONS

Instagram Collaboration New

Add up to 3 accounts as collaborators for your Instagram post.

Share this Reel as a story too New

PREVIEW

Tiktok

Rise and shine, beautiful souls! How's that gorgeous morning sun greeting you today? I'm here sprinkling a dash of positivity your way, hoping to supercharge the start of your week with good vibes! Let's chat - drop a comment with one goal you're excited to crush this week. Let's inspire one another and share that motivation! #MondayMotivation #NewWeekNewGoals

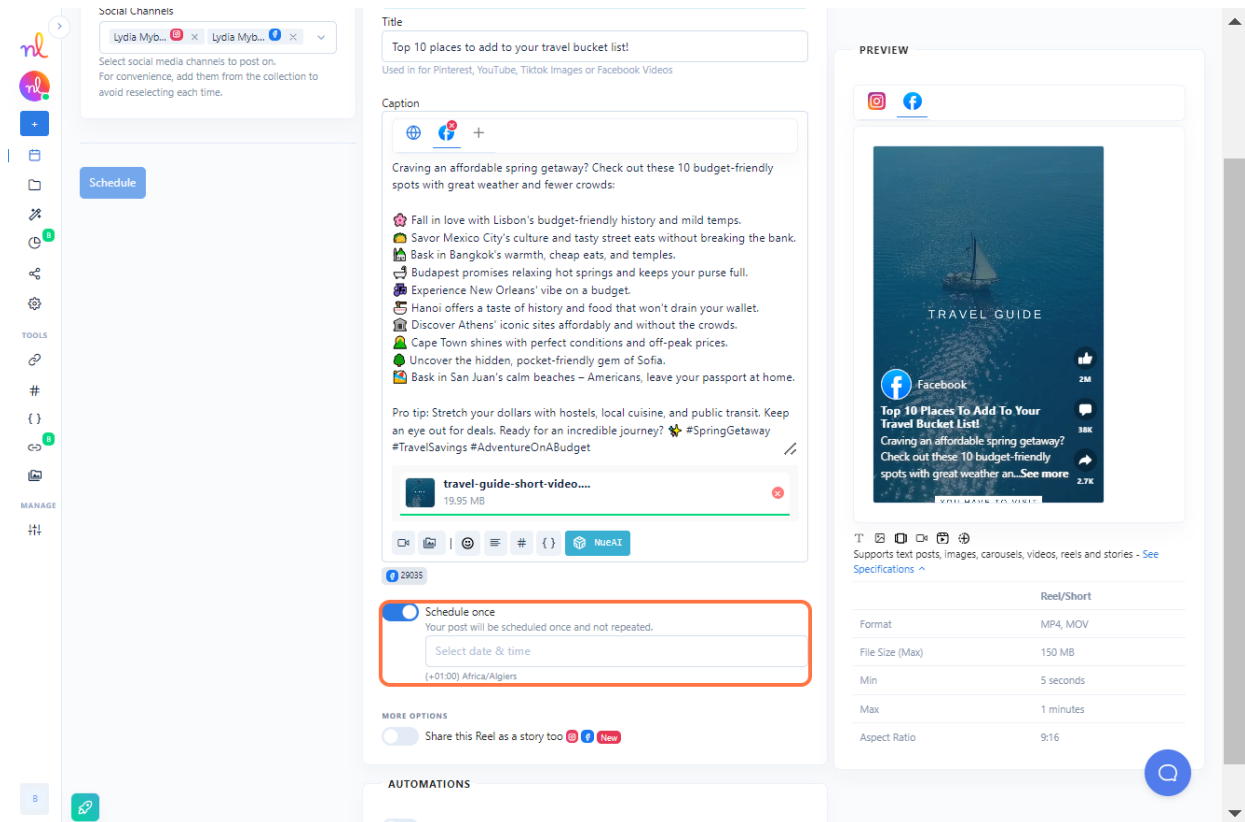
Supports images posts, carousels, videos and reels - See Specifications

	Reel/Short
Format	MP4, MOV
File Size (Max)	150 MB
Min	5 seconds
Max	0 minutes
Aspect Ratio	9:16

Schedule Once:

Toggle On/Off Schedule once Option.

Schedule once: Enable this to schedule a single post for a specific date and time, without following your collection's regular queue. Keep in mind that it won't repeat, even if you've enabled the evergreen option for your collection. [Learn more about how Nuelink Queue works.](#)



More Options & Automations:

Scroll Down to Pick from Exclusive Nuelink Features!

You can Toggle On/Off any of the following features:

Also add to Instagram feed: Enable this option to automatically add your video to your IG Feed.

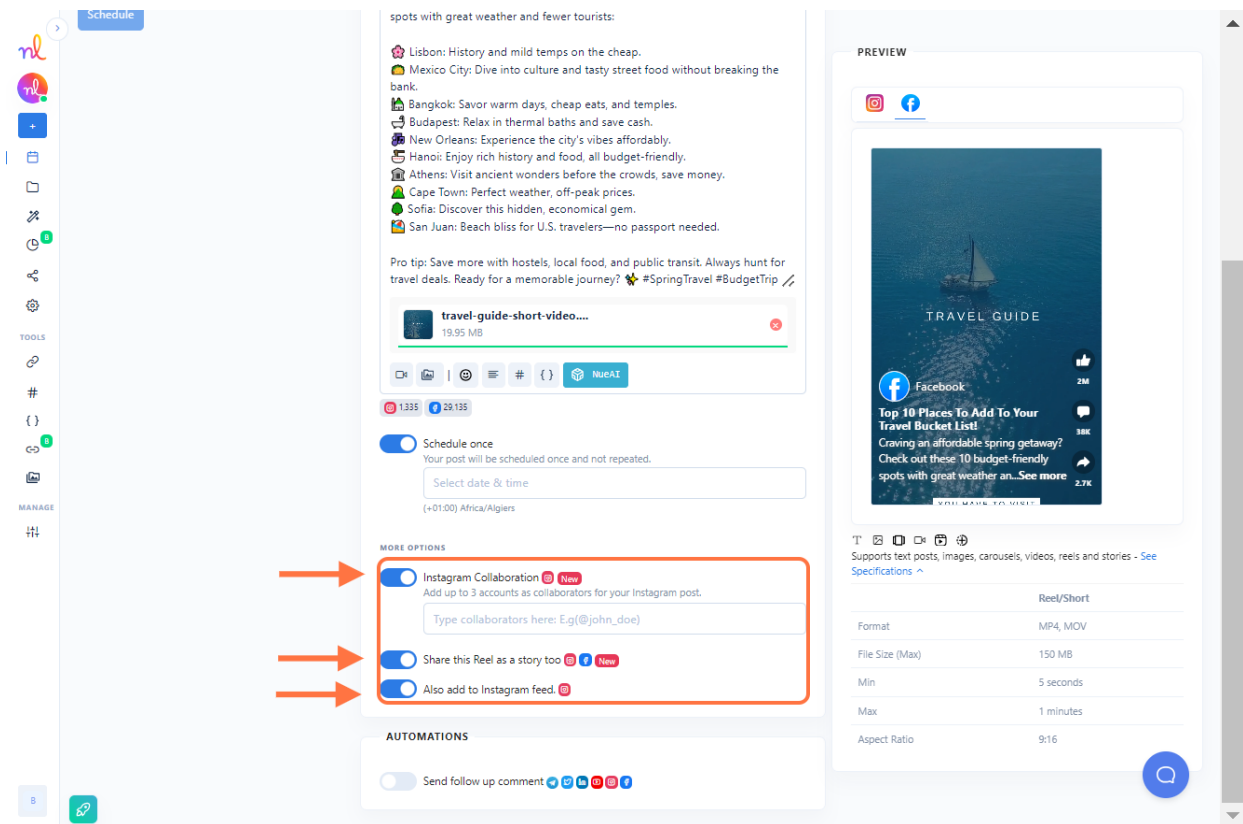
Share this Reel as a story too on Instagram: Enable this to automatically share your Reel video post on your Instagram story.

Auto retweet after(Twitter Only): Allows you to auto retweet your tweet after a period of time of your choice.

Send follow up comment: Customize a comment to be added to your post after an amount of time, you can also use [NueAI Assistant](#) to enhance your follow-up comment.

Use alternative text (Image Only): Implement Alternative text in your image. (Not supported on Reel videos)

Send follow up comment: Customize a comment to be added to your post after an amount of time, you can also use [NueAI Assistant](#) to enhance your follow-up comment.



Scheduling Options:

Select a Scheduling Option once your post is ready.

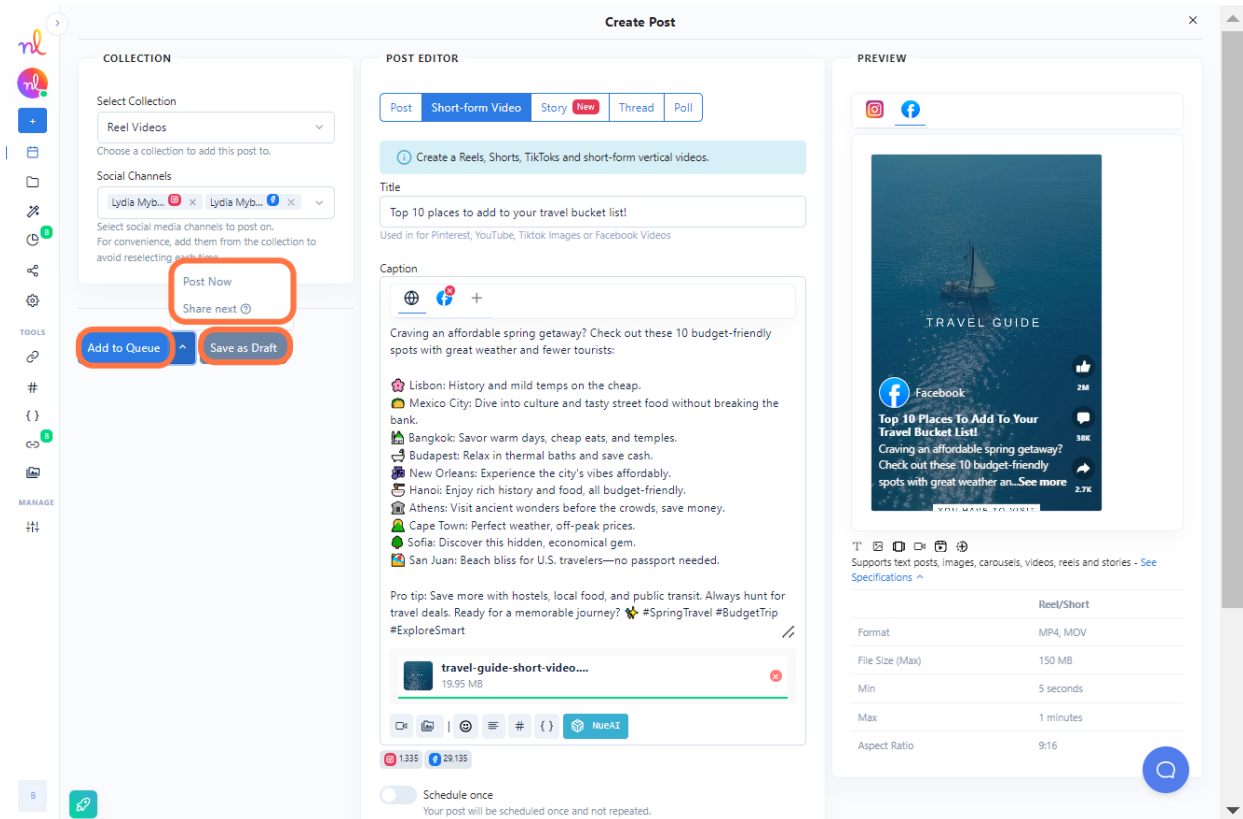
Add to Queue: This option allows you to post to your Collection Queue.(Last in Queue)

Share Next: This option allows you to schedule your post to be published in the next available slot in your collection queue.(Next in Queue)

Save as Draft: you can save your post for later editing, publishing, and scheduling. (Will not be added to the Queue)

Post Now: This Option allows you to publish your post immediately. (Will skip the Queue)

Cancel: This option discards your post and your edits and doesn't save it to draft.



Where to find your Post After You Are done:

*Once you are done scheduling, you will find your video post in your **Queue**.*

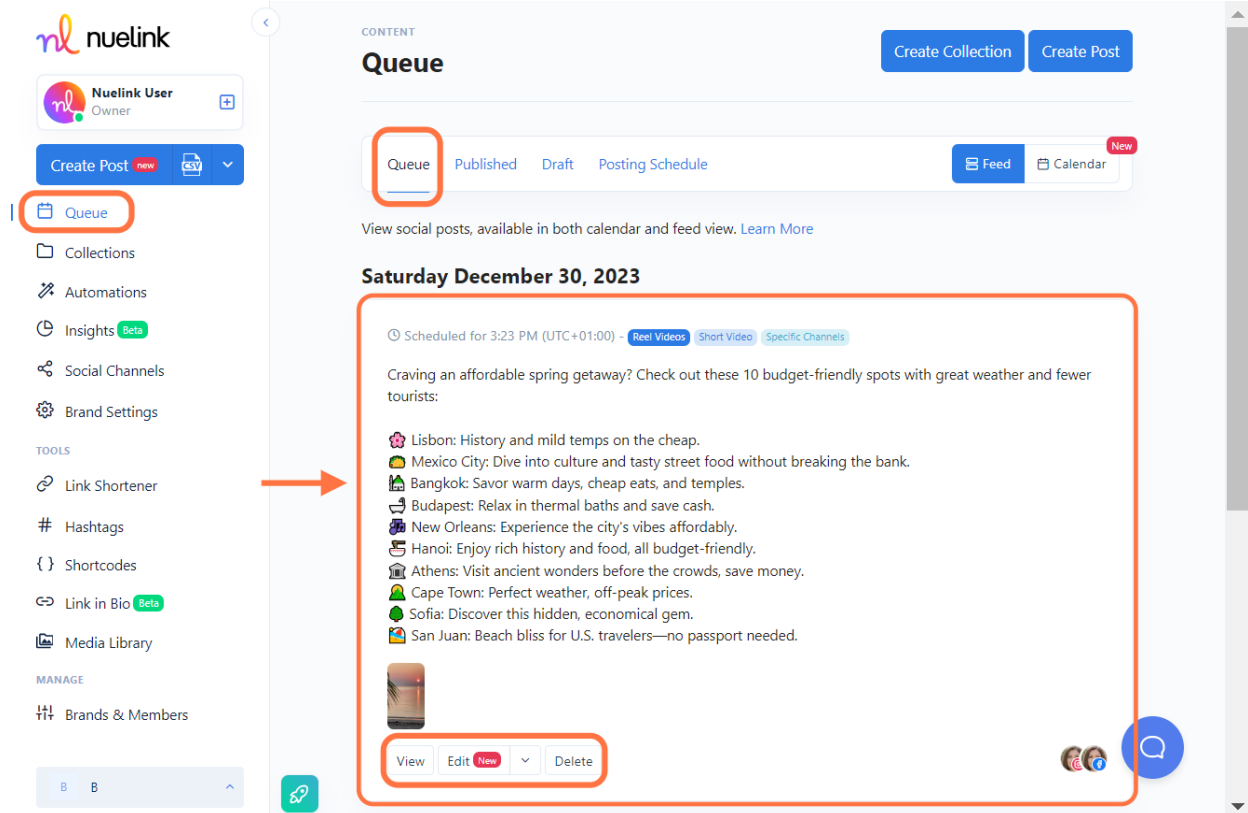
Queue Editing Options:

View: Take a quick look at your premade post.

Post Now: This Option allows you to publish your post immediately. (Will skip your Queue)

Edit: Make more Changes to your drafted post.

Delete: Permanently remove your post.



*If you have Saved your Video post **as Draft** you will find it at your **collection Queue**, just click Drafts right under your Post you can find options to resume editing and scheduling.*

Drafts Editing Options

View: Take a quick look at your premade draft.

Add to Queue: Move your Drafted post to the Queue.

Edit: Make more Changes to your drafted post.

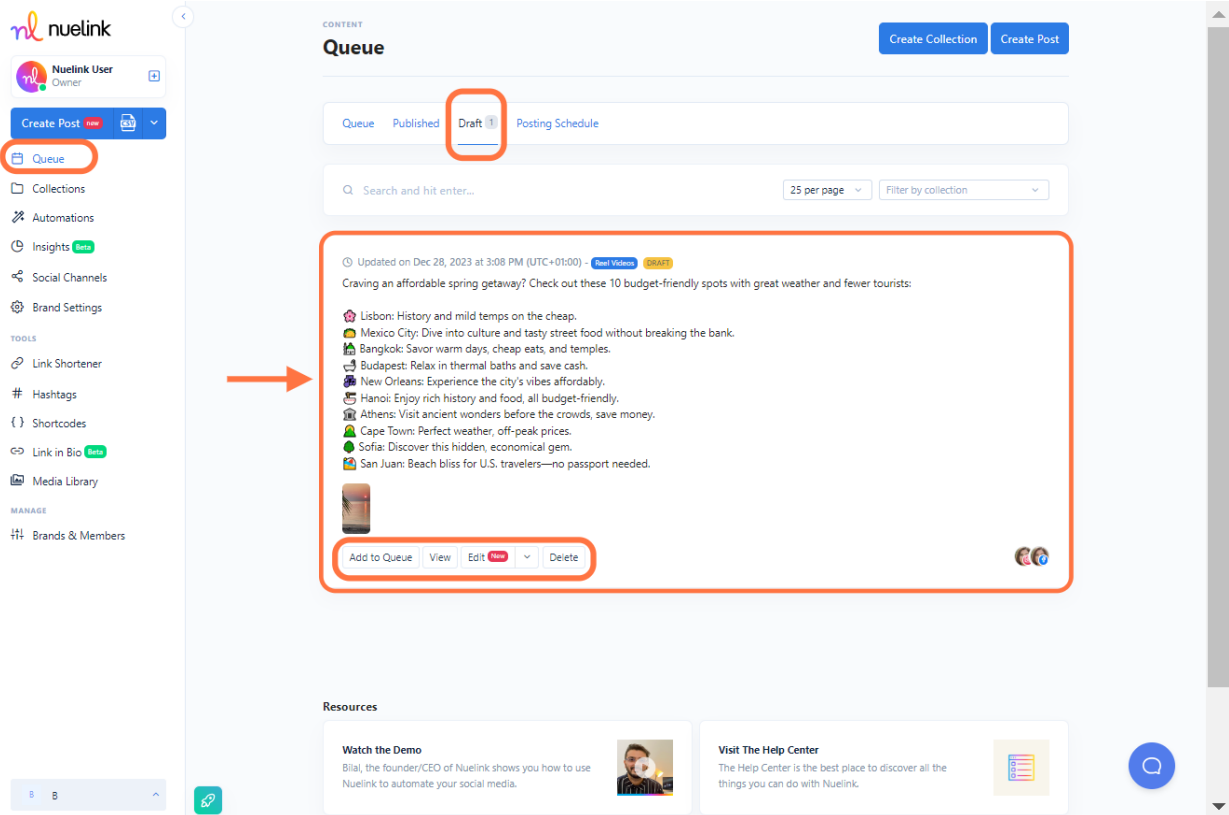
Click the three dots to access more options:

Post Now: This Option allows you to publish your post immediately. (Will skip the Queue)

Move: Move your post to another Collection.

Duplicate: Make a copy of your drafted post.

Delete: Permanently remove your draft.



Reel Video Post FAQ & Troubleshooting:

Why did my Reel not post after I scheduled it?

If you encounter any publishing errors it is most likely due to the video duration, format, or size. Please make sure your Reel video post meets [Instagram requirements](#).

What is the maximum size allowed for Reel videos?

Currently, Instagram only allows a maximum size of 100MB for Reel videos.

Can I bulk-upload posts with Reels to Facebook and Instagram?

Yes, we have recently added the ability to add video content when bulk-uploading posts. This is how you can [bulk-upload your posts](#).

Can I change the time of posting for a post that is already in the Queue?

Luckily, you can. Click on Edit at the bottom of the post then click on Schedule. You can then select an exact date for your post.

Finally, if you happen to have any additional inquiries, please read through our [Frequently Asked Questions](#) section.

Check our [Help Center](#) for further tutorials. We offer several videos and articles on effectively getting the maximum benefit out of Nuelink.

Still need help? [Contact Us](#).