**TIPS FOR FILMING ON YOUR PHONE**

1. Shoot horizontally

It’s best practice to **film your video horizontally**. This means holding your camera so it films in landscape. This will also help the Marketing team when editing. You can even set up your phone on a tripod to keep your phone steady and level when filming.

1. Choose a good background

**Find a quiet space** that isn’t echoey and make sure we can hear the person speaking on film. Filming in a well-lit area will greatly improve the quality of your video. Where possible, face the light but avoid lighting that produces shadows on your talent’s face.

Try finding a location **that has an interesting background**. Depth and colour are often more visually engaging than standing against a white wall. Think about what your video is about and if there are any backgrounds that will assist your video’s message. If you’re talking about cultural inclusion, film in front of a piece of aboriginal artwork.

1. Check the sound

It’s important to first find **a quiet location** to film in. Then make sure to position yourself close to the person you are filming. The farther you are away from them, the harder it will be to hear and the more unwanted noise you will pick up.

1. Check the focus

Usually, your phone is quite good at finding and focusing on your talent. As you become more confident with your filming you may want to **set the focus manually**. This isn’t recommended for when you are beginning.

1. Prepare your message and keep it short

Try and film in one take –about 1 min to 1 ½ mins is recommended. Prepare your message before you film and keep it interesting, engaging and short. Ask yourself, “What is the one piece of information I want the viewer to take away from this video?” It’s easier to not move around too much when filming. Look at the camera and speak as if you’re speaking with a friend in front of you. Keep the tone friendly and engaging. Smile. ☺

1. Double check your video

Watch your video back with sound before you send it to the Marketing/Design team for editing. This way you can check for things that you may not have noticed when filming. For instance: does the sound work, are there distracting shadows or movement, is the speaker positioned in a way that an object looks like it’s pointing out of their head, is the speaker shuffling or moving their hands too much, etc.?

1. Upload to Dropbox and send to Luke Reynolds and/or the design team – design@anglicare.com.au