



Shooting Videos Remotely

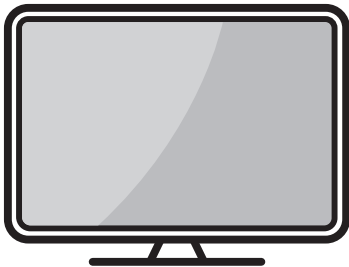
During these uncertain times, connecting with your audience through video is more crucial than ever. As more and more communities are confined to their homes, engagement rates on social media platforms are rising – up 25% week-over-week. Consumers are looking for information to protect their families as well as entertainment to escape the overwhelming news cycles – opening up many new and creative opportunities to make an impact and provide value.

While social distancing measures will limit the professional production of videos, you can still make content from home. Here are a few quick tips for shooting professional grade content on your phone that you can turn over to S360 to polish.

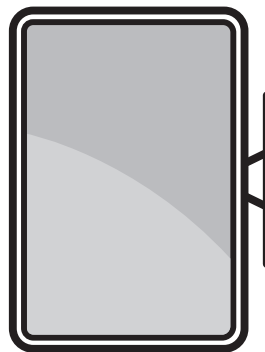
THE GOLDEN RULE

The most common mistake people make when shooting video on their phone is shooting vertically. This limits what you can fit in the frame and doesn't work well on most traditional viewing platforms (connected TVs, YouTube, etc.). When you go to shoot, turn your phone horizontally.

The best way to explain this is to look at your TV!



your tv sits this way



not this way

STABILIZE YOUR SHOT (OR DON'T)

Different types of videos require a different style. For a more produced and polished look, try to prop your phone up on a solid surface to avoid any shakes or distracting movements from the camera.

If you're going for a more personal vibe feel free to hold the phone yourself, but still be mindful of too much movement as that can be overwhelming to the viewer in excess.

USE YOUR WINDOWS

Natural lighting will always look best when shooting cellphone video, but you have to know how to use it.

Try to have the natural light facing you or whatever/whomever you are filming.

Never shoot with windows behind you. That will darken the frame and cause your phone to continuously change the settings to adapt (which is very distracting). If the lighting is too harsh/overexposed, try defusing the light by pulling your blinds or moving farther away from the window.

EARS BEFORE EYES

Even the most problematic production can be saved by decent audio. Most viewers can forgive bad lighting, shaky footage and even poor acting, but if your audio is off, it's near impossible to keep the viewer engaged with your video. This can be solved by making sure you are recording in a quiet place. If you're shooting outside, be mindful of how the wind will affect your video and try to shoot against it or use a windscreen ([link below](#))

It's best practice to test your audio before you start shooting so you know how close or far away you need to be from the microphone for the best sound.

For an added production value, try out this mic (iPhone):

<https://apple.co/2WK1L9K>

LET GO AND LET US HELP

S360's robust internal video house has pivoted to maintain a steady stream of output. We are equipped to take existing footage, b-roll or even new video shot directly from your phone to create fresh, innovative content. When it comes to finding licensed music, clean graphics and final files that fit the individual requirements set for each platform – let us help! We will make sure all of the nitty gritty details are squared away including all the backend data required for posting to ensure your video gets delivered to the right people at the right time.

If you have any questions or want to start the process of creating your own video, please reach out to andrewcs@strategies360.com.

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