

Filming Effective Short Videos On Your Phone

Summary

In 2024, most social media platforms are optimized for vertical video that's taken on your phone using either the front-facing or back-facing camera and then directly uploaded onto the platform. This document shares best practices so that your short-form videos come out as strong as possible, and reach the greatest number of people in your online communities.

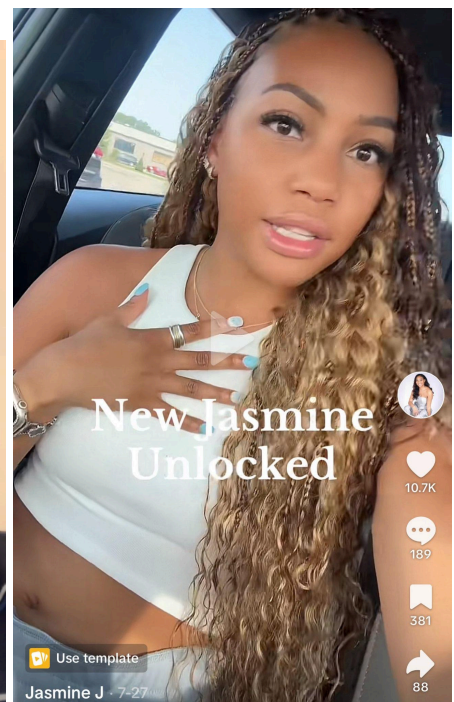
Best Practices

Choosing a location

- Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- Choose a quiet location with little background noise (street sounds, music, other people)
- Avoid spaces with lots of echo
- Turn off air conditioners and heaters to avoid fan noise

Setting up your phone camera

You should center the top-half of your body in the video with a focus on your face. Your online community cares about hearing from YOU. So YOU should be the focus. Here are a few examples of what this looks like:



While it's a good idea to use a tripod or set your phone down on a steady surface, **it is totally fine to hold your phone one with one hand while you talk and record.** Try to keep your phone as steady as possible while holding and recording. And feel free to use your other hand to gesticulate, point, etc... hand motions that feel natural to you.

Tone and content

The most important thing is to be yourself. Share, in your own words, why you're excited to support Kamala Harris and Tim Walz. Talk about the issues that matter to you and the power of voting. Here are some actions you can ask your online community to take:

- Sign up for an event near you at go.kamalaharris.com
- Commit to voting at kamalaharris.com/commit
- Check your voter registration status at iwillvote.com

Speak as long as you need to in order to get your story out. Videos that are 1:10 or shorter tend to perform the best.