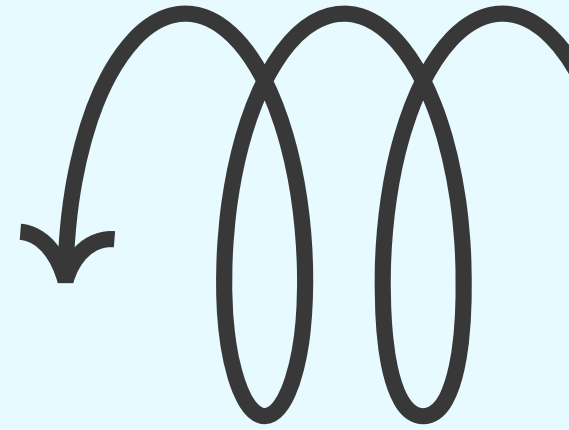
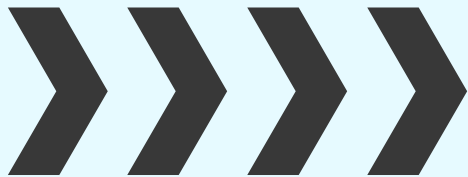


RANCH

Self-Recorded Video Workshop

How to upgrade social content



Learning Objectives

Understand the basics of framing, lighting, and sound

Confidently prepare and deliver a message on camera

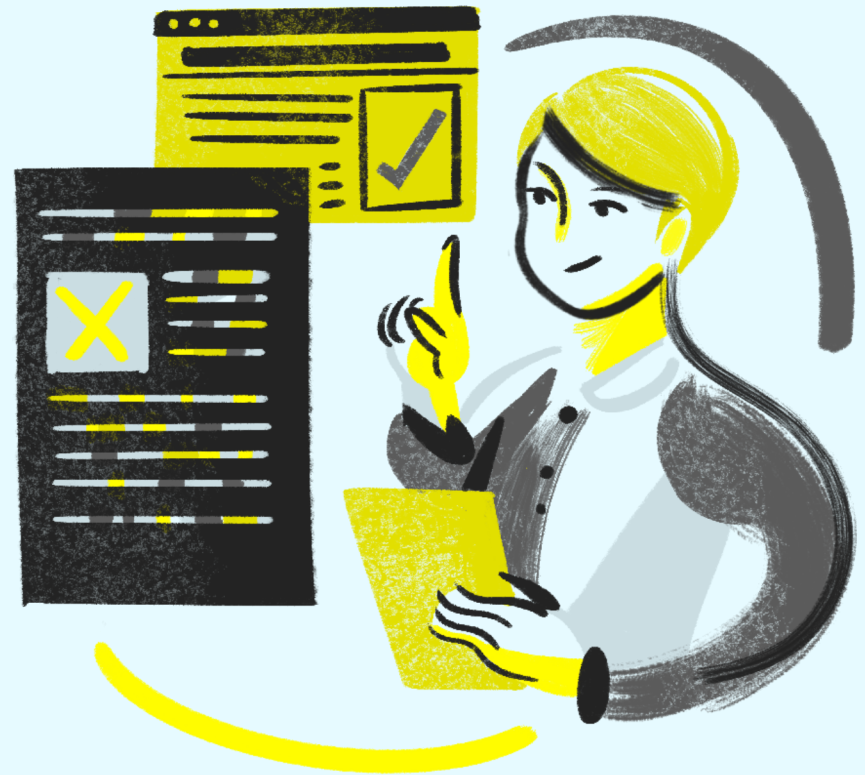
Record high-quality self-filmed video using phones

Use simple tools to enhance quality and clarity



Content Creation is always evolving

- **Evolving platforms** are changing content creation, enabling innovative audience engagement.
- Consumers now have **powerful tools** to produce high-quality content comparable to professionals.
- Lowered costs have made **content creation accessible** to more individuals without significant financial investment.
- The digital age has revolutionised **storytelling**, fostering interactive and multimedia experiences.





Essentials of a Good Video

+

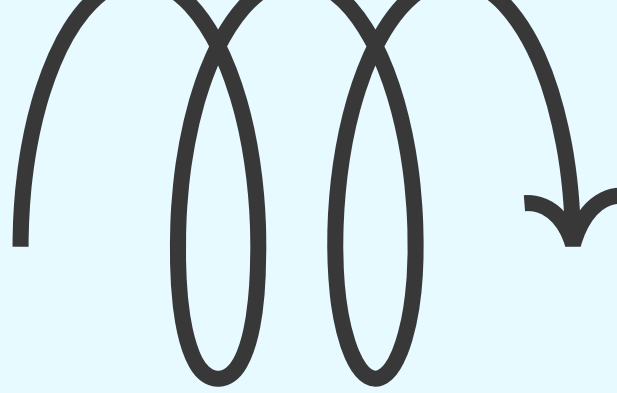
Framing

Lighting

Audio

Background





Framing



Fill the frame!

Centre subject, eyeline $\frac{1}{3}$
from the top.

220px safe below
450px safety below

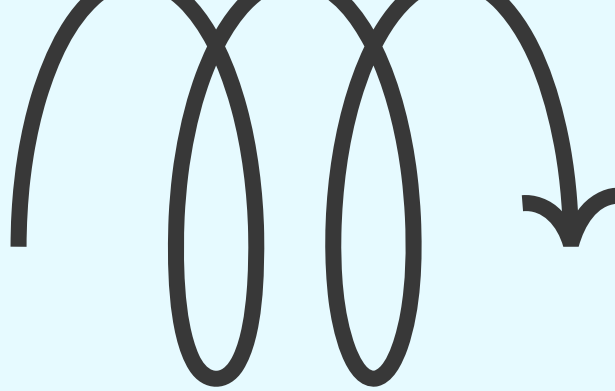
+ *Lighting*

Use windows, don't fight them!

Sun behind if you're
outside

Never underneath spotlights



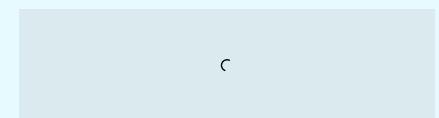
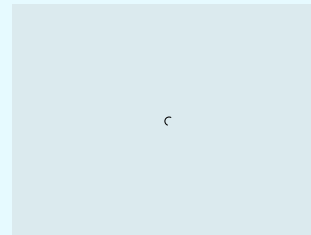


Audio

Mic as close to subject as possible

Wireless lavaliers by Rode or
DJI for less than £60

Microphones are affordable and
provide a professional look

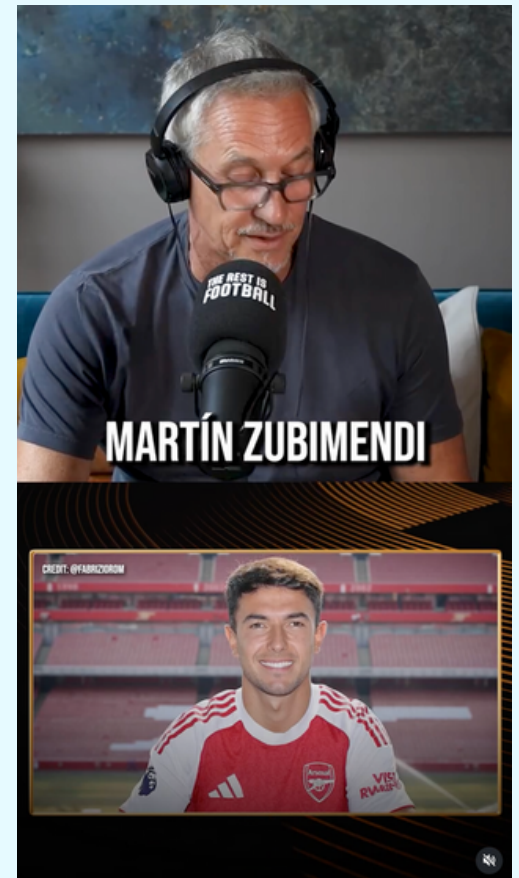
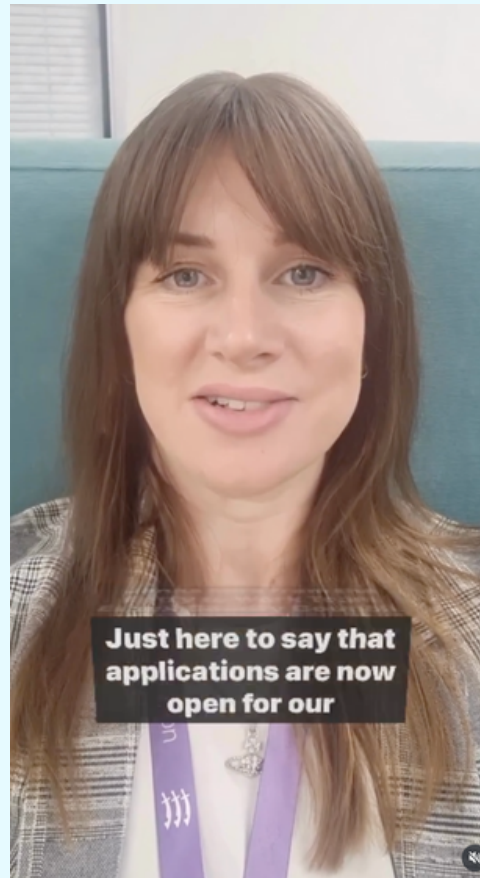




Background

Keep it simple and tidy

Split screen in the edit for
B-roll



Speaking on Camera Tips

Be natural – you don't need to be perfect



Use prompts or bullet points, not full scripts

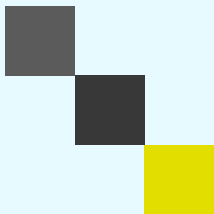
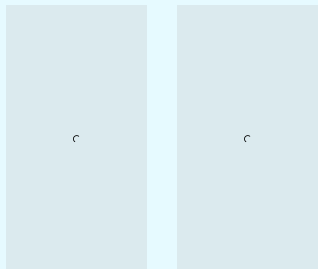


Look into the lens, not at yourself



Pace: speak slower than you think

Smile and use open body language



Tools & Techniques

Gimbal for phone



Built in Gimbal: DJI Pocket 3



Capcut



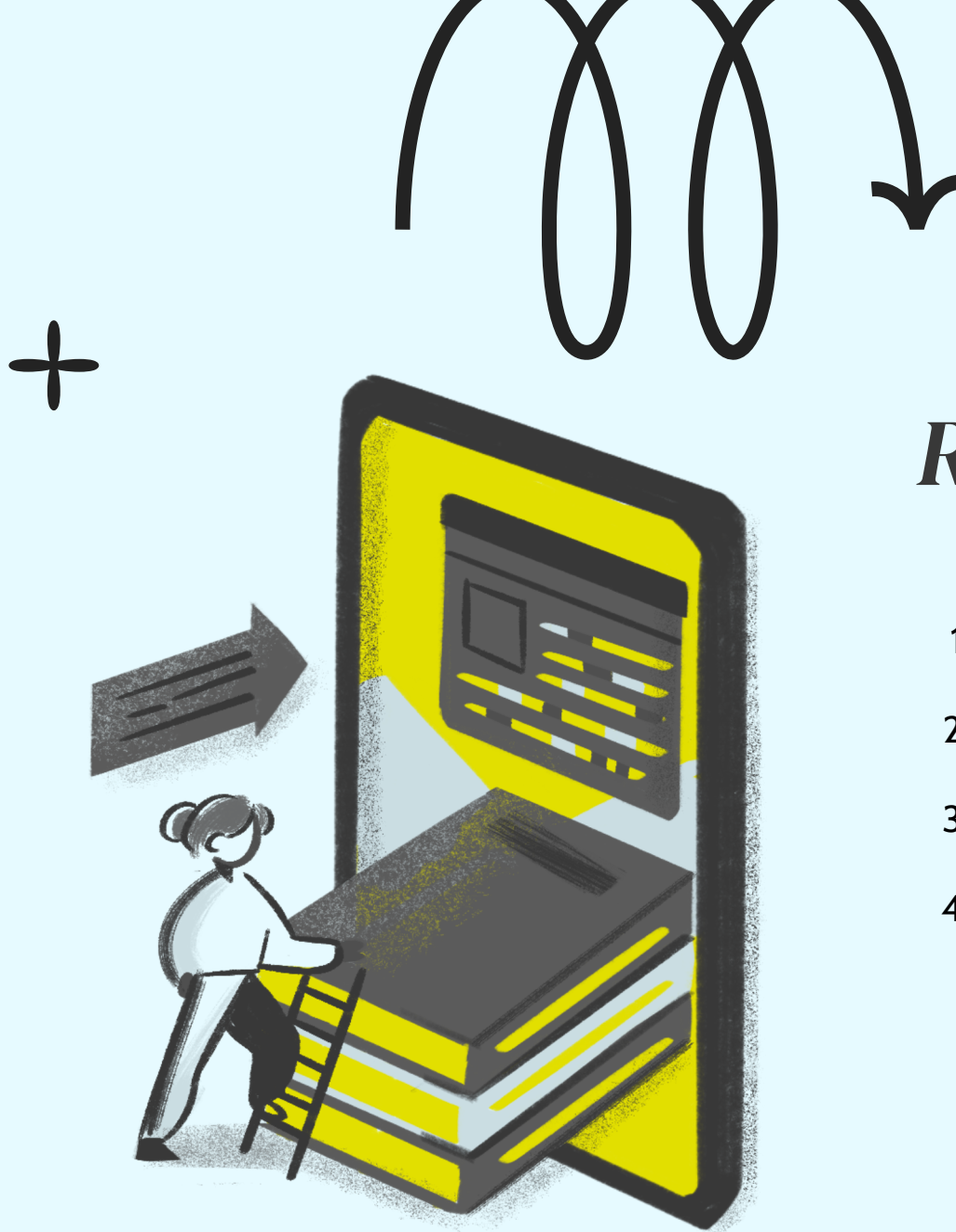
InShot



Elgato light



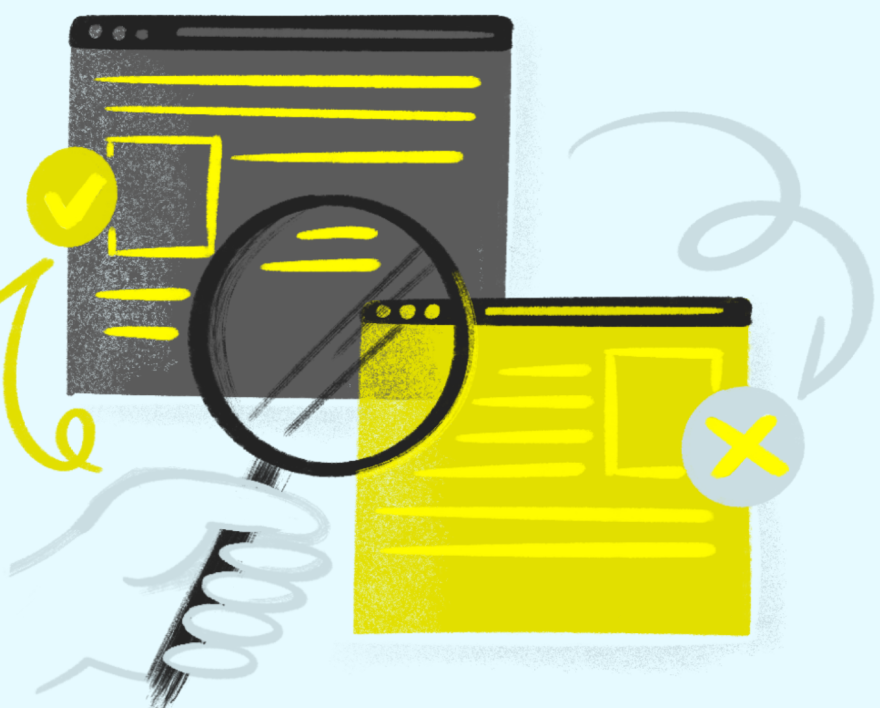
DJI Mic Mini 3



Tips for Self-Recorded Video

1. **Plan Content:** Outline key points and structure for clarity.
2. **Optimise Environment:** Record in a quiet, well-lit space to improve quality.
3. **Engage Audience:** Maintain eye contact, use an enthusiastic tone and gestures.
4. **Edit for Impact:** Trim unnecessary parts, add captions, and use visuals to enhance engagement.

PRACTICE!!!



Top Tips

Don't let perfect get in the way of a good idea

Identify your content champions and empower them!

Pro video content days are prime days for complimentary content

Teaser Content

Community Digital Engagement





Coaching Residents for Content



- Montage edits of resident user-generated stories can be extremely powerful
- Clear instructions:

"I hoped you enjoyed the event that kicked off the Year of Opportunities! Your presence there reflected your commitment to our shared future, for which we sincerely thanked you.

We'd love if you could send us a short video review with your impressions of the day's event. Your personal perspective and experiences help us share the wonderful work we want to achieve together in an authentic way.

For filming your video, consider using your phone in selfie mode. Stand in front of a window or outside with the sun behind you for the best lighting. Speak directly to the camera as if you're having a conversation with a friend—this will make your video feel more personal and engaging.

Every opinion is extremely valuable to us and contributes to building our community.

Thank you in advance for your time and input!"

Identify your content champions in the community and empower them!

Posting Conent

Plan your posting schedule

Pay attention to thumbnails

Tag everyone involved for reposting

React to your audience



Tips from the Pro

"There is a new recruitment drive in Essex County Council where we are funding the training of 500 new staff in the county through existing and new early years practices. There is more info available at ess.gov.uk/earlyyears, it's available to anyone, with part time roles that fit within school hours available county-wide.

Write me an optimistic, inspiring script for a 60s talking to camera piece for instagram that will both enthuse and inform the local residents. Start with a leading question"



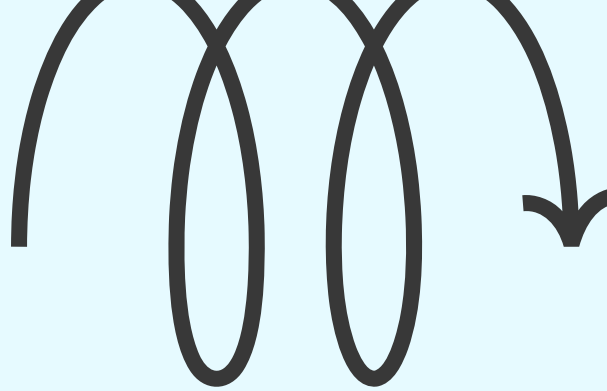
Ask a leading question...

"Have you heard most exciting change in early years recruitment in a decade?"

Talk into a lapel mic... the 'algorithm' loves this style of content

Get straight to the point. No intros!

Use AI to create a better script for social content using a good prompt



Best Settings

Clean your camera!

4k, 24 fps

Phone held
at eyeline

Cinematic Mode if
available





"Hello everyone, I'm Joe Bloggs, and I suppose I'm here to talk about some stuff. Have you ever thought about working in early years education? Well, Essex County Council is doing something about it, kind of. We're looking for, like, a bunch of people to join us. I guess there are about 500 positions or something. You might learn some things and maybe help out with kids. It's a job, you know? If you're interested, there's a website or something where you can find information. It's ess.gov.uk/earlyyears, I think. Anyway, that's about it. Thanks for listening, or whatever."



"Have you ever dreamed of making a real impact in your community? Now's your chance! Essex County Council is launching an exciting recruitment drive, investing in the future of our children by training 500 new staff in early years education. Imagine being part of a dynamic team, learning and growing through innovative practices that set the stage for lifelong success. Whether you're looking for a fresh start or a flexible role that fits within school hours, there's a place for you. Visit ess.gov.uk/earlyyears for more details and see how you can contribute to a brighter tomorrow. Let's build a better future for our county, together!"



*thank
you*

