



# How to ...

## Produce film content for online

This quick guide covers recording tips for online content production.

The Diocese of Manchester have produced a great video guide for how to produce really good video content for online church service. [Watch it here.](#)

### 1. Recording tips

#### Camera / phone setup:

- Ensure footage is shot in landscape not portrait
- Ensure you are in the centre of the footage with the top of your head roughly two fingers from the top of the frame. Use the grid feature on most devices to help you line things up and make it straight.
- Use a tripod if possible so shots are consistent and stable

Watch this super short video - framing faces top tips [click here](#)

#### Room setup:

- Record in a well lit room - use natural light! Mornings and late afternoons are great as the light is less harsh.
- Ensure you don't have your back to a light source i.e. window, as it will place you in shadow.
- Use a clear background where possible. Minimise clutter and don't stand right next to your backdrop as this will cast more shadows.

Watch this super quick video - lighting faces top tips [click here](#)

#### This audio:

- Don't be too far away from the phone/camera as the mic won't pick you up very well.
- Think about background noises – animal, roads, wind, kettles, children stomping around upstairs. Minimise these by making preparations and thinking about your filming location.

#### Camera presence:

- Speak clearly and not too fast - the audio is really important
- Look straight down the camera lens when speaking or look at your co-host when waiting to speak. Imagine you are talking to someone directly
- Smile, be friendly and give it lots of energy... lots of energy!!!!
- Practice what you plan to say several times before filming, as this will save you time and give a more natural performance.
- Keep things concise and to the point.

For additional recording tips [see here.](#)

### 2. When to record

Recommended filming times for best lighting:  
Afternoons before it gets too dark

Mornings before the midday sun

### 3. How to share your video

Think about your audience, where does your church normally connect with people online?

- Short 'thought for the day' style videos could work well on [Instagram Live](#).
- [Facebook Live and Facebook Video](#) allow people to comment on what they are watching.
- [Zoom](#) Webinars enable people to chat whilst enabling you to include multiple presenters. People can also call in to hear the audio over the telephone.
- [YouTube Live or uploaded videos](#) can then be shared to your other social media accounts.
- [Church Online Platform](#) allows you to stream a pre-recorded service as if it were live, whilst also facilitating prayer and chat.
- [Church Service Planner](#) enables you to create a service in advance, with text and pre-recorded videos so that people can enjoy different elements of a service without the need for you to edit different videos together.

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