# Filming short-form video content

There are many ways to capture video content, depending on the purpose.

Here are two suggested approaches:

* **Professional style video**: film in landscape, this works well for sharing on channels such as YouTube and LinkedIn.
  + Example: [Future me plan introduction](https://www.youtube.com/watch?v=h3T1LDx0NHo&t=9s)
* **Informal style video**: film in portrait, these are usually shorter in length and can be shared on social media channels such as Instagram or TikTok.
  + Example: [Meet Rocelle](https://www.instagram.com/p/CxdV2BqNUyQ/?hl=en)

Short-form videos for social media will ideally be no longer than 2 minutes as viewers can begin to switch off after 1 minute.

Professional videos could be longer in length depending on the content. Aiming for a maximum of around 5 minutes in length works well to maximise engagement. You can always split videos into a series if they are longer.

## Preparing to film professional style video content

Some tips for making your video content as professional as possible:

* Record using professional camera equipment or on your smartphone.
  + Change the video settings on your phone to film in high quality (HD 1080p). 4K isn’t necessary and can take up a lot of memory.
* Film in landscape, using a stand or tripod to ensure the video is stable.
  + The subject’s face should appear in the middle of the shot, featuring their body from waist up.
* Include B-Roll
  + [B-roll](https://www.adobe.com/uk/creativecloud/video/discover/b-roll.html) is supplementary footage that cuts away from the main subject, to show something related to what is being talked about in the video. This helps to keep the video engaging.

## Preparing to film social media video content

* Film on your smartphone in portrait
  + If you are filming someone else, use the back camera
  + If you are filming yourself, use the front camera

## Top tips for interviewing people on camera

* Film in a quiet, uninterrupted space with good lighting and a simple background
* Make sure to test the video and microphone quality before filming
* Plan what you are going to say before filming
  + Don’t be afraid to attempt multiple takes so you can select the best version for sharing
* Film more content than you think you need; it might be useful when it comes to editing

## Top tips for editing videos

* There are many video editing tools you can use, Manchester Met students can search for training materials on [LinkedIn Learning](https://www.mmu.ac.uk/about-us/professional-services/itd/about/training/linkedin-learning). Videos can be edited either on your phone or on a computer.
  + Editing on your phone, you could use:
    - Instagram reels
    - CapCut
    - TikTok
    - IMovie
    - And others
  + Editing on the computer, there are free apps and websites that can be used such as:
    - CapCut
    - Canva
    - IMovie
    - And others