

Tips for Recording Social Media Videos

With the popularity of Tiktok and Instagram Reels, short, low-production videos dominate social media these days. We encourage you to experiment with video content on your social media platforms. These are some basic tips to make them professional, engaging, and accessible.

These tips align with MU Video Guidelines: <https://bit.ly/3pw3tZe>

- You can take a video in the style of a Tiktok and post it on a different platform like Facebook or Twitter. You do not need to create a Tiktok or Instagram to make these.
- Capcut is a popular app for easy video production. Make the video in the app and post it to whatever platform you already use.
- Lighting: be sure the subject of the video is well-lit. Natural light is best. Do not shoot against the light. Find an angle that avoids “raccoon eyes” (shadows that fall over the eyes).
- If featuring a prop or gesturing to an item, be sure that the item can be seen clearly in the video.
- Length: For Youtube, the industry standard length is 2-3 minutes. For “over-the-shoulder” videos that will live on other social media platforms, videos can be as short as 5 seconds and rarely exceed 1 minute.
- Like in still photography, use the rule of thirds: If you zone the screen into thirds, place the primary points of interest on (or near) one of those lines. Try not to let any horizon or other lines cut the picture in half.
- For videos intended for use on Facebook, Twitter, Instagram, or Tiktok, shoot in portrait orientation. This is because most often we consume this content on our phones.
- For videos intended for use on YouTube, shoot in landscape orientation.
- Attire: Avoid wearing anything with strong patterns or words. Solid colors are always a safe choice.
- Audio: speak clearly and use a microphone if possible.
- If aiming for high engagement, Reels and TikToks should follow the trends popular on the platform at the time.
- When measuring success, remember that retention rates are as important as your overall views.