How to film great company videos on your phone

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

Project _____ Date _____ Filmed by _____

What you need Your phone | A meeting room | A window

01 Start with the questions people ask about you

VIDEOS TO FILM

- [ ] What does your company actually do?
- [ ] What's it like to work there?
- [ ] How does your product work?
- [ ] What's new?
- [ ] Leadership: The people setting the direction.
- [ ] Teams: Who does the work, and how.
- [ ] Workplace: Your office, site or studio.

02 Set up the phone properly

- [ ] Film horizontally for your website, YouTube and LinkedIn, vertically for Reels and Shorts. 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.
- [ ] Use a tripod at eye level, in the same spot for everyone, so a series of interviews looks consistent.
- [ ] Clean the lens. It sounds obvious, but a fingerprint is the most common reason phone 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

- Book a meeting room with a window and seat each person facing it, with the window behind the phone.
- Soft daylight looks better than office ceiling lights.
- Switch off overhead lights if they flicker or mix colors, and keep the same setup for everyone, so a series of interviews looks like it was filmed on one day.

04 Get clear sound in a busy office

- [ ] Small, furnished meeting room
- [ ] "Filming" sign on the door
- [ ] Air conditioning off for a minute
- [ ] Phone within arm's length
- [ ] Notifications silenced

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 Help colleagues feel at ease on camera

DO

- [ ] Chat for a minute first
- [ ] Ask questions, not scripts
- [ ] Let them use their own words
- [ ] Look at the lens for direct messages

AVOID

- Hand them a script to read
- Film in a busy open-plan office
- Over-rehearse
- Pack in every company value

06 Check what's on screens and walls

- [ ] Staff permission: Agreed before anyone appears.
- [ ] Screens: Client data and dashboards out of shot.
- [ ] Whiteboards: Plans and client names wiped.
- [ ] Documents: Contracts and reports 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 every answer, add your brand style, name titles and captions, and deliver versions for your website, LinkedIn, YouTube and internal channels.
- If you'd like help planning a series of company videos, book a call.
- We'll plan the shots with you, 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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