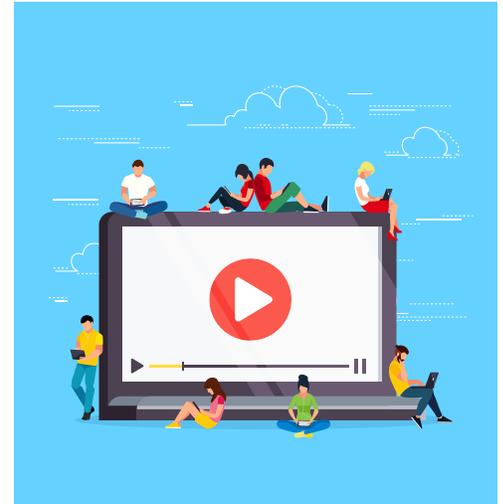


Not everyone has access to professional videographers, but that doesn't have to stop you from posting video. In fact, you can create quality smart phone videos to help drive engagement on your social media platforms. The following tips will help you get started!

SOCIAL MEDIA VIDEO STATISTICS

Not sure if you should use video on your social media channels? Here are a few statistics that may convince you:

-  **YouTube:** More than 500 million hours of video are watched on YouTube each day.¹
-  **Twitter:** Eighty two percent of users watch video content on Twitter.¹
-  **Facebook:** Videos on Facebook pages increase user engagement by 33 percent.¹
Users view an average of eight billion videos on Facebook daily.²
-  **Instagram:** Seventy five percent of users take action after viewing a brand's video.²
-  **General:** Seventy five million people in the U.S. watch videos online every day.¹
Viewers retain 95 percent of a message when they watch it in a video compared to 10 percent when reading it in text.¹
Social video generates 1,200 percent more shares than text and images combined.¹



SMART PHONE VIDEO TIPS

Be Prepared

Think about the message you want to get across, what content to share, where to shoot the video and practice taking video beforehand. Write a script or a set of points to follow in the video. If you're aiming to get certain scenery or actions, write a list to make sure you get all of the shots you'll need. This will help you get the right message in the video.

***Tip:** Try to limit your video to two minutes. This length of video gets the most engagement on Facebook as 60 percent of viewers will stop watching after the two-minute mark.²*

Once you have your message and content put together, **find a good location** to shoot the video. This may be a blank wall, outdoor scenery, etc. – just somewhere that fits the tone of voice.

Now you should **practice using and setting up the camera**, and adjusting any equipment you plan to use. If someone will be in the video, have them practice what they will say. Always test the microphone beforehand: Take a sample recording and then play the video back so you can hear what the audio will sound like at different distances from the phone's microphone.

Set Up the Shot

Hold the phone horizontally. This will make the video more accessible and easier to view on different platforms. The only exceptions to this rule are if you're filming a Facebook live video or an Instagram story video.



***Tip:** Make sure your main object is in focus by pressing your finger on that object/person on the smart phone screen.*

Lighting is a key factor, so check the lighting at the location beforehand if you can. If your object of focus in the video will be a person, place them where you'd like to see them in the video. Then look at the smart phone and move around to see what the lighting looks like at different angles. Natural lighting is great but not always the best option.

The background helps set the tone of the video, so choose wisely. If you have a more serious concept, shooting the video inside will likely help create a serious, professional tone. If your video is about something fun and energetic, the outdoor scenery may be a better option.



If you can, avoid a bunch of objects or clutter next to your main object so the camera doesn't select those objects to focus on instead. Too many objects or a busy background can cause distraction and take the focus away from your main object.

Framing is another step for setting up the shot, so remember the **rule of thirds**. When objects are always in the center of the shot, it can get boring. Switch it up by pretending your frame is divided into three equal sections and then move around so your object is in the left lower corner or maybe the upper right corner.

While Filming

Put your phone on Do Not Disturb Mode to prevent the video from stopping or catching the noise or vibrations if you receive a notification while recording.

Keep the phone as still and level as you can, unless you're shooting something where you'll be moving. This will keep the video from shaking so it's easier to focus on the main object and so the image doesn't appear to be low quality or unprofessional.

If you're worried about keeping the phone still or were hoping to film yourself speaking, there are **smart phone tripods** you can purchase online!



It may be tempting, but **don't use the zoom tool** on smart phones while creating videos. This will lower the quality of the video. Instead, just move closer to the object. If you're moving toward the object during the video, move slowly so the image stays clear.

After Filming

Make sure the video is saved on your phone. You don't want to get home after you put everything away and realize you don't have the video and then have to go set everything up again. Although you may just be uploading the video straight from your phone to your social media pages, it's a good idea to save the video on your computer as well.

Now you have more video know-how! Experiment, try new ideas and be bold with your social media marketing. Occasionally posting video content could help your agency stand out online, and it may lead to valuable conversations with new customers.



¹ <https://www.impactbnd.com/blog/video-content-the-importance-of-video-marketing>

² <https://www.impactbnd.com/blog/new-video-marketing-statistics>
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