

How to make a Social media video



Equipment needed for face to camera video

SMART PHONE, TRIPOD, YOU!

No need to get fancy with the tripod - It just needs to hold the phone while you film.

Nice to have:

- A lapel mic that plugs into your smart phone
- Some lighting options - We love this 'down dirty' home-made lighting solutions by wista ([click here](#))



Steps to create your video

STEP 1 - Set your camera up on the tripod. Try and be fairly close without your face dominating the screen and scaring people.

STEP 2 - Record your video. Try and record your spiel all at once so you don't have to edit.

STEP 3 - Press stop when you are finished.

STEP 4 - Save the video.

STEP 5 - If you want to edit the video by adding top and tail graphics, call to actions, footers, music etc, hit the editing suite.

STEP 6 - Once the video is complete upload it to your chosen social media channel.

NB if you are sharing the video out via your facebook page, upload the video directly to Facebook so it starts playing automatically in people's feed opposed to people having to click on a link to view.



DFM Top Tips for creating a social video

1. Choose your talent wisely

If the star of your video is not going to be you, the business owner, choose someone in the business that has a passion and exuberance about them. A smiler and someone who is friendly and endearing. Remember these are 'social' media videos - and we want your viewers to get to know, like and trust the person.



DFM Top Tips for creating a social video

2. Consider your background

If you have a branded wall or banner that you can place behind you while you are filming, great. If not, a plain wall or something styled and funky looking is fine. If you are going to get serious about your video production, perhaps consider a little studio set up that you can access regularly.



DFM Top Tips for creating a social video

3. Let there be light

Try to pick a room with nice, natural light. We don't want viewers having to squint to see who you are.



DFM Top Tips for creating a social video

4. Speak clearly

In our experience, video viewers may forgive that is slightly sub-optimal visually. However, they will not forgive bad sound. If they can't hear you or understand you, they are likely to scroll by. Speak clearly and loudly, without shouting.



DFM Top Tips for creating a social video

5. Plan your intro and sign off

We recommend starting every video with a greeting, your name and your business name. Just as you would in any social situation. If it's a short video, you can just sign off with a 'until next time' message. It's a good idea to do these pieces in advance, and practice saying them until you can say them naturally.



DFM Top Tips for creating a social video

6. Just be yourself

Honesty and authenticity is the best policy. You will have people trusting you and wanting to come back and watch more of your videos in no time.



DFM Top Tips for creating a social video

7. Smile

We know that you may be a bit nervous but try to not let this show in the video. Be your most confident self. Remember that you are an expert, and own your message. You can do this and you will be awesome!



Good Luck!

