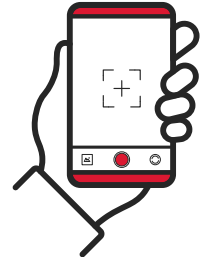




**BROKER BITESIZE:
FILMING GREAT VIDEOS
WITH YOUR PHONE**

Take your video recording to the next level and keep it natural with our top tips for filming great videos.



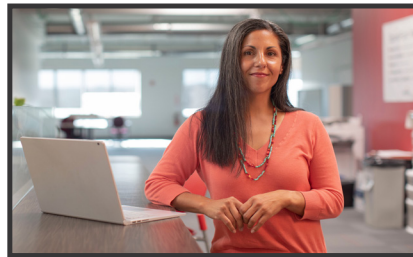
TOOLS

Often the best way to record your video is with your phone. Maximise the settings (4K or HD) and use the camera on the back of your phone which is often better.



FRAMING

Landscape (sideways) footage looks good on larger devices. Position your camera to include at least your head and shoulders, ideally level with your eye height. Portrait video may be suitable depending on how the video is being shared, so keep this in mind when deciding on an orientation. For example, if your video is going on Instagram, then use portrait. However, if your video is intended to be shared on YouTube, then landscape is best.



LANDSCAPE



PORTRAIT

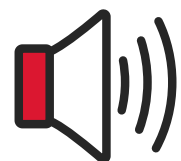
SCRIPT

Summarise your main points to give yourself a reminder of the key messages you're trying to convey, instead of writing and reading full sentences. Notes will help you to stay on track, but try to avoid reading directly from them.



SOUND

Keep your camera at arm's length when recording. Be mindful of any background noise (e.g. from open windows) and check your speaker is uncovered when recording.



BACKGROUND

Think about an interesting background for your recording, for example the place where you work.



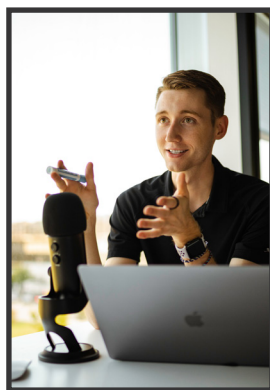
PRESENTATION

Smile, especially at the beginning of your video. Make an effort to speak slower than usual and use relaxed, open body language (i.e. avoid crossing your arms).



LIGHTING

Try filming in a space with as much natural light as possible (near a window works well). Avoid pointing the camera directly in to light as it will affect the image.



SHARING

Think carefully about where is best to share your video to reach your target audience. The majority of videos are watched without sound, so don't forget to include subtitles where possible. Also keep in mind the length of the video when you're filming. If it's going on social media then you have a very short time to engage with your audience - less than one minute!





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