

HOW TO SHOOT COMPELLING SOCIAL MEDIA VIDEOS

There are three components to making a video:

- A. **Base vision:** Shoot a Medium Close-up (MCU) interview. If you are using a phone or tablet ENSURE you are shooting horizontal not vertical. This greatly improves the quality and resolution and ensures it has television potential.

Medium Close-up (MCU)

- Frames a subject's head and cuts off around mid-chest.
- The focus is on the subject.
- Reveals only a little of the surroundings.
- Shows the facial expressions of the subject.
- Commonly used for interviews in documentaries and news programs.



- B. **Clear audio:** Use a microphone or shoot with a phone, tablet or camera Medium Close-up, getting the talent to speak strongly, and make sure there is not too much noise in the background. For example, find sheltered locations to reduce wind noise if outside. Use a spotter to listen out for planes, traffic noise, etc. If there is a major noise during the recording, please re-record. Remember that our ears filter out the noise but the camera/microphone doesn't.

(Components A & B will do for a basic video)

- C. **Overlay (if you have editing capacity):** Shoot the talent doing what they do, making each shot at least 6 seconds long. Shoot wide shots, close ups, pans and tracking shots. You can also incorporate still photographs into the video by using Apple's iMovie or Android editing apps. (see suggestions, below)

NB: You can add top and tail still images to the front and the back of your video, with the "Aged Care Employee Day thanks for caring" theme. These are available for download at the "Resources" section of the ACED website <https://agedcareday.com.au/get-involved/>

Video editing software: A list of easy-to-use software is [here](#)

How to make the video compelling:

1. Choose a location relevant to the person's story you are filming. For example: A chef in a kitchen preparing or serving food; a carer with their clients; a gardener with their flower bed; a diversional therapist helping clients with activities.
2. Prepare the location. For example, tidy the room, think about what might be in shot that you wouldn't want to be. Sometimes it is worth having a spotter to do this who isn't the camera person or interviewer.
3. Being with people is often good, if it is appropriate to what they do.
4. Allow them to use props if they want, to make them feel more comfortable – a gardener with secateurs, a chef with cooking utensils.
5. Don't make it too scripted. Give them time to think about what they want to say but speaking to camera off the cuff is best.

6. Support the talent to be natural but animated: If you need to, ask them an open-ended question to kick off the piece to camera. For example: Tell us why you love what you do and what inspires you every day?
7. Ideal length is 50 seconds to 1.20.



Medium Close-up