

Videography Best Practices

Tips on how to record great video from your phone



Mitch Daniels School of Business

Make sure your lens is clean

Use your shirt or a glass lens cloth to wipe. This will prevent cloudy footage.

Know if you are recording horizontal or vertical video

If you are posting these videos on social media, you need to decide what orientation you will record your video. Horizontal video is most used for Facebook, Twitter, YouTube, and LinkedIn. Recording vertical is typically used for Instagram stories, Reels, and TikTok. For safe measure, you can ask if you can record both horizontally and vertically.



Find good lighting

Try not to record in front of window where the light darkens your subject. Find a background that is not too busy and won't be distracting. Look for a wall (that isn't plain white) or an area where there is depth in the background for some added authenticity.

Set your subject up to have a good angle

Don't record from the chin-up (this is not flattering on anyone). Level your phone equal to their eyes or higher so they're not looking down on the camera. Check to make sure you are not cutting out their body or head while recording.

Tell your subject to be loud and clear

If you are holding your phone, avoid covering the bottom of your phone near the microphone. Tell your subject to talk loud and clear. Listen as you record for any background noise that may be distracting, such as a door closing, a lawn mower, a car driving past, a crowd talking, etc.

Remind your subject to breathe

If they are answering multiple questions, make sure they are taking a breath between answers. This will help them focus and not run out of breath. Without taking breaks, this can lead to talking faster and making their voice shakier.

Check your storage before recording

If you run out of storage while recording, your video will end. Make sure you have enough room to store longer videos. If you do not have enough storage, look to Google Drive, Box, OneDrive or another cloud service to upload previous videos/images to create room.

Upload your video to your computer

As mentioned before, find a storage service that you can upload your videos to access them from your computer. Google Drive, Box, and OneDrive all have an app for Android and iPhone where you can upload your media and access them on your desktop.

