

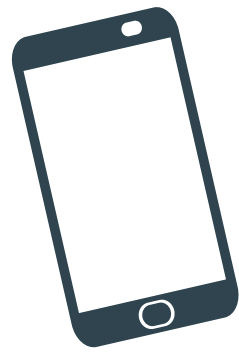
Cardiff University

SOCIAL MEDIA **CONTENT CREATION** **GUIDELINES**

2020



Mobile Phone Photo Tips



1

Wipe off your camera lens

We manhandle our phones all day and the lenses tend to get smudged. These smudges can distort your image, make it look foggy, or just decrease the quality overall.

2

Tap on your subject when taking a photo

This lets your phone know where to prioritise the focus, and will help your image come out sharp.

3

Be considerate of lighting

Smartphones aren't great with lighting, so make sure you take photos near natural light. Do not use the Flash.

4

Zoom

Instead of using the zoom option get nice and close. The second you start zooming, you lose picture quality.

5

Background

Use a creative background, but keep it simple.

REMEMBER!

Try taking pictures from several different angles: Don't shoot one picture and call it a day. Play around with angles and perspectives to give yourself flexibility when choosing a picture to post... and have fun!

EDITING APPS



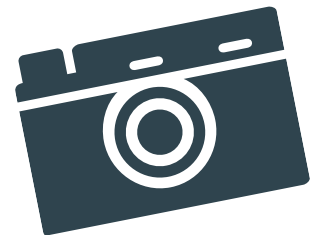
Canva



Adobe Lightroom



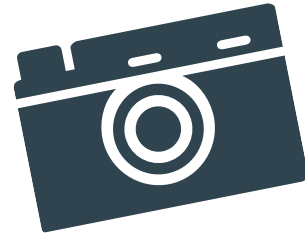
Snapseed



10 Event Photo Ideas

1. Establishing shot - where are you?
2. Close up of signage and swag
3. Selfie with friends
4. Crowd listening to speaker
5. Speakers - limit photos of the stage as it can get repetitive
6. Lunch / food
7. Booths - if you have a setup take a photo of it with people around
8. Pictures with speaker quotes over top (use apps like Canva)
9. Make use of photobooths or event specific photo ops
10. Wrap up shot - thanks for having me





Text over Images

When creating posts that require text please make sure that the text is simple, visible and the image below the text compliments the message. Social media is best kept simple so if you can just use an image and describe your event in the post we would advise using that method. If you are planning on posting images with text on top please use these examples as a guidance.

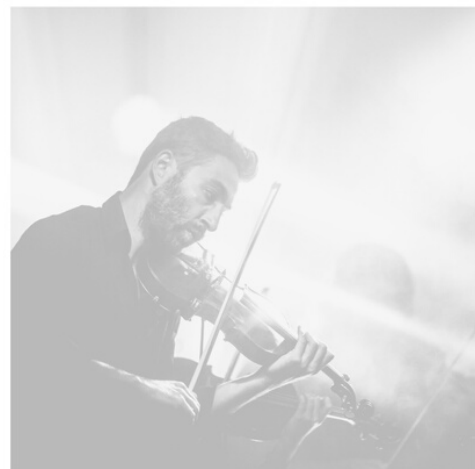
STEP 1

Choose your image making sure it's not too busy. If possible reduce the saturation in it. Remember this image should just be used as a background to your text. Make it square!



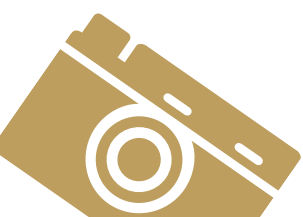
STEP 2

Make your image transparent or look for free space within the picture where you can comfortably place text.



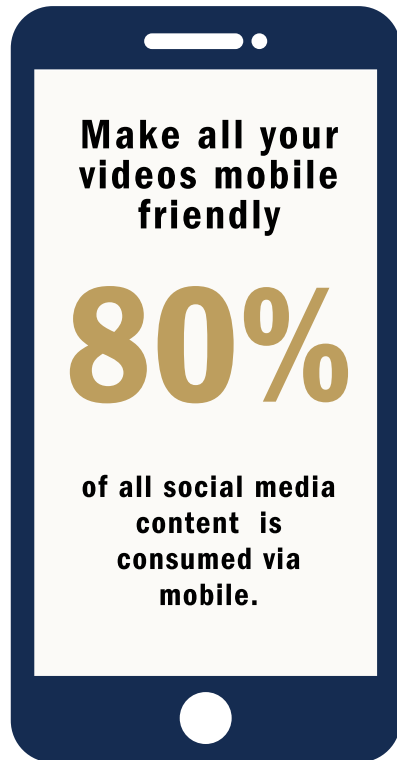
STEP 3

Place your text over your image making sure it's large enough to read on a mobile phone. Keep it simple and to the point. Remember you have the social media post and website to explain more.



Video Content Creation

Did you know that from the top 500 posts on Facebook in 2018 over 80% of them were video? As video becomes easier to create that figure will only rise. It's important to take some of these pointers into consideration when you're creating video content.



85%



of all videos on social media are viewed without sound. Make sure to embed captions in your videos to make sure they're accessible for all. There may be times when this is not possible when you're covering events, this should not discourage you from creating short videos without captions.

Video Editing Tools

Video captions

Follow these settings if possible when embedding your video captions.

Font: Arial; Size: 60; Line spacing: -7;

Outline colour: Black; Outline Opacity: 60; Blur: 10; Width: 3

Paid

- Adobe Premiere Pro CC - Windows & Mac
- Final Cut Pro X - Mac
- Corel VideoStudio Ultimate 2019 - Windows

Free

- DaVinci Resolve - Windows & Mac
- Lightworks - Windows & Mac
- iMovie - Mac & iPhone

Phone Apps

- InShot
- FilmoraGo
- Adobe Premiere Clip
- Kinemaster



Social Media Optimal Video Length



Under 30 seconds



45 seconds



3 - 4 minutes
Live 15 minutes



5 to 7 minutes

Social Media Video Sizing

Though channels support multiple video dimensions the sizes below are the optimal video dimensions.



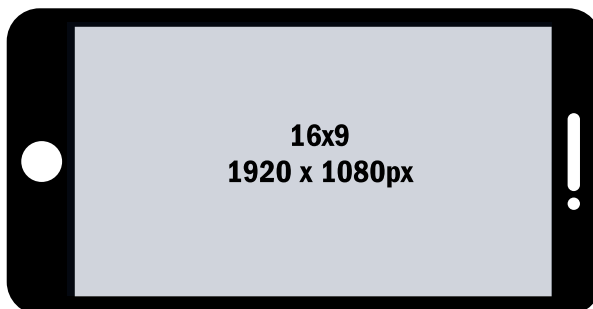
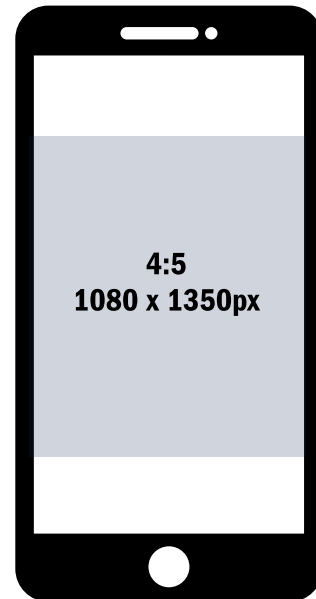
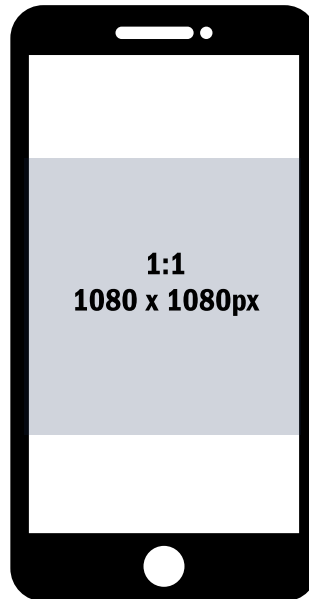
Stories (Vertical)



Square Video



Semi-vertical video



Landscape Video



Landscape video will also work for Instagram, Facebook and Twitter. However, when creating video that will more than likely be viewed on a phone square video is still the best format to use as it takes up the most screen 'real estate'.

Video creation checklist

1 - Purpose

- Why are you creating the video?
- What are you trying to achieve?
- Who is your audience?

2 - Plan

- Map out where you'll be shooting
- Who you will be filming
- Create a storyboard (rough and ready - which may even mean a short shot list)
- Bullet point your messaging idea

3 - Quality

- Lighting - natural light works really well but take into account the change in light throughout the day
- Audio - make sure background noise is kept to a minimum, use a lapel mic if available
- Video - keep shaky video to a minimum, think about objects in background of your subject, get lots of 'b-role' (this really helps when editing)

4 - Value

Video should fall into one or two of these categories.

- Entertain
- Educate
- Inspire
- Motivate
- Solve a problem
- Informative
- Connect

5 - Learning

The most effective way to learn how to create video is to actually do it! Start creating short videos that you don't share, just to start getting used to it.

The more you collaborate with your colleagues to create video people will naturally begin to fall into roles that they feel comfortable doing. Someone may be really good at filming, while others take on the role of directing, editing, storyboarding or preparing the 'talent' and making them feel comfortable.

