Creator Reels and Stories / Prompt guide

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Original starting points, not tested generation results. Adapt them to your model and inspect the output.

Start with a product question, show a useful moment and finish with a clear next step. Adapt these prompts for a creator introduction, a product detail or a story sequence, with a consistent presenter, setting and voice.

Build a reel with a reason to keep watching.

Write the spoken idea first: Decide what the viewer should understand or try. Write the narration in the presenter's natural language, record it, then use its actual timing to plan the edit. Choose supported native speech or a separate voiceover.

Keep the presenter and brand consistent: Use approved references for the presenter, outfit and product. Carry the same palette, setting and tone across the sequence. Choose the presenter for the brief and performance, rather than assumptions about who understands a product.

Plan the handoff between shots: Let the introduction establish the product, then cut to the detail being discussed. Match gaze, hand placement and product position across cuts. Use product footage under narration when a talking face adds little to the explanation.

Review the reel as a viewer: Check the opening frame, intelligibility, product identity and the final next step. Add exact captions in the editor and inspect the destination crop. Keep personal experience and performance claims grounded in real use.

An illustrative desk cutaway

Proposed AI B-roll for a narrated filming-corner idea or mood transition. Use real footage when the desk itself is evidence.

Create a vertical illustrative cutaway of a quiet creator's desk beside a window. Frame a plain notebook and folded linen from seated eye level, with room above them for editor-added captions. Keep the camera nearly still, allowing only gentle handheld settling. Soft daylight enters from the left; cream, muted sage, and warm wood stay natural. A curtain edge moves slightly.

Prepare: Use a video generator and generate the visual separately from narration. Place it under a sentence about the intended mood, with a visible AI illustration label. Record actual room conditions and setup changes yourself.

Framing: Seated eye-level desk view with open space above the objects.

Movement: Nearly static camera with slight settling and restrained curtain movement.

Light: Soft daylight from the left.

Palette: Cream, muted sage and warm wood.

Check: Confirm desk edges and object shapes remain stable throughout; Check that movement stays subtle and caption space remains usable; Ensure the edit does not present this as footage of your actual workspace or a demonstrated result

Variation: Replace the handheld settling with a fully locked camera while keeping the composition and light unchanged.

Plan a real filming corner

Proposed storyboard and room concept to help plan camera positions before filming.

Using my room photograph as a spatial reference, create a storyboard sheet for a proposed phone filming corner. Show a wide room view, a seated talking-head composition with an empty chair, and a tabletop detail. Preserve the actual window and doorway positions. Suggest soft window light from the left, cream walls, muted sage fabric, and warm wood. Keep camera viewpoints practical and static.

Prepare: Supply your own room photograph to an image tool that accepts references. Adapt the requested light direction to the real window. Use the result to plan a shot list, then test the positions with your phone. Add planning labels in the editor.

Framing: Room overview, seated composition and tabletop detail.

Movement: Static planning views.

Light: Proposed soft window light from the left; verify feasibility in the room.

Palette: Cream walls, muted sage fabric and warm wood.

Check: Compare windows, doors and room proportions against the photograph; Confirm the proposed camera positions are physically possible; If published, label it AI planning concept and keep it distinct from footage of the completed setup

Variation: Replace the tabletop detail with a standing demonstration composition appropriate to your actual room.

A quiet macro background for a takeaway

Proposed decorative background for a closing takeaway or Story question card.

Create a vertical macro video background of plain woven linen lying on a warm wooden tabletop. Place the detailed weave toward the lower left and leave a calm, softly defocused area above for editor-added words. Use a locked camera and a slight, believable ripple at the fabric edge. Soft daylight arrives from the left. Keep cream, muted sage, and honey-brown tones restrained.

Prepare: Generate the background without lettering. Add the takeaway, captions or a native Story interaction afterward. Identify it as a generated background, and use it where texture serves decoration rather than a material review.

Framing: Macro weave detail toward the lower left, with open space above.

Movement: Locked camera and a slight fabric-edge ripple.

Light: Soft daylight from the left.

Palette: Cream, muted sage and restrained honey-brown.

Check: Inspect the weave for crawling patterns, melting detail or flicker; Preview the finished text over the moving background on a phone; Confirm no wording implies that the image proves a product's texture, quality or performance

Variation: Request a still image with the same composition when motion adds no useful information.

Build a filming-corner story around real footage

This proposed sequence explains how a creator sets up a small filming space. The generated assets are optional planning or illustration inserts. Film the actual setup, decisions and result yourself.

Real opening: Show the actual filming space and introduce the practical problem in your own words. For Stories, this can be a conversational update; for a Reel, establish the subject immediately.

Planning reference: Use the board to prepare the shoot. If it helps explain your decision, show it briefly with an AI planning concept label, then return to the real room.

Real demonstration: Film positioning the phone, checking the light and making an actual recording. Include the hands and details needed to understand the method.

Optional illustrative transition: Place beneath narration about the intended atmosphere, with an AI illustration label. Omit it if the real process footage already carries the explanation.

Real result and assessment: Show the actual recorded sample and describe what you observed, including limitations. Keep any comparison truthful and its conditions understandable.

Optional takeaway background: Add a concise takeaway or an honest question for viewers. For Stories, add the interaction in the app. Keep the generated-background label visible and readable.

Keep camera height, light direction and colour treatment coherent across real footage. Match generated illustrations only where appropriate, and label their role. Preserve the real room's limitations. Record your own narration and use actual observations for any conclusion.

For the Reel, assemble a complete explanation and remove repetition. For Stories, divide the material at meaningful changes and supply context on each frame. Correct captions, balance speech against music and check interface overlap in each destination app. Publish only conclusions supported by the real footage. Treat the next post as another opportunity to learn, without assuming a particular runtime, posting volume or visual style guarantees performance.

Give Stories and Reels different jobs

Meta describes Stories tools around participation and connection with friends, while trial Reels explicitly introduce content to non-followers. Our suggested filming split follows those uses: capture a direct-to-camera update, a detail and a follow-up for Stories; record a self-contained explanation and supporting action for a Reel. Add enough context that each Story moment remains understandable. For the Reel, introduce the subject without assuming viewers saw yesterday's update. This is a production recommendation, not a claim that either format has an exclusive audience.

Official organic-product documentation, followed by editorial workflow recommendations. No comparative reach claim.

Make phone footage clear and comfortable to watch

YouTube recommends vertical phone capture, a clean lens, soft lighting, quiet surroundings and a shot list. Its guidance explicitly allows the phone microphone. A practical setup is a stable phone near eye level for speech, with the creator positioned in soft window light. Move the phone to show hands or the relevant detail when needed. Keep ordinary room texture and natural delivery. Check focus, exposure and speech before the full take. Natural-looking footage still needs deliberate framing and usable sound.

Official YouTube Shorts production guidance. Eye-level framing and the suggested coverage are editorial choices applicable to a small setup.

Open with the point, then film the evidence

TikTok's Creative Codes recommends a hook, body and close for advertising. An organic adaptation worth trying is an opening that names the viewer's question, followed by the actual action and a useful conclusion. Write the opening after deciding what the footage can demonstrate. Capture the process, close-ups and any

necessary comparison before dismantling the setup. Leave a little recording space around actions so the edit has room to breathe. Use the duration the explanation needs; the sources do not establish a universal winning runtime.

Advertising guidance and official filming advice. The organic narrative adaptation is proposed, with no transferred advertising uplift.

Let voiceover explain and captions support

YouTube documents voiceover for adding context, text for helping viewers follow a story, and timeline controls for coordinating them. Our suggested edit starts with understandable speech: use direct sound for personal reactions and demonstrations, or record your own voiceover after assembling the relevant action. Trim repetition and pauses that interrupt meaning. Add accurate captions, correct names and specialist terms, and keep labels close to the action they describe. Preview with sound and muted, checking that text remains readable and clear of interface controls.

Official Shorts tools and accessibility guidance, with editorial editing checks. No claim that captions or faster cutting guarantee retention.

Plan supporting assets and inspect every AI result

Meta documents storyboards, clip editing and caption tools in Edits. Adobe's commissioned survey describes creators using AI with further human editing. A useful production split is to use AI for planning, an illustrative cutaway or a decorative background, while recording the actual explanation and demonstration. Review generated details before editing them in.

Official product features plus an Adobe-sponsored survey conducted by The Harris Poll. AI asset roles are editorial proposals.

Try process footage and answers to real questions

TikTok Next forecasts interest in behind-the-scenes material, everyday process, community participation and useful explanations. TikTok also documents Creator Search Insights for finding searched topics and content gaps. Suitable experiments include a process micro-vlog, a narrated how-to, or a response to an actual audience question. Show the decisions, difficulties and outcome you really encountered. These are directions to test against your own audience. TikTok's forecast addresses brands and commerce; it does not independently prove that these formats outperform other organic creator videos.

Commercial platform forecast and official creator-tool documentation. Suggested formats are adaptations; niche-specific trend strength is not established.

Read Story navigation metrics together

Socialinsider's brand-account study reports higher reach and fewer forward taps for video Stories, but also higher exits than for images. Those observations do not support a simple claim that video always holds attention better. Try a sequence in which each frame advances the explanation, using video for action and a still when viewers need to inspect something. Read exits, forward taps, replies and the content itself together. A tap may reflect skimming, comprehension or impatience; the metric alone cannot tell you which.

Original observational research on brand Stories, not a representative microinfluencer sample. Interpretation and the proposed mixed-format sequence are editorial.

Use benchmarks to frame questions, then examine your work

Metricool's comparison reports that platform rankings change with account size and the metric being compared. Its public summary does not establish a controlled comparison of identical videos or filming

methods. Use that finding to choose what you want to learn: whether viewers understand the opening, share the explanation or ask useful follow-up questions. Trial Reels can expose an idea to non-followers where the feature is available. Compare similar topics and change a deliberate element, while treating different audiences and distribution as possible explanations for the result.

Commercial observational benchmark and official product documentation. Suggested comparisons are learning exercises, not randomized experiments or guaranteed growth methods.

Sources and scope

The examples, camera directions and sequences are original Shotcraft proposals informed by the sources above. Filming advice, product-maker claims and our prompting inferences are identified separately. Generated results have not been tested.

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