How to film great clinic videos on your phone

Tick each box as you go. Full guide: shafintaosifstudio.com/guides/film-clinic-videos-on-your-phone/

Project _____ Date _____ Filmed by _____

What you need Your phone · A window · A quiet room

01 Start with the questions patients ask

VIDEOS TO FILM

- [ ] Does it hurt?
- [ ] How long does treatment take?
- [ ] What happens at the first visit?
- [ ] Who will I see?
- [ ] The lead doctor: Who they are and why they care.
- [ ] The team: The friendly faces patients will meet.
- [ ] The space: A short tour of the clinic and treatment rooms.

02 Set up the phone properly

- [ ] Film horizontally for YouTube and your website, vertically for Reels, Shorts and TikTok. If you need both, film horizontally with space around the speaker and we can crop.
- [ ] Use the main (back) camera, not the selfie camera. It is sharper and handles light better.
- [ ] Put the phone on a stable surface or a cheap tripod at eye level. A stack of books works.
- [ ] Clean the lens. It sounds obvious, but a fingerprint is the most common reason clinic footage looks soft.
- [ ] Lock focus and exposure by pressing and holding on the speaker's face before you record.

03 Use the light you already have

- Face the speaker toward a window, with the window behind the phone.
- Soft daylight on the face looks better than any overhead clinic light.
- If you film in a treatment room, switch off mixed lights where you can, so the skin tone doesn't turn green or orange.
- Consistent light makes color correction easy in the edit.

04 Get clear sound in an ordinary room

- [ ] Quietest room, door closed
- [ ] Suction switched off
- [ ] Air conditioning off for a minute
- [ ] Phone within arm's length
- [ ] Soft furnishings, not bare tiles

Optional upgrade If you later want to upgrade, a small clip-on microphone is the one purchase that makes the biggest difference. It is optional, not required.

05 Talk to the camera like a patient

DO

- [ ] Look at the lens
- [ ] Picture one nervous patient
- [ ] Short sentences, plain words
- [ ] One idea at a time

AVOID

- Watch yourself on the screen
- Read a script word for word
- Pack in every detail
- Rush to get it perfect

06 Respect patient privacy

- [ ] Written consent: For the video, and for where it will be shown.
- [ ] Screens: Patient records and monitors out of shot.
- [ ] Charts: X-rays, scans and notes face away.
- [ ] Paperwork: Forms and names off the desk.

07 Send the clips and let the edit do the heavy lifting

- Upload the original files from your phone to Google Drive, Dropbox or WeTransfer rather than sending them by messaging apps, which compress the video.
- In the edit we tighten the talking, balance color and sound, add captions and simple graphics, and deliver versions for your website, YouTube and social media.
- If you would like help planning your first videos, book a call.
- We will plan the shots with you and show you how to film them, then handle the whole edit.

Filmed everything? Send it to us.
Upload the original files to Google Drive, Dropbox or WeTransfer, then share the link. We edit it into a finished video, with unlimited revisions.

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