

TOP TIPS ON CREATING STANDOUT VIDEOS FOR SOCIAL MEDIA

**AgriLeadership
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Recording video has never been so easy thanks to smartphones. Here's some tips to get started:

1 Place the phone in either a vertical or horizontal position and look directly to the camera while talking.

2 Avoid wobbly footage!

Get someone else to film or, even better, use a tripod!

3 Make sure your background is nice and clear.

Face a window or the sun to get even, natural light.

4 For best sound results, use a microphone.

Turn off any noises if you can and avoid the wind.

5 You can never have too much footage to edit.

Take as many tries as you need until you get it right.

6 Try not to record any identifying markers.

Avoid filming your farm name or house number.

7 Be aware of your surroundings.

Follow all the up-to-date health and safety advice in any tasks you film.

8 Keep it snappy!

Remember, videos lasting only 90 seconds or less is best.