

Up next at 10.50am...

Creating Video Content –
Rob Eggleston (Multimedia
Communications Officer)

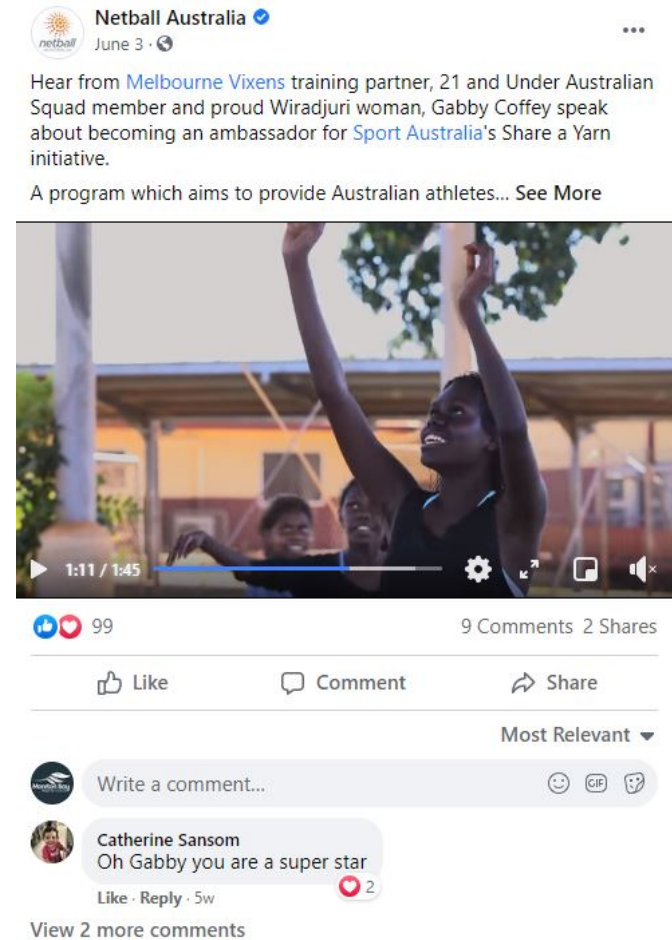
HOW TO MAKE A SOCIAL MEDIA VIDEO ON YOUR PHONE

- Make engaging content for your club or organization using only your phone

COMMUNICATION

Social media is the digital face of your organisation. What is the message you are trying to convey?

1. Promoting your club or organisation
2. Recruiting new members
3. Engaging sponsors and prospective sponsors
4. Communicating with club members
5. All of the above



COMMUNICATION

How do we convey those messages on social media?

1. Text (with or without emojis)



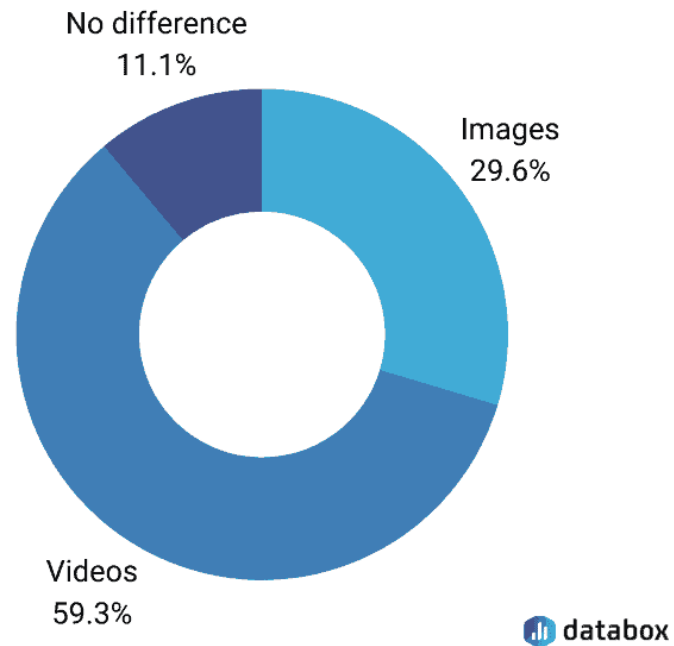
2. Photos

3. Video

4. Combination of the above

Video VS photo content

Which format drives more ad clicks on Facebook?



WHAT MAKES A GOOD SOCIAL VIDEO?

1. Keep it short. 1-2 minutes
2. Add subtitles. People watch with the sound off
3. Use editing. Editing can grab the users attention
4. Add your message as text in the video
5. Lead with your best shot/part

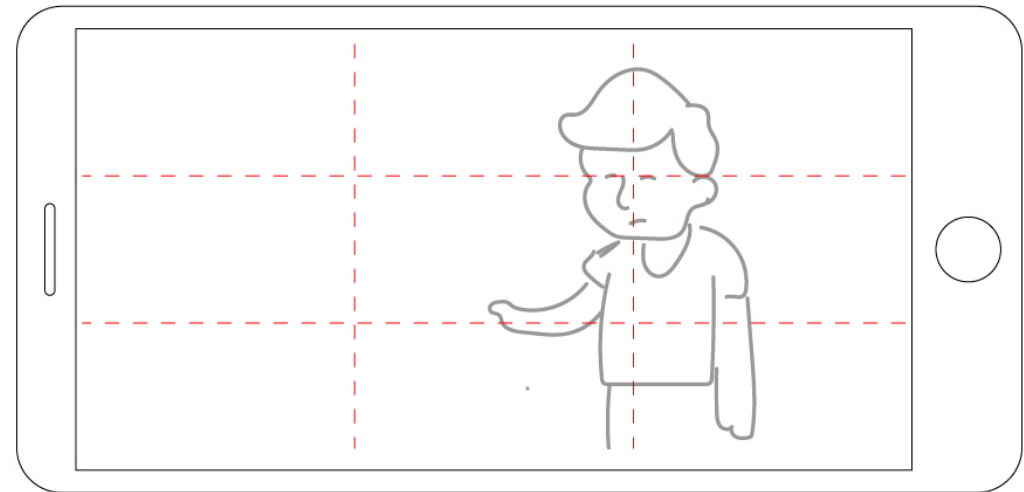
WHAT MAKES A GOOD SOCIAL VIDEO?

Use kids, animals, funny people, anything that will grab the users attention. Social media is a competitive area and you don't get long to make an impact.

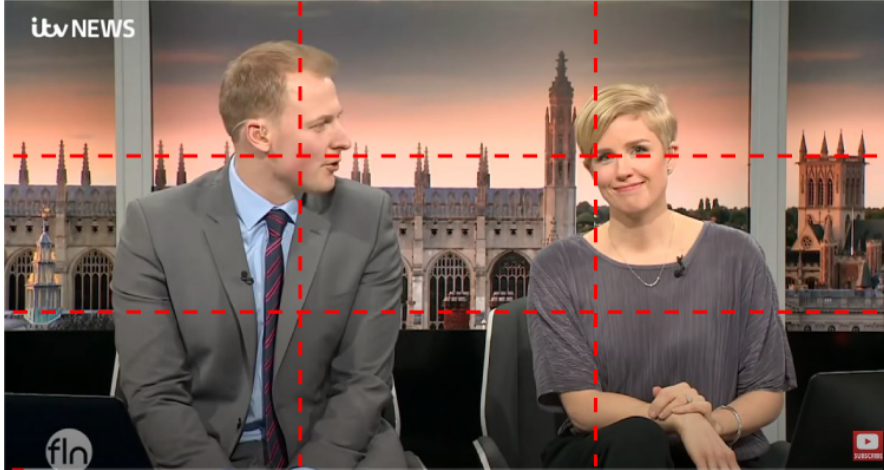
BASIC RULES FOR MAKING VIDEOS

RULE OF THIRDS

1. Shoot horizontally
2. Imagine the screen is divided into 3 areas horizontally and 3 areas vertically
3. Place people or objects of interest on one of the vertical lines
4. Position the eyes of the subject on the horizontal line



EXAMPLES OF RULE OF THIRDS



LOCATION

Location sets the scene for your audience.

Find a location that suggests what you are all about

If you're a netball club shoot the video on the court.



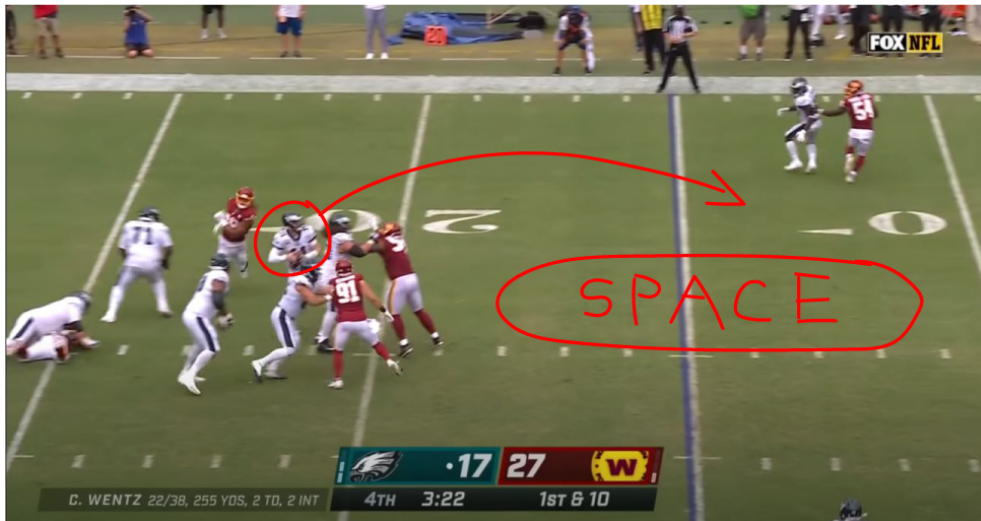
TALK SPACE

Give the subject some room to talk into



MOVING VIDEOS (SPORTS)

Leave space for the active player to move into



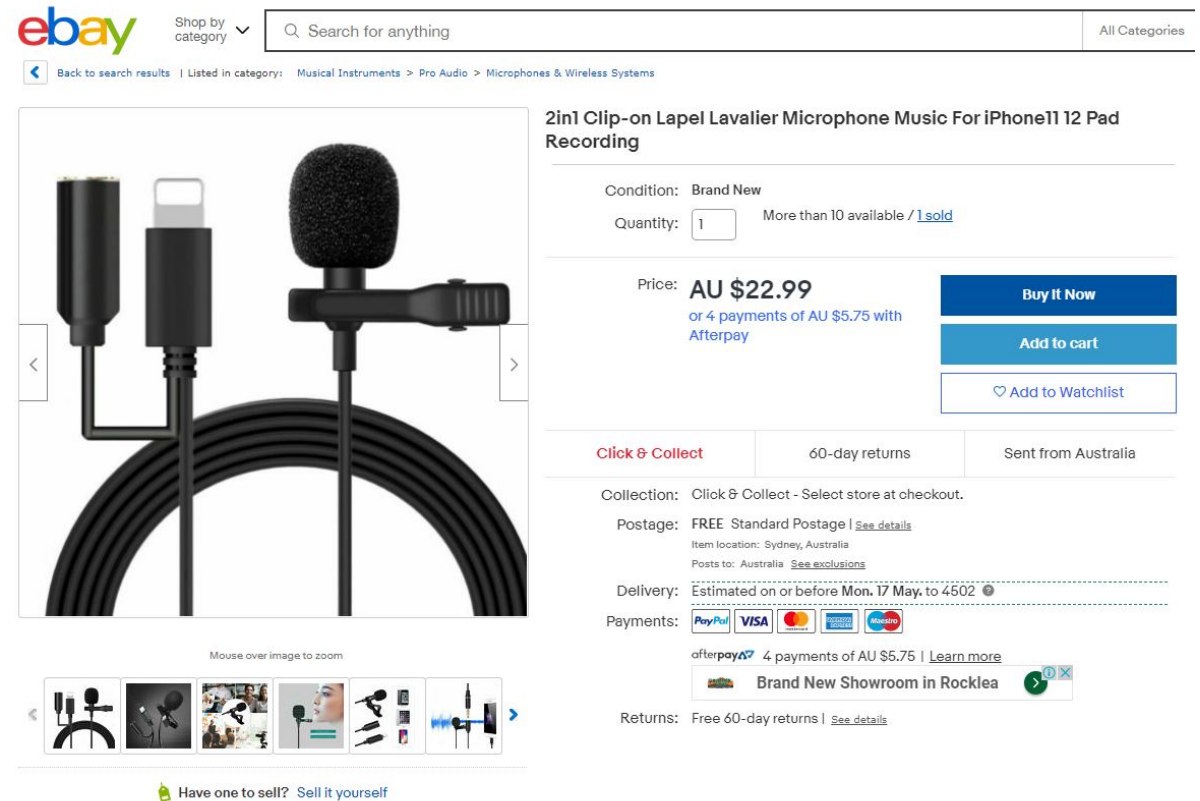
LIGHTING

1. Shoot outdoors
2. Shoot near a window
3. Turn on the room lights
4. Use a lamp



SOUND

Try to use an external microphone
Especially for voiceovers

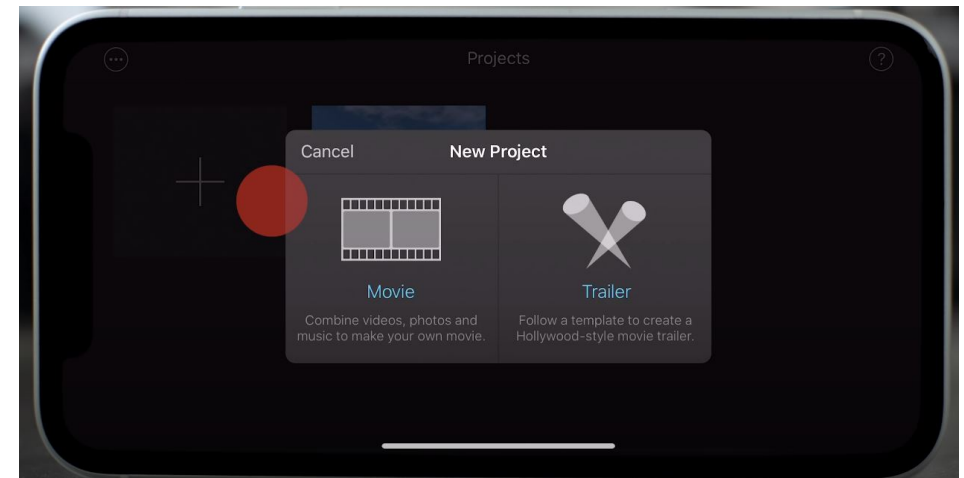
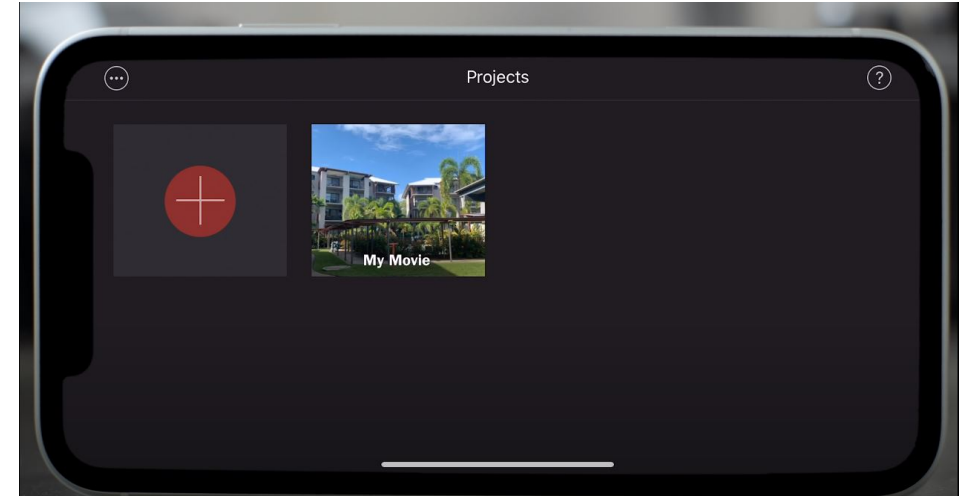


The screenshot shows an eBay product listing for a "2in1 Clip-on Lapel Lavalier Microphone Music For iPhone11 12 Pad Recording". The product is shown in a large image on the left, with a smaller thumbnail strip below it. The listing details on the right include:

- Condition: Brand New
- Quantity: 1 (More than 10 available / 1 sold)
- Price: AU \$22.99 (or 4 payments of AU \$5.75 with Afterpay)
- Buttons: Buy It Now, Add to cart, Add to Watchlist
- Click & Collect: 60-day returns, Sent from Australia
- Postage: FREE Standard Postage (See details)
- Item location: Sydney, Australia
- Posts to: Australia (See exclusions)
- Delivery: Estimated on or before Mon. 17 May. to 4502
- Payments: PayPal, VISA, Mastercard, American Express, Afterpay
- afterpay: 4 payments of AU \$5.75 (Learn more)
- Returns: Free 60-day returns (See details)

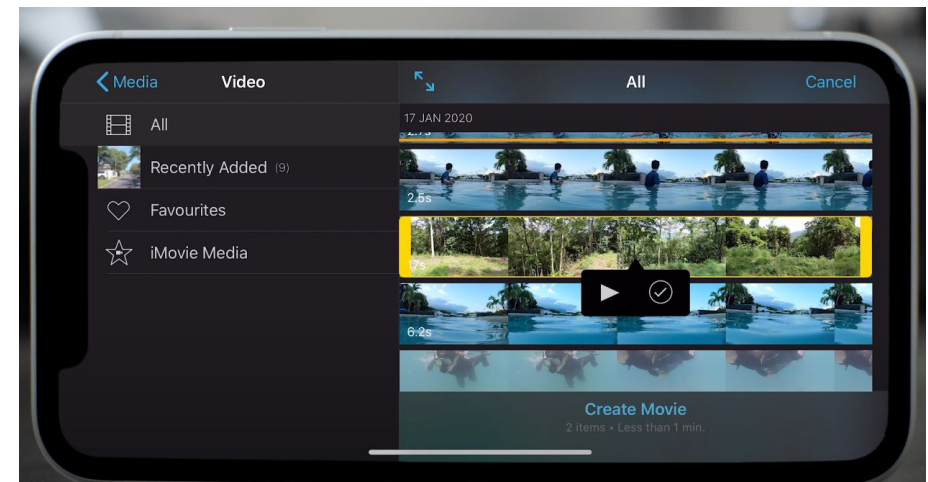
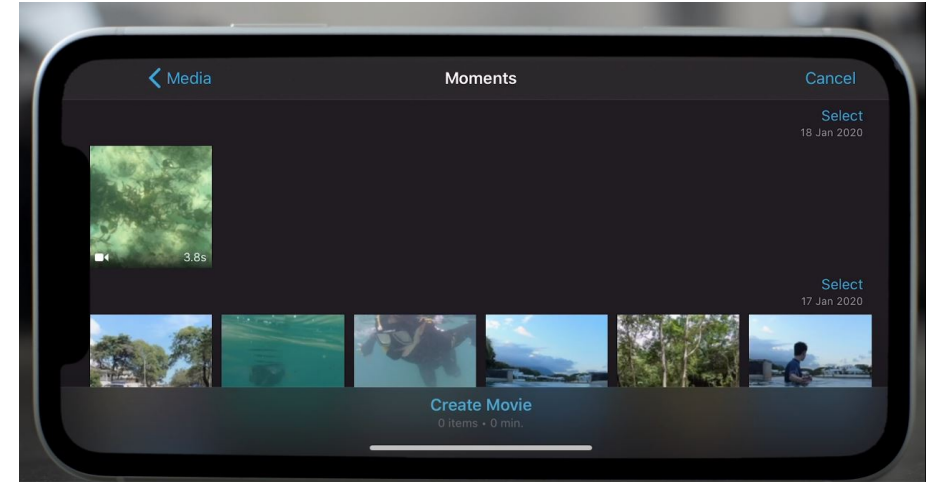
EDITING ON YOUR PHONE

1. Create new project
2. Create movie



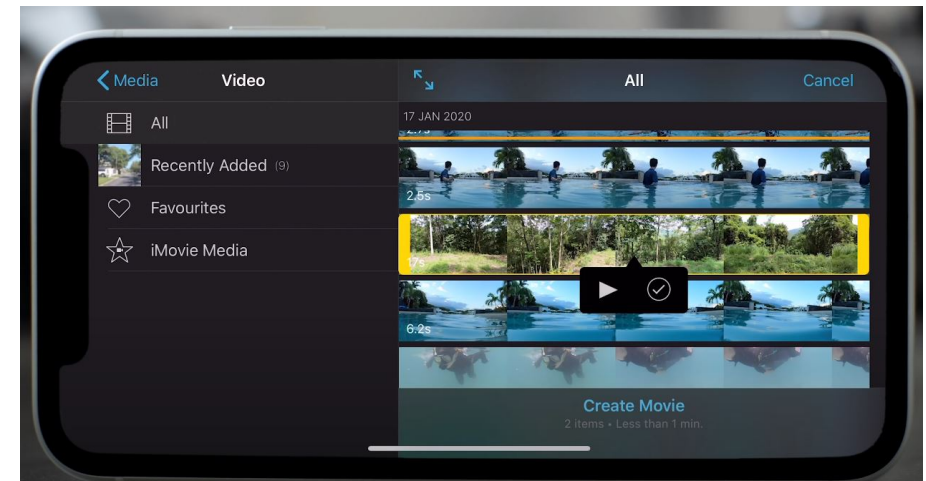
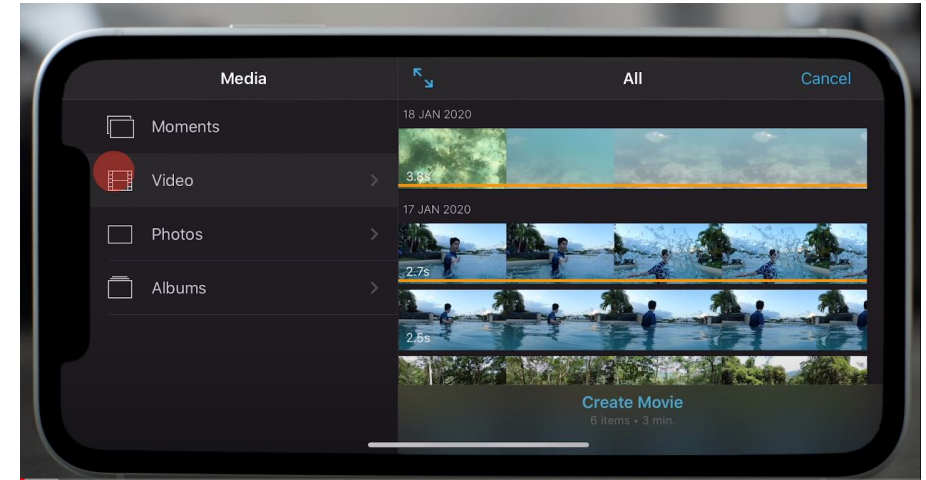
EDITING ON YOUR PHONE

3. Tap the clip you want to add and then tap the tick icon. Can preview with the play button.
4. Use the yellow bars to change the clip length.



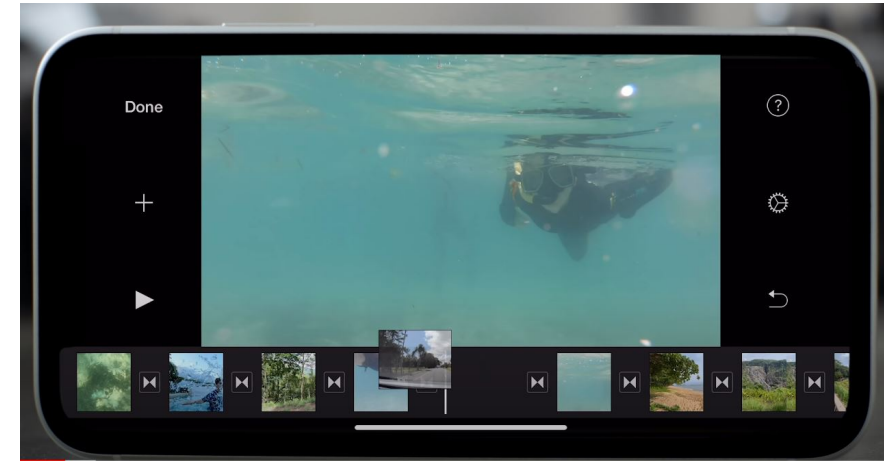
EDITING ON YOUR PHONE

- 5. Can add photos too
- 6. Use the yellow bars to change the clip length.



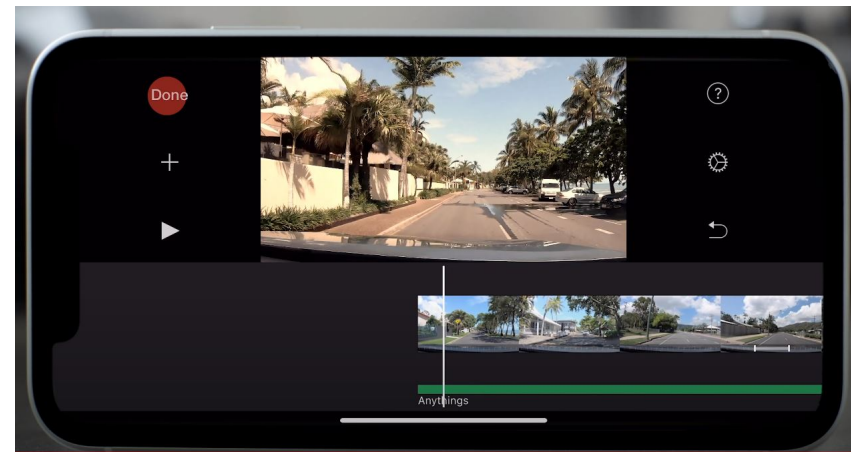
EDITING ON YOUR PHONE

7. Click and drag to change the order of the clips
8. Clicking on the clip brings up options
9. Detach option will split the audio and video which is handy if you want someone talking but you want to show different clips.



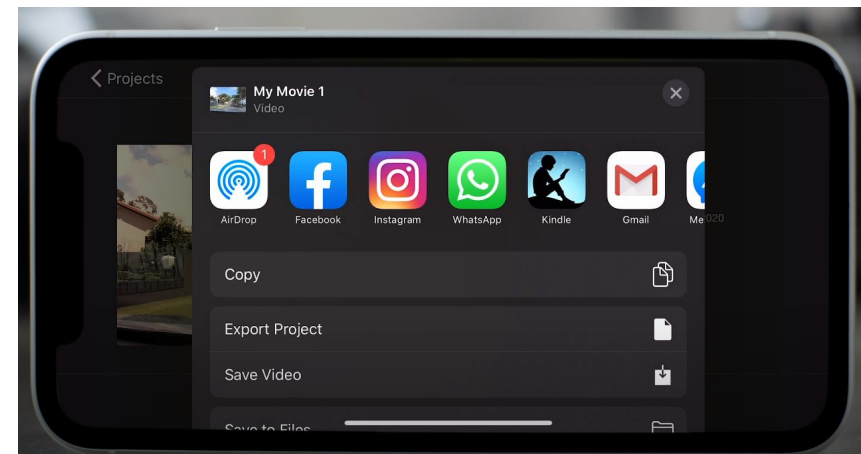
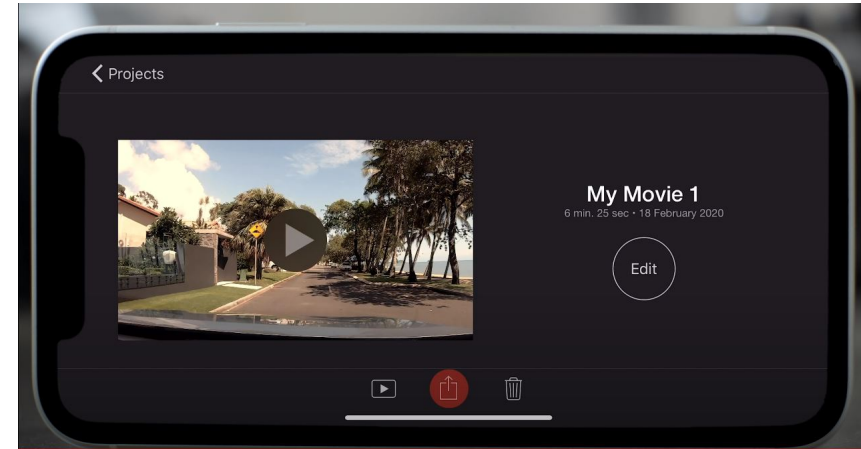
EDITING ON YOUR PHONE

10. Tap the T icon to create text overlay
11. Tap “Done” to save your movie



EDITING ON YOUR PHONE

12. Tap the Box icon to share your movie to Facebook or email



EDITING ON YOUR PHONE

Comparable free apps for Android

CapCut

Free editing software for desktop

CapCut

Davinci Resolve

