

Reels Production Triage Sheet

Route any Reel to the right workflow, without a director sign-off each time.

Table 1 • Reference table

Reel Type	Route
Talking-head tips; day-in-the-life; event or BTS montage; employee clips needing pause cleanup	First Draft, quick review, publish
Highlights from long footage; light graphics or logo needed; organic Reel that may be boosted	First Draft rough cut, then editor polish
Hero or launch creative; paid advertising; story restructuring	Skip First Draft, use production pipeline

Why the middle row needs an editor

First Draft largely keeps the original clip order and does not select highlights or place brand elements. Boosted content raises the brand-risk level.

Pre-Publish Check

Confirm each item before a First Draft Reel goes live.

- [] **Pacing:** no abrupt jumps
- [] **Clip order:** correct sequence (First Draft does not reorder)
- [] **Captions:** accurate and readable
- [] **Brand elements:** logo, lower third, or end card added manually if needed
- [] **Device:** publishing from iPhone (First Draft is iPhone-only as of publication; confirm before handing to Android users)
- [] **Second watch:** another person reviewed the full cut

Edits are reversible

Adjust anything in the Reels editor before publishing. **First Draft is not an AI feature** (Instagram spokesperson Nicole Rechtszaid). Describe it as *automated rough-cut editing*.