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Top 10 Tips for Great Social Media Videos

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1. Phones work great. Don't worry about getting a "nice" camera.
2. Get close. Fill the frame with your subject and don't use the zoom.
3. Shoot horizontally. Hold your phone horizontally. Vertical video screams "amateur".
4. Keep it steady. Use two hands or consider purchasing a phone stabilizer or tripod.
5. Be imperfect. It's better to be personable than exactly on-point. People will trust you more if you feel
6. approachable and relatable.
7. Audio quality. You tune out barking dogs, your viewers won't. Ambient audio is great, just be aware it can be distracting when too loud. Move closer to get clearer audio.
8. Lighting. Evenly lit areas are best for faces. Be careful in front of windows, which can make the subject silhouetted.
9. Use filters sparingly. Instagram filters have their place... but not in every video.
10. Remember upload limitations. Some social media sites limit length (Instagram).