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## Taking good pictures and video for social media

You can capture fantastic quality pictures and videos on a smartphone. But to get the best results, here are some tips:

### Landscape vs Portrait



Whatever you're shooting, think about the screen that it will be used on.

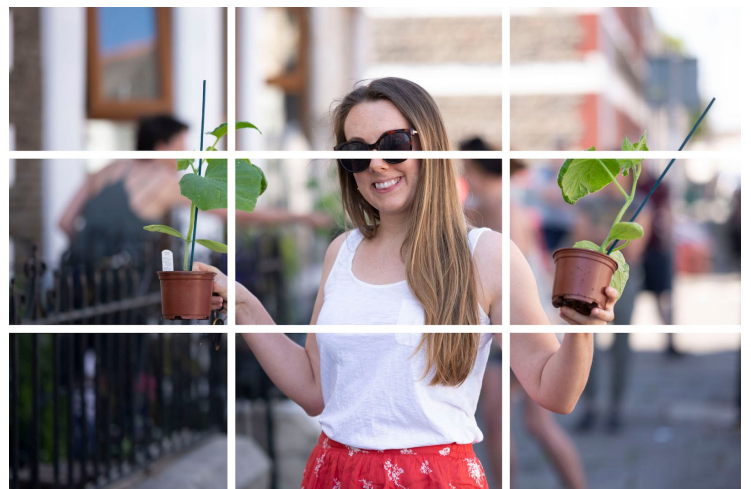
Most video looks best in landscape when viewed on TV, tablets or laptops. But if you're shooting for specific uses - like social media Stories - then portrait works best.

The same rule of thumb applies to images - landscape is best for big screens, portrait can be best for mobile. So if you've got an important shot to take, grab a landscape and portrait version.

### Composition

Most cameras have the option to show a grid (like the one below) when taking pictures or shooting video. This helps you to follow the Rule of Thirds.

Lining your subject up with the horizontal or vertical lines creates interest and balance in the picture. The eye is particularly drawn to the areas where the lines cross - these are often used to frame the most important part of your subject, such as a person's eyes.





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As well as focussing on the detail in your frame, keep an eye out for things that shouldn't be there - clutter can distract the eye from the subject you're focusing on.

### **Lighting**

Natural (outdoor) light always gives the best results when shooting photos or video on a phone.

Think about where the light is going to fall best on your subject - if that's people, make sure the light is on their face and that you're not shooting them with the sun behind them.



Keep an eye out for shadows falling across faces and don't be afraid to move your subject (or yourself) around to get the best light.

### **Keep it steady**

Shaky hands = wobbly videos or out of focus pictures

Some easy tips to avoid this are:

- brace your elbows into your sides to steady your hands
- find somewhere you can lean against to keep the camera steady
- prop the camera up on a stable surface

If you're shooting for more than a couple of minutes, try and use a tripod.



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### Tap to focus

The automatic focus on most phones works really well. But to help it know which part of the image you want it to focus on, you can usually tap the screen there. This will not only lock in the focusing, giving you a clearer picture or video, but will also set the best lighting (AE or exposure lock) for your subject.



### Audio

This one's just for video obviously!

Bad audio is often what makes video unusable.

We naturally tune out background noise, so you might not notice traffic, wind in the trees or dogs barking. But your microphone will - listen really carefully and find somewhere as quiet as you can to record.

Check the sound by watching the video back (ideally through headphones) before you let your interviewee go - you may need to record it again.

If you're running online events, don't forget that Zoom lets you record audio - the quality is great and it works well for recording virtual events or interviewing people.