



## PARKS, RECREATION & NEIGHBORHOOD AFFAIRS

# BEST PRACTICES

## SOCIAL MEDIA PHOTOS & VIDEO

### FRAMING

Always make sure you film with your phone held in landscape mode

Think about how you watch movies

Wider is better



### BACKGROUND

Be cognizant of your surroundings

Simple background = Less distraction

Clean areas / NO clutter



### AUDIO

Your phone's mic is small / Distance is your enemy

Think about echos / wind / air conditioner

TURN OFF THE TV

Find a quiet space

You want your message to be heard



### LIGHT

Lighting is very important

Bad light = noisy/grainy photos & video

The camera should face the subject

NOT the light source



### PLAN

Plan your video, don't "wing it"

Think about your audience

Gather materials

Write a script, be concise

Don't ramble / avoid using ummmmm



### LENGTH

Social Media attention spans are small

Videos should be 1-2 minutes

Large Topics? let's try and break it down into multiple videos/posts

The more you can get done in the least amount of time will increase the chances of people watching all of your video



## PRACTICE / TRIAL RUN



Shoot a couple of seconds of test video --> Go back & watch with a critical eye

Check for > LIGHT / AUDIO / CAMERA ANGLE / BACKGROUND / SUBJECT FRAMING

## HAVE FUN



HAVE FUN....your passion AND your mood will show through your actions