How to film great social media videos on your phone

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

Project _____ Date _____ Filmed by _____

What you need Your phone · A window · A list of ideas

01 Start with the questions your followers ask

VIDEOS TO FILM

- [ ] How do I...?
- [ ] What should I avoid?
- [ ] What does your day look like?
- [ ] Is it worth it?
- [ ] You: Who you are, on camera.
- [ ] Behind the scenes: Your work as it happens.
- [ ] Customers: Real stories and results.

02 Set up the phone properly

- [ ] Film vertically for Reels, Shorts and TikTok. If you also want a YouTube or website version, film horizontally with space around you and we can crop both.
- [ ] Use the main (back) camera, not the selfie camera. It is sharper and handles light better; ask someone to frame you or use the timer.
- [ ] Keep your face in the upper third of the frame and leave space at the bottom, where captions and the app's buttons sit.
- [ ] 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

- Face a window, with the window behind the phone.
- Soft daylight on the face looks better than any ring light in a dark room.
- Film several videos in one session, in the same spot and the same light.
- Your feed looks consistent, and you only set up once a week.

04 Get clear sound in an ordinary room

- [ ] Quiet room, door closed
- [ ] Fans and air conditioning off
- [ ] Phone within arm's length
- [ ] Notifications silenced
- [ ] Soft furnishings, not bare walls

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 Hook them in the first second

DO

- [ ] Say the point first
- [ ] Look at the lens
- [ ] One idea per video
- [ ] Film a few versions of the opening

AVOID

- Start with "Hi guys"
- Explain the background first
- Cram three tips into one clip
- Worry about being polished

06 Check what's in the frame

- [ ] People: Permission from anyone on camera.
- [ ] Screens: Messages and accounts out of shot.
- [ ] Location: House numbers and car plates hidden.
- [ ] Personal details: Names and documents out of view.

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 move the strongest line to the start, tighten the talking, add bold captions and your brand style, and deliver versions for every platform.
- If you'd like help planning a month of content, book a call.
- We'll plan the videos with you, then handle every 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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