




Capturing video on behalf of your business or destination can be intimidating, especially if it's new to you. However, most of us already have the equipment available, in the palm of our hands, to create high-quality video content—thanks to our smartphones. With a few tips and tricks, and some practice, you can create compelling, engaging videos for your audience. We've compiled some suggestions and best practices for you, below.

General

- Test before you shoot—make sure there are no major sound or lighting issues. Recording a test for 2–5 seconds is ideal.
- Always make sure your lens is clean before beginning to shoot; use a microfibre cloth, or in a pinch, a cotton shirt, to clean.
- Make sure your focus and white balance are working correctly.
- Hold the shots longer than you might usually—for example, shoot a few seconds of the subject sitting before they start speaking, to allow you to adjust any of your settings.

Lighting

1. **Avoid back-lighting:** when shooting, think about where your light source is coming from. If you're shooting people or a subject, the light should be ON them rather than behind them.
- 
2. **Embrace the clouds:** clouds or a slightly overcast sky are a good thing! They provide a lovely, diffused light for your subject—so don't be afraid to shoot if it's not a perfectly sunny day.
 3. **Time your shoot for magic hour:** the softer light of the morning and late afternoon is known as “magic lighting” because of how soft and warm it is. These are great times to shoot outdoors.
 4. **Watch for shadows;** they can be positive or negative. Is it adding something interesting to your visual, or is it distracting from the subject matter (i.e. the person speaking)? If it's the latter, try moving your subject around based on the lighting diagram above. If it's bright, harsh light (i.e. close to noon), try looking for somewhere in the shade to shoot.



Sound

1. **Wind:** this can create distractions for the viewer, or make it hard to hear someone speaking on camera. If you're challenged by wind, try to create some protection around your mic with your hand, without actually covering the mic. Test the audio before you capture the final shot, or go live, if possible.
2. **Capturing a subject's voice:** when shooting someone speaking, borrow a second phone, start recording audio, and place the phone in your subject's pocket. Then, shoot the video from your phone from a few feet away. This will give you two versions of the audio track, in case the one from your phone isn't strong enough. You can then sync them up in video editing, or use the back-up audio track to pull quotes from for an article or video with captions.

Operating the Camera

1. **Check your camera settings:** on an iPhone, you'll find these in settings > camera > record video. We suggest the following:
 - 4k at 30fps for high resolution
 - 1080p at 30fps for good digital resolution
 - 1080p at 240fps for slow-motion
2. **Consider format:** which channel(s) will you release this video on? If it's for multiple channels, we suggest filming in horizontal, as that gives you more flexibility. If you know it's for social/mobile only, we suggest filming in vertical.
3. **Frame your image using these tips:**
 - Think about your frame in three parts. This will help you later, if you need to crop it to vertical (for example, using the BC Story Network story creator). Turn on grid lines on your phone camera to help with this; on an iPhone this is found in settings > camera > grid.
 - Completely fill the frame while filming from edge to edge and top to bottom.
 - Instead of placing your subject right in the middle of the shot, try to place your subject along one of the grid lines.
4. **Hold steady:** this is important. Some tips on steadying the phone while recording video: Use both hands; tuck the elbows in close to the body. Or, don't use your hands at all—prop your camera against a chair, table, rock, fence, etc.
5. **Length:** try to shoot clips of 10 seconds at a time or longer. Having longer video is always better than shorter video when recording so you have more to work with in the editing process.



Editing your Video

There are a variety of user-friendly, mobile video editing apps available. We suggest downloading one or two and playing around with personal videos, first. Some examples include:

- iMovie
- VSCO Cam
- Final Cut
- Apple iOS photos app
- Adobe Premiere Rush
- Videoleap
- Adobe Premiere CC

There are also a number of free, simple tutorials online. Here are some examples:

Basics: <https://www.youtube.com/watch?v=b3i7CGfRxDo>

Landscape Photography: <https://www.youtube.com/watch?v=3EhWyd602fY>
<https://www.youtube.com/watch?v=v6YMDPfvY8>

Cinematic but outdoors: <https://www.youtube.com/watch?v=0f521kPj3DI>

Live Video

GENERAL

In addition to the video tips above, there are some special considerations when planning a live video broadcast. Consider the following:

1. **Choose a location with a clean background** (i.e. a wall with a single colour) and try to avoid other visual distractions in the frame
2. **Prepare your content**—it's best to have a script or speaking notes, so that you can stay focused and on-track once you're live. This is not the best format to "wing it"!
3. **Ensure you have a strong, reliable internet connection.** If your connection drops out, it will pause the video for your viewers and you may lose them.
4. **Promote your live video in advance;** give your audience enough notice to plan to tune in.
5. **You can test live video by changing the privacy settings to "Only Me" before going live.** This is a great way to check your audio and lighting before broadcasting to your followers.
6. **Engage with your audience**—one of the benefits of live through social media platforms is the ability to engage with your audience in real-time; for example, answering questions from viewers.
7. **Orientation**—if it's going out through Instagram Stories, capture it in vertical. If you plan to use a Facebook feed live video, capture in horizontal.

ADDITIONAL RESOURCES

1. <https://sproutsocial.com/insights/facebook-live-tips/>
2. <https://wave.video/blog/12-simple-tips-for-making-your-videos-look-more-professional/>
3. <https://www.wordstream.com/blog/ws/2017/07/31/facebook-live-guide>
4. <https://training.npr.org/2017/06/02/nprs-facebook-live-guide/>