

SOCIAL FRIDAY'S MOBILE VIDEO GUIDE

Your smartphone has a powerful camera.
Follow these few easy steps and create an amazing video.

One, two, three... Action!

✓ The Story

The foundation of a good script is a strong story. Think about the message and the structure of the video. Write it down.

✓ The setting

Avoid shooting in the shadow, while the background is sun-lit. It will make the protagonists too dark. Always think about what's visible in the frame.

✓ The composition

Always shoot in landscape format with people's eyes in the upper third of the frame.



✓ The movements

Use a tripod or a gimbal (handheld stabilizer). Avoid shaky and abrupt movements. Turning your body - not only your smartphone - helps while panning.



✓ The audio

Use an external microphone if possible, especially for voice recordings. This will take your video to a whole new level.



✓ The sound bites

It's good to tell a story from a first-hand experience. Ask participants to share their thoughts on the current happening.

More tips:

✗ No Zoom

Digital zoom reduces the quality of the video.

✗ Stay Offline

Switch your smartphone to flight mode to avoid interference.

⚡ Energize

Video recordings draw a lot of power. Bring an external power supply.

🚫 No Filters

Filters compromise the authenticity of the video.

🧼 Stay Clean

Clean the lens to avoid blurs and stains on the video.

🏷️ Brand your video

Add the Social Friday logo in the Intro and Outro.

Do you have questions? Let's get in **touch**.

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