



SMARTPHONE VIDEO FILMING TIPS FOR SOCIAL MEDIA

You don't need to be a professional filmmaker to create videos for social media. With your smartphone, you can create snappy, engaging videos that can be uploaded and shared on Facebook, Twitter and Instagram.

Here are some quick tips for shooting video for social media:

Use a tripod

If you are finding that your footage is too shaky, try shooting from a tripod to stabilise your video. There are mobile tripods available that allow you to mount your smartphone.

Keep your videos short

Most social media videos are under a minute long. You need to get your audience's attention within the first ten seconds, otherwise they will lose interest and skip your video.

On social media sites like Twitter and Instagram, videos are capped at 2 min 20 seconds and 60 seconds respectively.

On Facebook, the video duration is unlimited but we recommend keeping it short unless you are live streaming an event.

Film your video in one mode

Most smartphones allow you to shoot video in portrait (vertical), landscape (horizontal) or square mode. If you are editing multiple clips together, it is important that you remain consistent with your shooting mode.

Be prepared if you are live streaming

If you want to live stream a video on Facebook, check beforehand that the internet connection is strong and that your device has enough battery.

Make sure your subjects are ready to go, that a tripod is set up (if needed) and the sound quality is okay. Factors like wind and traffic can impact the sound of your video.

You have an option afterwards to keep or delete your live video.



Have good lighting

Try to avoid shooting in a dark environment as this may give your video a grainy, low-quality look. The best light is natural sunlight.

Avoid backlight (light that illuminates your subject from behind) as this will turn the subject into a silhouette.

Use an external mic

Use a lavalier (lapel mic) to record clearer audio. The built-in microphone on smartphones may work in a quiet room with no background noise, but a lapel mic can help reduce ambient noise in a loud environment.

Avoid digital zoom if you can

The more you zoom in, the more pixelated the image will be. Move closer to the object instead if you want a close-up shot.

Post directly onto social media

Avoid posting on YouTube and then sharing the video link on Facebook. This is because Facebook favours videos that are hosted on their platform rather than on a third-party site. A video hosted on Facebook will reach more people because its news feed algorithm prioritises native videos over external links.

Videos will also start automatically if they are hosted on a social media platform so users will not need to click on an extra link to watch the video.

Use editing software

Depending on the nature of your video, you may want to trim out unnecessary bits and add titles or captions. If you just want to compile a few clips together, you can use a basic editing app to combine your videos. But if you want to have more control over video and sound quality, we recommend using the following video editing software:

Professional editing software: Adobe Premiere Pro, Apple Final Cut Pro

Cheaper alternatives: Adobe Premiere Elements

Free: Windows Movie Maker, iMovie, and video editing mobile apps like Videolicious