How To Make Videos While Being Bad At It

In this workshop, we will cover:

- What makes a good social video
- How to shoot your own videos on your phone wherever you are
- Tips for interviewing people
- Basics of editing social video on your phone

What is a social video?

We Bought A £30 Brick And The Video Went Viral

Do I Need This Elaborate Set Up?

Have you shot a video for social media before?

Select one option.

- Yes
- No

Actually all you need is a
Filming yourself

- Go somewhere bright where we can see your face clearly
- Find a quiet place without much background noise
- Use earphones with a microphone if you are out and it's loud or echo-y
- Shoot vertically
- Hold the phone at eye level
- Leave space on the sides to add subtitles, text, stickers, etc.

Good Social Videos Should:

- Tell a story
- Make people want to share

Show, don’t tell

Focus on action and emotion

Visuals are relevant to the story

People, faces, talking to camera
Experience it! X
If you can experience something rather than have it told to you – do it!

Keep it conversational! 🔊
Our audiences are young, and we’re also not shooting for TV. Think about how you would tell the story to a friend.

Cut it! ✂️
Do you really need that super long quote? Probably not. People have short attention spans and will just move on.

Types Of Social Videos

Text over video

Vertical storytelling (TikTok, Reels, IGTV)

Explainer

“Meme” style

Oh and don’t forget to experiment!

How confident do you feel about social video now?

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Submit

So you want to make a video. Where do you even start? 😬

Always script first 📝
Or at least have a rough outline of how the video is going to look like and how it’s going to be
- Think of each slide as a bullet point
- You only have 15 seconds for stories so keep it snappy

**Film with the built-in camera app**

Always film with the built-in camera app instead of in the Instagram or TikTok app for better quality.

Only film using Instagram/TikTok when you have to use the filters or effects.

**Things That Can Help**

- A selfie stick
- A portable battery
- A Beast Grip
- A light source (another phone works too)

Yes, your setup can be as simple as holding an iPhone on the back of a truck.

**Shots you should get**

- Establishing shots of where you are, the street, the front of the building, etc.
- Slow pans orzooms of objects. Any objects you encounter or reference, get a nice solid close-up shot.

**Basically...**

Get 20-30 seconds of boring establish footage of anything you interact with, anywhere you go, and anyone you talk to. We need it to put text over it.

**Filming people**

- A comfortable mid-length shot for the interview. Make sure they're sitting/standing somewhere bright and quiet. Make sure the audio is good.
- Footage of your subjects or sources not talking. Have them take you on a walk, a tour of their house, have them interact with objects or their surroundings.

**Ask them:**

- To tell you their whole story. It’s better to just have it. This way, you can take bits and pieces if need be.
- To react to their circumstances. Social audiences need emotional hooks — “How did that make you feel?”
- For concrete details, particularly “why” or “why do they think that happened?”

**Producing vertical video on mobile**

**Apps For Editing**

- Record with the built-in camera app
- Trim clips with the built-in Photos app
- Edit with Instagram Stories or TikTok editor

Other editing tools:

- CapCut (Mobile)
- Kapwing (Desktop)
- iMovie (Desktop + mobile)
- Adobe Premiere (advanced)

**Always subtitle**

- Structured