Demand for video continues to grow, and creating great video content doesn't need to be a chore and it doesn't need a blockbuster budget.

A smartphone or laptop webcam is all you need to tell a simple and effective story about your project.

How to create a great video

- **Choose a topic:** what is your video aiming to achieve? What is the one message you want to get across? What is your call to action?
- **Lighting:** always keep the light in front of you – not behind. Natural light is best, if inside, face the window, use a lamp or even bright computer screen.
- **Background:** move unnecessary or distracting items, ensure the background is relevant to your story.
- **Keep the video stable:** use a tripod OR if using handheld – keep the phone close to your body, rest your elbows on a nearby object and use your body to absorb bounces and shakes. Don’t move the camera, stay in a stationary position.
- **Position:** move closer to your subject to get the perfect shot, don’t use the zoom.
- **Stay in focus:** hold down the screen until the AE/AF Lock appears, a guaranteed way to stay in focus.
- **Sound:** keep your microphone as close to your subject as possible OR use an external microphone.
- **Keep your content snappy:** 30 seconds max for social media, 2 mins is ideal for YouTube. Grab viewers attention in the first 3 seconds.

Video resources

- How to create engaging short videos for social media: [https://blog.bufferapp.com/social-media-videos](https://blog.bufferapp.com/social-media-videos)
- Wistia video blog: [https://wistia.com/learn/production](https://wistia.com/learn/production)
- Shootsta video blog: [https://shootsta.com/blog/](https://shootsta.com/blog/)

Video format: horizontal vs square vs vertical

- **Horizontal videos** (16:9) are best for YouTube and desktop users.
- **Square videos** (1:1) dominate social media, they take up more space on screen and have better views and engagement on desktops and mobiles.
- **Vertical videos** (9:16) are preferred for Instagram.
- Think about the platform you want to share your video on and choose the most suitable format.

Video content ideas to promote your industry

- Video answers to questions asked on social media.
- Interviews with industry experts.
- Blog recaps or educational videos.
- Special announcement videos recorded with a webcam.
- Project updates from researchers or program managers.
- Weekly video series about relevant topics for your industry.
- Videos embedded in blog posts to explain complex or highly visual topics.