



# LIGHTS, CAMERA, ACTION!

Here are some tips to capture stand-out photos and videos of key places, actions and people in your project with your smartphone.

## LIGHT & SOUND

Natural light is best, so consider going outside or using a room with windows. For best results, avoid having the sun behind you.

**Video tip:** Background noise can ruin a video, so make sure it isn't windy or loud where you record. Using earphones that have a microphone can help improve sound quality.



## FOCUS & BACKGROUND

Every photo and video clip should have a main person, action or object. Whichever it is, make sure it gets attention by keeping it in the foreground and in focus.

Double check there isn't anything in the background that you wouldn't want in shot.

## STEADY

Steady your phone by placing it on a tripod, shelf or any stable place. If you're holding it, keep it close to your body to avoid shaking.

**Video tip:** Film horizontally for YouTube and vertically for Instagram, TikTok and Facebook.



## ACTION

Show what your team is doing and share the enthusiasm via expressions and action shots. Avoid posed photos.

**Video tip:** To gain support, try speaking directly to the camera. Be sure to smile (unless it's solemn), speak loudly and exude confidence!

## CONSENT

**ALWAYS** have **explicit consent** before sharing or publishing photos/videos of others. Seek consent from parents for minors.

## GOT SOME GOOD SHOTS?

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