



UNITED GRAND LODGE
OF ENGLAND

MEMBERS' ONLINE VIDEO TOOLKIT



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INTRO TO VIDEO

As social media has evolved over recent years you may have noticed that many platforms (most notably Instagram) are leaning towards becoming a more video oriented platform, with the introduction of Reels (sometimes called Shorts).

Video content as a rule gets much better engagement from followers and as such will have a wider reach – this means that more people who aren't followers will be likely to see our posts.

In this booklet we will go over a few tips and tricks to help ensure you are putting out high quality content that will give your social media accounts the best chance at success.





TOP TIPS

1 PLAN

If you are going to create video content it is a good idea to spend a little bit of time planning what you want the video to look like first. This will mean that the recording and uploading part of the video will be made all the more simple.

Make sure you figure out what you are trying to communicate to the viewer, and do that by showing rather than telling them.

Who is this video aimed towards? Is it primarily information for other Freemasons? Or is it intended to inform the general public of an event or some interesting history within your lodge? The target audience should be your first thought, as it will change the language used throughout the video, and the topics at hand.

What is the video about? Be sure to have a clear idea as to the story you are trying to tell in the video.

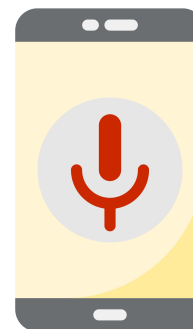
Where will you be filming? Make sure the location you have chosen is suitable to get the best quality footage (e.g. there is enough light).

When will you need to post? If the video is to announce an event that is coming up, be sure to begin this process at least 2 weeks ahead of when you wish to post. This will allow time to plan, film and post the best possible content.

Why are you filming? Be sure to have a clear message in mind, try not to squeeze too many topics into one video, especially if it is a short one. It is better to have multiple short videos to post over the course of a few weeks, than one very long one.

2 LENGTH

If you are preparing a video for Instagram or Facebook, you should aim for your videos to be no more than 60 seconds – the shorter the better! The best performing video content on Facebook and Instagram are videos that are 15 seconds in length.



3 ORIENTATION

With the advent of TikTok and Instagram Reels, most footage for social media should now be recorded in portrait mode! If filming for YouTube or Facebook then you should film in landscape – be sure to consider your intended platform when deciding on the orientation.

4 QUALITY

Before you begin filming, there are a couple of things that you can check to ensure you get the best quality video possible.

Firstly – is the device you're using up to the task? Most modern smartphones have cameras which are capable of capturing good quality video content, however some outdated models will not be able to capture video at the quality you will want.

Be sure to clean the lens on your phone camera before you begin filming. With the camera in your hand all day the lens gets very dirty and can result in footage which is very blurry.



5 FRAMING

When you are filming, be sure to have whatever you are filming well centered in the frame. When filming one person you should aim to have their face in the center of the top half of the shot, and when filming an activity or group, try to ensure that you aren't cutting off any feet or the tops of heads!



6 ZOOMING

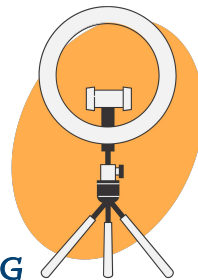
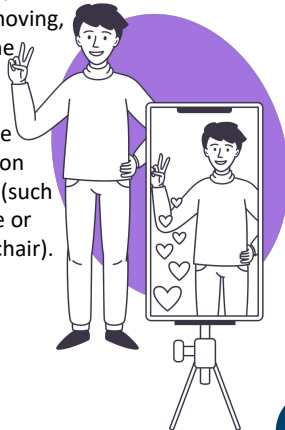
Don't zoom in while filming – it usually looks terrible. Instead film separate shots, like you're filming different scenes in a movie. If you do want to zoom in during a clip, try physically moving closer to the subject rather than zooming in with the camera.

Make sure you get in nice and close, this way the viewer will pick up more detail, and the microphone on the device will pick up audio more clearly.



7 STEADY

Many otherwise very interesting videos find their downfall in shaky camera work. If filming a busy scene or an activity, pan from left to right slowly, this will help to make your camera work look nice and smooth. For filming something interview style, or where it is best if the camera isn't moving, then any phone stand will do the trick! A free alternative is just leaning on a firm surface (such as a wall, table or the back of a chair).



8 LIGHTING

Ensure that the space you are filming in is bright and well lit – preferably with plenty of natural light! Most indoor lighting isn't quite bright enough to ensure the camera can capture a detailed recording of the scene. Film with any sources of light (such as a large window) behind you.

9 AUDIO

Be aware of any background noise when you are filming – is there a noisy fan or people talking in the background where you are trying to film? Try film in a quiet location to ensure the microphone only picks up the sound you want.

10 HOLD

Make sure to hold the shot for 5-10 seconds either side of the clip you are filming, where there is no speech or action.

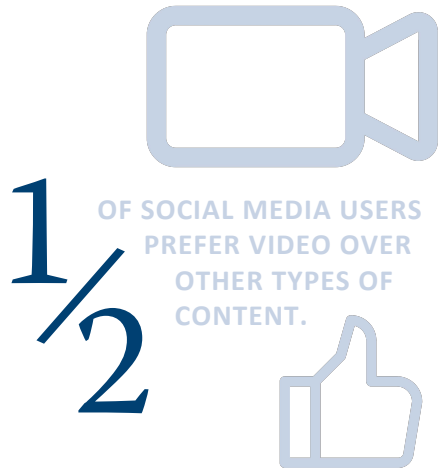


11 EDITING

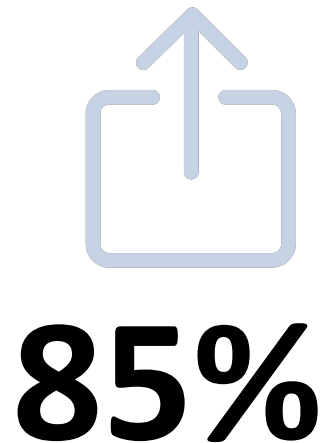
If you're feeling confident then you can try your hand at editing videos. This might sound intimidating but it allows you a lot more freedom when creating content. You can stitch together multiple clips rather than trying to get everything in one take and cut out any footage you don't want to use. Some platforms, such as Instagram and TikTok, have their own in-app editing capabilities that are very user friendly. You may opt to use an external site such as Kapwing, or app options such as InShot or Quik to edit your videos. External sites allow you a little more freedom with editing and you may find editing on a laptop or computer more comfortable than using your mobile device.



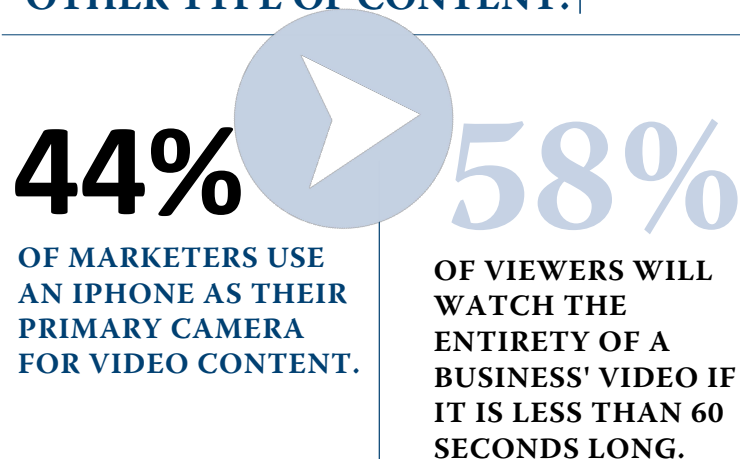
DID YOU KNOW?



PEOPLE SHARE VIDEO
CONTENT WITH FRIENDS
TWICE AS MUCH AS ANY
OTHER TYPE OF CONTENT.



OF SOCIAL MEDIA
USERS WANT MORE
VIDEOS FROM BRANDS



OF USERS WATCH VIDEOS
ON INSTAGRAM WEEKLY.

FACEBOOK USERS ARE
4 TIMES
MORE LIKES TO
WATCH A LIVE
VIDEO THAN A
PRERECORDED
ONE.



TWEETS WITH A
VIDEO GET **10X** MORE
ENGAGEMENT THAN
THOSE WITHOUT.

VIDEO IN
AN EMAIL
LEADS TO

200-300%

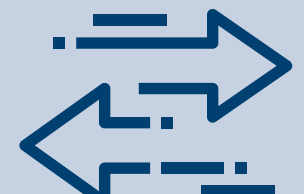
INCREASE IN CLICK-
THROUGH RATE.



COMPANIES USING
VIDEO ENJOY

41%

MORE WEB TRAFFIC
FROM SEARCH THAN
NON-USERS.





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