



## Making a film for social media or TV broadcast

### Why is video important?

By 2020 98% of all traffic on the internet will be film based. This is including Amazon, Netflix, BBC, You Tube and Facebook. For example when the Diocese sends out eNews with a video – it is always the video that has the highest hit rates! Videos is a fantastic medium to use to build engagement on social media as allows people to watch, hear as well as read content.

We use video on social media:

- to encourage likes, shares and comments.
- to illustrate a story.
- because it is easy and fun to do.
- because it can be viewed online quickly.

### Three stages to making a film

#### 1) Pre-production

- Setting objectives – why are you doing the video? – what do you want to achieve?
- Agree the target audience – who is the video for? Who do you want to watch it?
- Think of the script – what are we saying? Consider using a Q & A method to help prompt people into finding answers. Fit the voice message to the visual.
- Create a script plan
  - I am going to talk about ...
  - ... is
  - Remind people again - I have just told you about ...
  - Provide a call to action - now you need to visit ... to find out more.

#### 2) Production

- Find a suitable location.
- Consider the lighting (e.g. glare, shadows on faces/objects and contrast) for example – hold up a piece of white paper and see what it looks like through the camera – adjust lighting until the paper is white.
- Make sure props are available.
- Make sure the quality of the sound is up to standard, consider background noises such as the weather (e.g. windy weather will be picked up by a microphone). Do a trial run and check it is working. See notes on microphones below.
- Film the piece.

### 3) Post-production

- Watch all the film.
- Time, it and create a rough cut by trimming content.
- Create a fine cut aim for 1 – 2 minutes for social media.
- Add gifs, pictures, check sound quality and alter for colour correction.

### Video quality

- If possible shoot in 720 x 576 on a mobile phone.
- Shoot in standard HD if you want broadcast quality for TV.
- You can shoot in a HD however this will increase the file size – it is easier to edit smaller files for social media purposes.
- Film 25 frames per second (this can be found in your phone's settings)
- **Always** film landscape!



Figure 1: Filming technique

- Audio – use an external microphone for a better-quality sound finish (see below).
- Use a tripod to help you keep the camera steady. The table top tripods are readily available on Amazon for a £10 budget. If not, you can create a human tripod for extra support, this is especially important if you are filming for a long while.



Figure 2: Filming stability

## Microphones

- Use a cardioid mic (*a directional microphone with a heart-shaped pattern of sensitivity*) for sitting next to one another. Use an omnidirectional mic (*pick up sound with equal gain from all sides or directions of the microphone*) for all around sound. (see figure 4).
- If you have limited budget use a cardioid lavalier clip-on micro for mobile phones. This will have a four-pin jack. These are available on Amazon £6 – 10 (see figure 3).



Figure 3: lavalier microphone

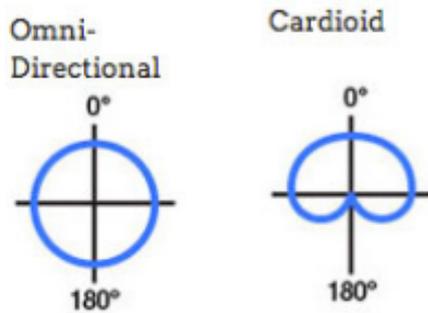


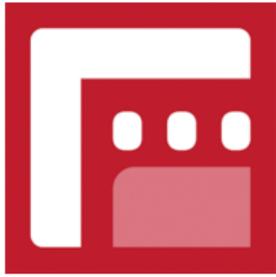
Figure 4: Microphone characteristics



Figure 5: Microphone position

- Put the microphone on the shirt and point it towards the floor.

## Basic Filming app



### FiLMiC Pro

FiLMiC Inc. Media & Video

Your smart phone film is perfectly adequate to use for. However you can improve the film quality by using a basic filming app.

Filmicpro is available and offers basic easy to use improvements to your film such as lighting and tone.

## Basic Film Editor



If you wish to edit film on your mobile you can purchase Video Show Pro for around £15 on either itunes or Google Play (There is also a free version called Video Show Pro Lite). This editing programme allows you to join films together, edit films, add music, add gifs and other animations and post immediately to social media.

If you are using an editing app, you can film secondary film to add in (this is called 'B Roll), for example if you are filming a person being interviewed, you could edit in some film to cut in.

## TEN TOP TIPS

1. Clean the lens (with a glasses cloth or similar).
2. Put phone in 'Airplane' mode (so you don't get a phone call half way through).
3. Make sure the subject looks at the lens not you.
4. With light, choose a bright area and avoid backlighting and direct overhead spotlighting.
5. Try to avoid large contrasts of light or shadows across your subject.
6. Do not use the digital zoom as it reduces the quality of the finish. Zoom in when editing instead.
7. Aim for 30 seconds to one minute of film for social media so you don't lose the attention of your viewer.
8. Try to gain attention in the first seven seconds of film.
9. You can always have a short version of the film for social media and provide a more detailed film on your website.
10. 85% of film on Facebook are watched without sound so consider adding subtitles. (but make sure subtitles are accurate).