

JOURNALISM ON THE GO:

How to Create Social Media Videos

Hi!

I'm Cherry Adam, originally from Caracas, Venezuela, and I've been living in Berlin since 2021.

With almost a decade of experience as a freelance music journalist, I've developed a strong storytelling voice.

As a photographer, I focus on conceptual and experimental work. I am currently working on a new portrait project. But, lately, I've been covering the demos in Berlin for TLB.

Alongside my artistic endeavors, I offer my expertise as a content strategist, content creator, and social media manager.



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The importance of video on social media

- Potential to **amplify marginalized voices**, **challenge dominant narratives**.
- Video content, particularly short-form video, can **reach audiences directly**.
- **Diverse perspectives** and independent journalism.
- Video content can **enhance learning and information retention**.
- Make **complex ideas more accessible**.

TikTok is the **second-largest** social media platform and YouTube **second-largest** search engine on the Internet.

74% of TikTok users would seek more information about a topic after seeing a video/video ad on TikTok

Instagram users spend **50%** of their time watching Reels.

Videos are the **most shared** content on LinkedIn.

Optimize your phone's camera

Maximize your phone's capabilities

Resolution: High definition

- Aim for 1080p resolution or higher for optimal quality. Some phones default to 720p for the front camera.

Frame Rate (FPS): Optical flow

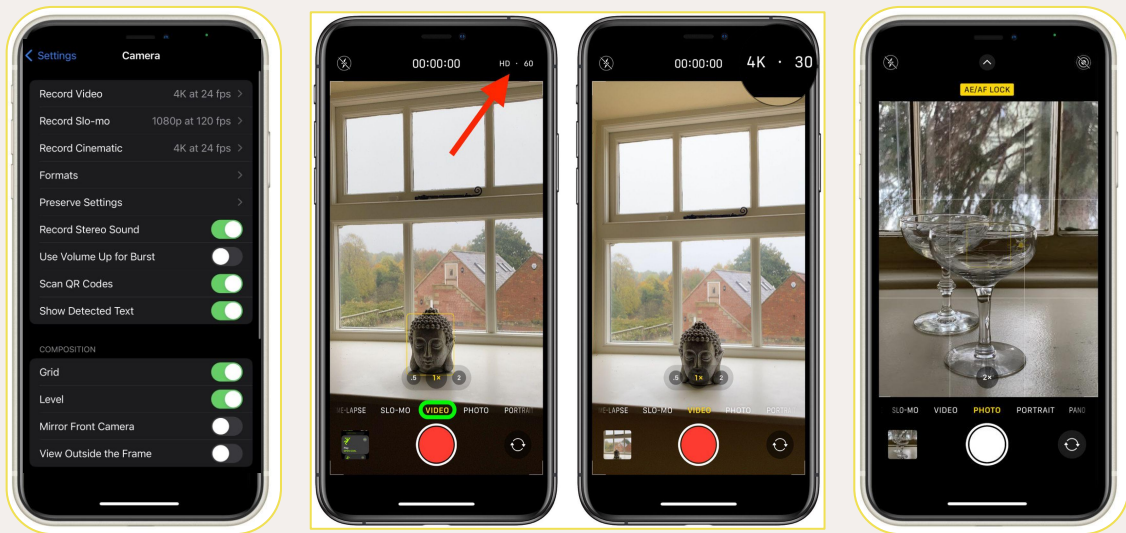
- A 30fps frame rate is standard, but consider 60fps for smoother, more fluid footage.

Video lengths & Aspect Ratio: Duration and Dimension

- This will depend on the platform. If you are planning to upload videos on Instagram and TikTok, the max length is 3 minutes and aspect ratio 9:16



Maximize your phone's capabilities



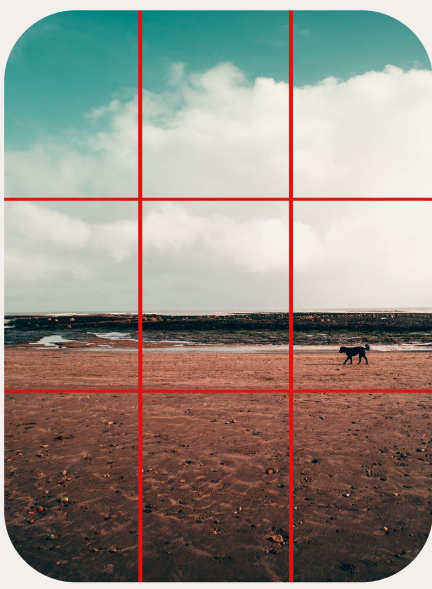
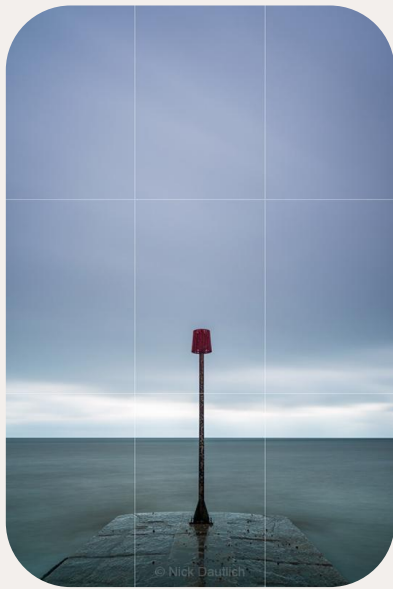
Camera settings allow you to choose the right aspect ratio & fps for videos.

While recording your video, you can set up the ratio, frame, exposure, among other features.

Locking the Auto Exposure (AE) and Auto Focus (AF) is useful when you want to keep the camera focused and exposed on a specific subject.

The Rule of Thirds

The Rule of Thirds



It suggests dividing an image into thirds, creating a grid of nine equal parts.

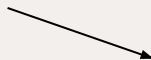
The most important elements of the image, including the main subject or focal point, are then placed along these lines or at their intersections.

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Editing your video

Videos should be **engaging**, relatively **short**, and **to the point**

- It should answer these 5 questions
- Keep the story clear and engaging.
- Create a playful mix fast-paced and slower moments (quicker editing, dynamic B-roll with VO etc.)
- Have enough breathing moments (calmer, slower editing, B-roll)
- Keep the editing quick and clean: take out dead time from the beginning and end of each clip.
- Try not to be repetitive.
- Break up long sentences with additional shots.



Who

What

Where

When

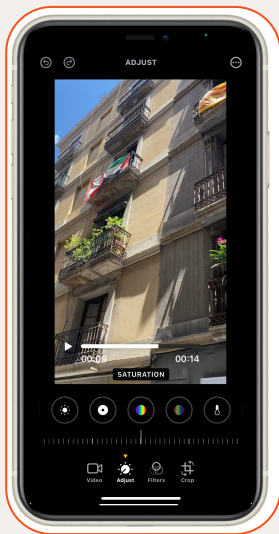
Why

Color Correction

- Work with shadows, highlights and contrast to get the image bright and with good contrast. Avoid over exposing surfaces or shadowy faces.
- Adjust the white balance to get the right colours. The footage must feel welcoming and warm.
- Aim for natural skin tones – isolating the subjects face and focusing on that, can help.
- Keep a consistent look. Make sure color temperature, skin tones and brightness levels match throughout the video.



Refine your video using your phone



The settings on your phone allow you to improve the quality of your images. Thinking of this as a “color correction” on the go. Let’s briefly define some of these functions:

Exposure is the amount of light.

Highlights are the lightest elements in an image, whereas **shadows** are the darkest areas.

Black Point: Sets the point at which the darkest parts of the image become completely black without any detail. Setting the black point can improve the contrast in a washed-out image.

Saturation increases all colors while **Vibrance** increases only the mid-tones.

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Using CapCut

CapCut (editor tool): General rules

Create a new project

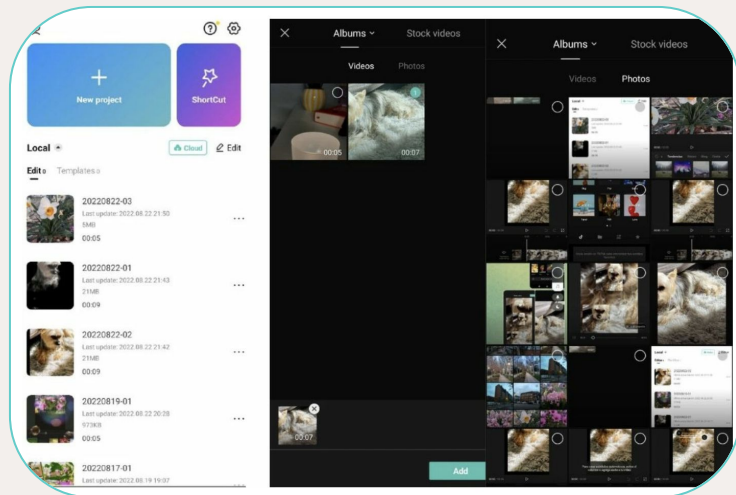
Tap “New Project” to start a editing session. You can choose from various aspect ratios (landscape, portrait, square, etc.)

Import your media

You can import videos, images, and audio files from your device. Simply select the media you want to use and import it into your project.

Arrange your clips

Arrange your clips in the order you desire. You can trim, split, and adjust each clip's duration.



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CapCut (editor tool): General rules

Video

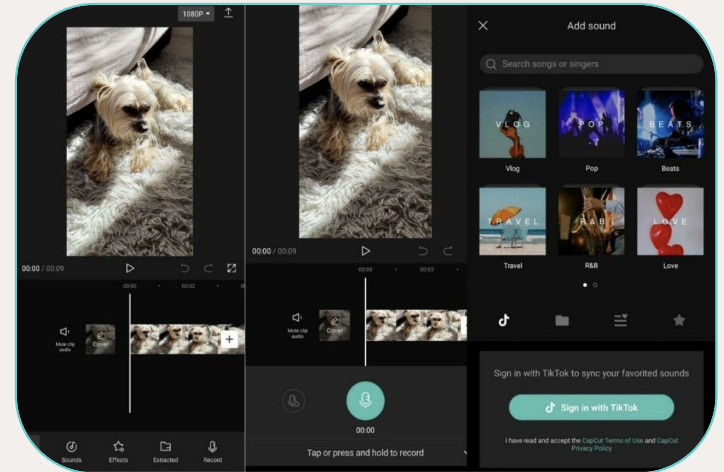
You can adjust the quality of your image (stabilize, optical flow, enhance), the color temperature, light, preserve skin tone, etc.

To control your video's pace, tap the clip, select "Speed," and choose from options like slow motion or fast-forward.

Audio

To enhance audio quality, you can adjust volume, enhance voice, reduce noise background. You can extract the audio to edit it separately, and synchronize it with your video.

You can add music and audio effects.



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CapCut (editor tool): General rules

Titles

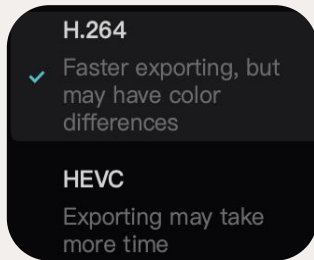
To add titles, tap the “Text” button, select a style, and customize text size, color, and animation. Position it on your video and adjust its duration.

Transitions

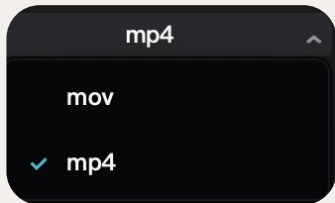
Choose from a range of transitions by tapping “Transition” between clips on the timeline. Simply pick the one that suits your video.

Save your video

Always choose H.264 and MP4. It provides a good balance of quality and performance.



Video compression (CODEC)
choose **H.264**



Video format choose **MP4**

CapCut: live session

THANKS!

