

SOCIAL FRIDAY'S VIDEO EDITING GUIDE

You recorded your Social Friday event?
Now it's time to make a movie.

Turn your raw video into an engaging film.

Tools

Freeware

Create photo collages, cut and trim videos, and add music and text:

- iMovie
- Microsoft photos

Semi-pro

For faster, more creative video editing with endless possibilities:

- Adobe Premiere Elements
- Vegas Movie Studio

Professional

If you use one of these, you probably don't need any introduction.

- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Pro

Editing

Piece together the video clips and images to create your movie.

Go through your clips and plan how you want to tell the story.

Choose the best takes that capture the mood of your event.

You can add textual messages over the video, your and Social Friday logo, and a few video transitions to make it more dynamic.

Keep it short and sweet. 120 seconds is the optimum length.

Music

It's good to invest some time in choosing the right bit.

Remember why we host Social Friday events? It's all about togetherness, making friendships, helping others.

So, it's good to pick a tune that reflects that mood. Skip the overly dramatic songs and try a few happy ones.

The best source for royalty-free music is YouTube's own audio library.

What to avoid:

⊗ Too many fonts

Don't use too many fonts, different font sizes, and font colors. Avoid colors that distract the viewer from the content.

⊗ Unnecessary jump cuts

Don't create jump cuts by removing part of the video in the middle of a take. It will look like your protagonist is able to teleport.

⊗ Fixed camera

Don't leave your camera on a tripod the whole time. The more the camera moves, the more dynamic film you can make.

⊗ Crazy transitions

Don't do page curls, flips, and other crazy transitions. Stick with the classics.

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

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