

MAKING A SOCIAL MEDIA MASTERPIECE

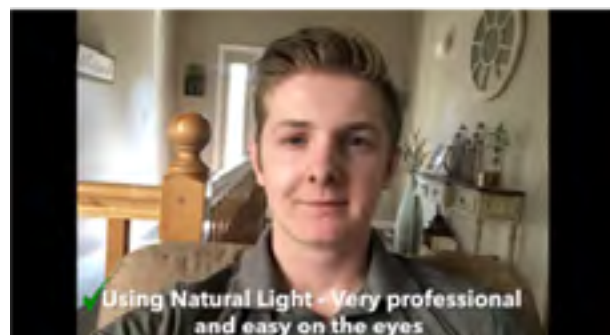
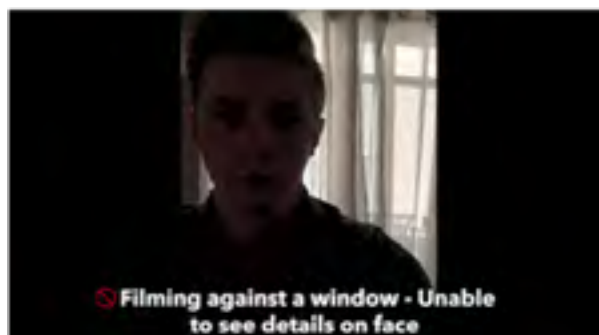
Four Steps to Quality In-Home Video

You have something to say, and there is someone who needs to hear it. Your smartphone is all you need to make a social media masterpiece, but there are a few simple rules you want to follow:

1. **Frame it right.** With Popular apps like FaceTime and Snapchat many of us are used to keeping our cameras vertical. This is great for chatting with grandma but does not lend to a professional look. Likewise, it is difficult to edit. Instead, simply turn your smartphone or tablet to the horizontal position and let your Steven Spielberg take over. Place yourself in the center-third of the frame for what the guys in Hollywood call a “3 button shot.”



2. **Light like a pro.** Webcams, tablets, and smartphones have come a long way in terms of sharpness and resolution, but due to small sensor size and processor limitations they still require some attention when it comes to lighting. But that's easy. Just add more light to your face. It will reduce the amount of digital noise and bring out the true you! A little external lighting will make your face look better by removing the shadows that often show when only using overhead or accent lighting. And there are lots of inexpensive external lighting options available for your camera. If you're unable to purchase external lights you can always film facing a window or even placing ordinary lights in front of you.



3. **Consider your background.** Avoid shooting in front of windows during daylight hours. Doing so will “blow out” the image, making you look blurry or hazy if you can be seen at all. Make your background interesting but not distracting. Think of those who interview on FOX News and CNN. Bookcases always look good, as do offices or rooms with a depth of field. Find a background that has enough flair that the audience isn’t bored but that is not so busy that your viewers are unable to focus on your message. In some cases, your background can help your message. For example, if you’re a barber filming with your barbershop in the background it can help your audience have a frame of reference and focus on your message about your barbershop.



4. **Speak up!** Don’t you hate those movies where you have to ask your date, “What did he say?” Sound is paramount to an effective social media video. Even if your video is perfect, your message will lose its impact if your audio is muddy or distracting. It’s up to you to present your message with clarity and engagement. This not only means that you should speak at a natural pace and focus on pronunciation, but you need to capture the cleanest audio possible. If you’re recording via webcam there is a wide array of affordable USB microphones that will make you sound like a pro. If you’re recording on a cellphone or tablet there are inexpensive microphone options that can connect to your device via auxiliary input. If your message is important to you, it’s worth spending a few dollars.

Now have fun. Be natural. Let your personality come through, and remember that, in the end, you are the message.

Most Cost Effective Lighting Solution

[12’ Hanging Lantern Cord](#)

[White Paper Lantern](#)

USB Microphones

[Blue Snowball iCE Condenser Microphone](#)

[Tonor USB Microphone](#)

Lighting Accessories

[Neewer 75” Light Stand](#)

[Neewer Mini Aluminum Light Stand](#)
(Ideal to use on top of a table or desk)

Affordable Options for Lighting and Sound

[Yongnuo YN300 Air LED Camera Video Light](#)

[Neewer CN-216 216PCS LED](#)

[Viltrox L116T RA CRI95 Super Slim LED Light Panel](#)

Aux Input Microphones

[Movo PM10 Deluxe Lavalier Clip-on Microphone for Apple iPhone, iPad, iPod Touch and Android Smartphones](#)

[Professional Grade Lavalier Lapel Microphone](#)