**Best Practices for Filming**
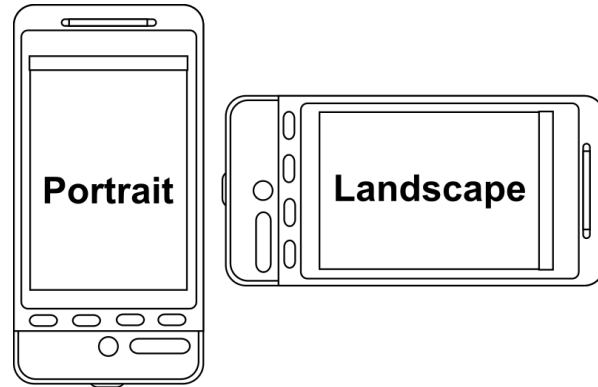
Setup:
1. Make sure the camera is filming in **landscape mode** (horizontally).



2. Set up a phone on something to record to make it **stationary**. Do not hold it or have someone else hold it. Either a table, selfie stick, ledge, etc.



3. Make sure there will be **no other people in the video** (no walking in the back).
4. Make sure it is **quiet** with **no background noise**.

5. Try to have some sort of **light on the subject** (natural light from a window, desk lamp pointed towards face). Do not have the subject stand in front of the light. This will cause the subject to be back lit and will only look like a shadow.



6. Place the subject a little bit away from the camera to **make room for cropping** and resizing (don't have them too far away and make them look small).

Post:
1. When done filming, make sure the video is in **mp4 format** (best for Instagram). If using an Iphone, it should already record in this format.
2. For IGTV (More than 60 seconds):
   a. Make sure the horizontal video has an **aspect ratio of 16:9.**

   b. **For Iphones:**
      i. Go to the photos app.
      ii. Click on the desired video.
      iii. Click "Edit" in the top right corner.
      iv. Click the crop icon in the bottom right corner (looks like a square with overhanging edges and arrows. Directly next to the "Done" button).
      v. In the top right corner click the icon that looks like 3 boxes inside of one another.
      vi. Then click "9:16". Then click the horizontal icon in between the numbers and the video. This will adjust the crop of the video.
      vii. Now you can drag the video up, down, left, right to fit the subject in the middle of the screen.

<ol type="i" start="8">
<li>When the subject is fit in the middle of the video, click "Done" in the bottom right corner.</li>
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<ol type="c" start="3">
<li><strong>For Androids:</strong>
<ol type="i">
<li>Unfortunately, Androids do not allow you to crop videos in the gallery app. You have to download a third-party video crop app.</li>
<li>Once downloaded, click the option for 16:9</li>
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<li>Videos should have a minimum frame rate of 30 FPS (frames per second) and minimum resolution of 720 pixels.</li>
<li><strong>The maximum file size for videos that are 10 minutes or less is 650MB. The maximum file size for videos up to 60 minutes is 3.6GB.</strong></li>
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<ol start="3">
<li>For Instagram (60 seconds or less):
<ol type="a">
<li>Crop the video to 1080 x 1080 px, 1:1 ratio, or square (best for Instagram).</li>
<li><strong>For Iphones:</strong>
<ol type="i">
<li>Go to the photos app.</li>
<li>Click on the desired video.</li>
<li>Click "Edit" in the top right corner.</li>
<li>Click the crop icon in the bottom right corner (looks like a square with overhanging edges and arrows. Directly next to the "Done" button).</li>
<li>In the top right corner click the icon that looks like 3 boxes inside of one another.</li>
<li>Then click "SQUARE". This will adjust the crop of the video.</li>
<li>Now you can drag the video up, down, left, right to fit the subject in the middle of the screen.</li>
<li>When the subject is fit in the middle of the video, click "Done" in the bottom right corner.</li>
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<li><strong>For Androids:</strong>
<ol type="i">
<li>Unfortunately, Androids do not allow you to crop videos in the gallery app. You have to download a third-party video crop app.</li>
<li>Once downloaded, click the option for 1:1 or Square.</li>
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<li><strong>The maximum file size for 60 seconds or less is 15mb.</strong></li>
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Tip: Use your best judgement, if you don't think it looks professional, try another setup.