

QUICK-REFERENCE CHEAT SHEET

Platform Specs & Tactics

One master, tailored four ways

TikTok

Aspect / resolution	9:16 · 1080×1920
Sweet-spot length	15–34 s (and 60s+ for depth)
Rewards	Rewatches, completion, fast hook
Tactic	Loop the end to the start; use rising sounds early

Instagram Reels

Aspect / resolution	9:16 · 1080×1920
Sweet-spot length	15–30 s
Rewards	Polish, shares/saves, trending audio
Tactic	Keep text out of the right-edge & bottom UI zones

YouTube Shorts

Aspect / resolution	9:16 · 1080×1920
Sweet-spot length	15–60 s
Rewards	Snappy hook, swipe-through, search
Tactic	Front-load value; leverage YouTube search in the title

Long-form YouTube

Aspect / resolution	16:9 · 1920×1080 or 4K
Sweet-spot length	8–15 min (depends on niche)
Rewards	Watch time, CTR × retention, sessions
Tactic	Cold open + promise; thumbnail and title are the first edit

Never post with another platform's watermark. Export a clean master and add native captions and trending audio inside each app.