



## Top Tips for Camera Use on Social Media

### Things to DO:

- **Position the camera at eye level** – Aim to keep the camera at head height at all times, no looking up or down. It's the best angle for building comfort and confidence in you and your brand.
- **Position the camera an arm's length away** – This camera angle allows the audience to engage with your message in the most comfortable way. Try using a tripod, it helps you position the camera in the optimum place where you are comfortable and creates stability.
- **Composure** – Take deep breaths before you record, remember your pitching essentials. Take your time speaking and relax.
- **Find the lens** – Focus on the small black dot and look straight at it as much as possible. If you struggle try putting a post it note over the phone screen with an arrow pointing to the dot to remind you!
- **Rule of thirds** – Help to draw the viewers eye into the visual by applying the 'grid' functionality in your phone's settings (select camera then grid). The idea being if you film using the optimum intersection points it creates a more natural compelling visual.
- **Lighting and background** – Always try to use natural light, position the light in front of you, so it can be seen on your face, behind casts a shadow. You can use a light ring. Keep your background tidy, clear of clutter and personal belongings.
- **First shot** – Make it count as it's what makes people continue watching.
- **Moving shots** – If you want to film moving shots try using a gimble (see equipment recommendations). Tips on creating smooth footage is to slightly bend your knees when you film and position your elbows into your body.

### Apps and Websites to use:

- **Quik App (free)** – Created by Go-Pro using AI it allows you to upload video clips. You select the template and it puts it together for you. Great for reels, behind the scenes, day in the life, how to do/make video content.
- **Inshot (free)** – This is an all-in-one visual content editing tool. You can trim clips, organise your video, add your logo, add filters, music and text.
- **MixCaptions on Iphone or Autocap on Android** – These allow you to turn your material into a read video by adding captions. The apps automatically transcribe your videos, they do get some words incorrect so you can edit the text accordingly within the apps.
- **www.rev.com** – This is a paid caption creating service, you send them your video and for \$1.25 they send you the SRT file within 12 hours ready to upload.



### Ways to stand out on social media:

- **Use a thumbnail** – This allows you to use a still image of your choice and avoids those not so flattering random shots that the channel select. Try to include an attractive title in the thumbnail to entice viewers.
- **Add top and bottom bars** – It frames your video and draws the viewer.
- **Catchy title** – Use your top bar to add a catchy title.
- **Captions** – Use your bottom bar to add captions.

### Types of video content for social media:

- **Give advice/top tips/thought leadership** – Impart your knowledge and wisdom, viewers will come back for more if they are learning something about a topic close to their hearts. 3 top tips on.....
- **Vlog** – Talk to the camera about you, your business, your life – informative content.
- **Behind the scenes** – A day in the life, how to make, this is what I do, walk through product videos are instant hits with audiences so try and incorporate such content. You can mention your USP's, benefits and what makes you awesome in a non-sales way.
- **Client/customer testimonials** – Rather than send your customer lots of questions ask them to film a short video of what they thought about your product or service. No script, simply freestyle then edit and always ask permission to use the video.

### Now to test the theory:

- **12 videos** – Create 12 short videos in one day.
- **12 weeks** – Post 1 video per week on your chosen channel.
- **Insights** – Monitor your engagement through the insights on the specific channel you are posting to. It will help you understand out of the 12 videos what worked best.

### Equipment Recommendations:

- **Manfrotto MKCompactACN-BK** – £54.00 Amazon.
- **Manfrotto PIXI mini tripod** – £19.99 Amazon.
- **Manfrotto Universal Smartphone Clamp** – £14.99 Amazon.
- **Rode Smartlav Laviar Microphone for smartphone** – £49.00 Amazon.
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- **Smooth Q-3 Axis Handheld Gimbal for smartphone** – £102.00 Amazon.
- **Ring Light** – Pick one that attaches to your phone.

**Good Luck!**