

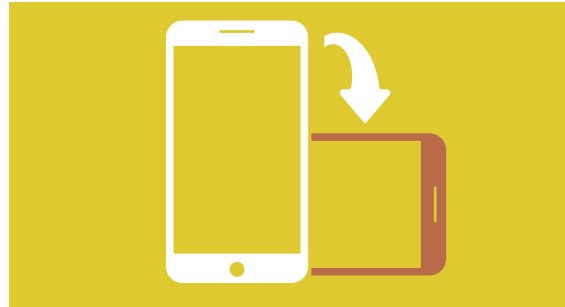
Whether you're producing short videos and stories for social media or some longer films and conversations here are somethings to consider when making your videos.



1

Location

- Make sure the location is as light as possible. Avoid filming at night time if possible
- Choose a location that is quiet. Avoid filming outside where you might catch noisy wind or traffic sounds



2

Smartphone

- Make a decision on landscape or portrait. Landscape is often used for traditional films; portrait is used often for social media
- Most smartphones have touch auto focus. This is when you tap the screen to where you want the focus to be
- Keep the phone stable - Use a tripod or rest it on a shelf or table
- Make sure you have enough battery and memory
- Use airplane mode - Don't be interrupted by calls or messages
- Wipe the lens - Make sure there's no dust or smudges



3

Framing

- Get close to your subject instead of zooming in. This also ensures that the person's voice is captured clearly
- Position your subject in the centre or slightly to one side. When the subject occupies two thirds of the screen, it often creates a more visually interesting scene. Play around and see what looks best
- Make sure you don't crop the top of their head!



4

Subject

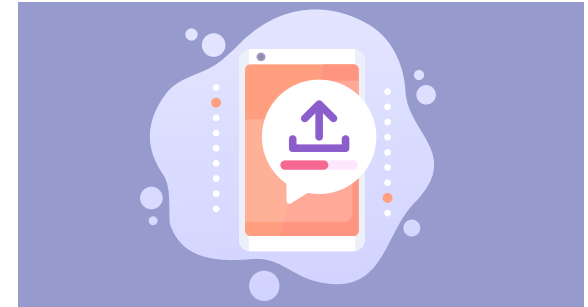
- Practise what you will say
- Look down the lens when you are talking. If it helps, place a sticker by the lens to help you focus
- Relax and be natural



5

Record

- It might take a few takes but keep going!



6

Upload

- Pick a suitable title - Pick a title that's clear, relevant and grabs attention
- Pick the best thumbnail - Find a shot that best showcases the subject of your video
- Share it - When your video goes live, tell the world about it! Share it on your social media channels and ask others to share it too

Here are video specifications and more information and on how to upload to:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[Youtube](#)

[ACNY](#)