

# HOW TO SHOOT MOBILE VIDEO

**Ayngelina, [BaconIsMagic.ca](http://BaconIsMagic.ca)**

# Today's Takeaways

1. How Facebook is the best platform to quickly gain a specific audience.
2. Simple ways to increase reach on Facebook posts.
3. How to plan for mobile video (time, equipment, resources).

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# MY STORY: BACON IS MAGIC



baconismagic



ayngelina



ayngelina



**BEST EATS!**



# WHY FACEBOOK?

1. My audience is there.
2. Content is king (not SEO driven).
3. It's SHAREABLE!





# BACON IS MAGIC

## TRAVEL + FOOD



**Ayngelina Brogan**

3.82K subscribers

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TRENDING

STATS

SAINT JOHN New Brunswick - Why E...



SAINT JOHN New Brunswick - Why Everyone Calls this City Sa...

5,049 views • 4 months ago

Have you been to Saint John?

I cannot believe it took me this long to visit this city! The historic area of uptown Saint John has 85 bars and restaurants in a span of 10 blocks. So we parked the car and spent the days wandering its gorgeous streets popping into spots for a bite or a drink.

It has a great vibe of fun independent businesses in a neighbourhood that celebrates its heritage and public art spaces.

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Where to eat in Bologna, Italy

149K views • 7 years ago • 93%



Galapagos Islands Tour

84K views • 7 years ago • 95%



Old Monkey

39K views • 10 years ago • 69%



Canoa Ecuador: The Most Chill Ecuador Beach Town

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Ecuadorian Food: Cuy Eating Guinea Pig in Ecuador

26K views • 7 years ago • 65%



best Calgary restaurants

26K views • 4 years ago • 91%



### Delicious Things to Do in Yarmouth Nova Scotia



Only 2 hours from Kentville and 3 hours from Halifax, Yarmouth is one of the most underrated towns in Nova Scotia. It's home to some of the best restaurants, views and uncrowded beaches in Nova Scotia. We stayed...

36 weeks ago · Paid · 101.1K Views



Carmie Brogan, Pat Lee and 488 others



### A Delicious Road Trip in Petite Riviere, Nova Scotia



Only an hour and a half from Halifax or Kentville, Petite Riviere may be small but it's also incredibly beautiful. The area is perfect for a relaxing day trip and may just be home to the best croissants in all of Nova Scotia.

36 weeks ago · Paid · 5.5K Views



Carmie Brogan, Cailin O'Neil and 52 others



### The Most Underrated Town in Nova Scotia?



An hour and a half-ish from Halifax and Kentville, Liverpool is home to great food, beach views and one of the best outdoor art collections in the province. Here are a few of my favourite spots in Liverpool, what are yours?

34 weeks ago · Paid · 38.7K Views



Carmie Brogan, Melissa AH and 233 others



### A Delicious Day in Annapolis Royal



Only two hours from Halifax or an hour from Kentville, Annapolis Royal is one of my favourite day trips.

...

34 weeks ago · Paid · 28K Views



Carmie Brogan, Margaret VanBlarcom and 106 others

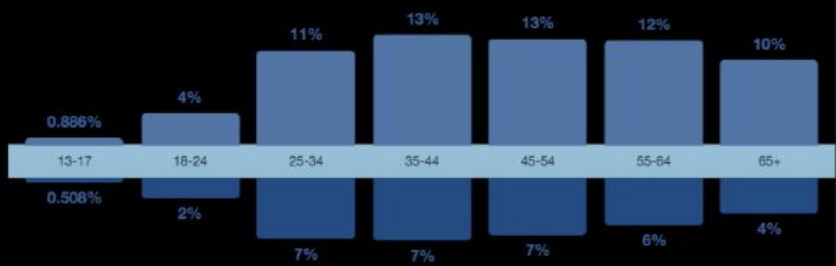
The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.

**Women**

64%  
People Reached

**Men**

34%  
People Reached



Country	People Reached	City	People Reached	Language	People Reached
Canada	206,584	Halifax, NS, Canada	39,523	English (US)	217,194
United States of America	29,110	Charlottetown, PE, Ca...	7,780	English (UK)	23,574
United Kingdom	3,698	Yarmouth, NS, Canada	5,765	German	3,386
Germany	2,985	Toronto, ON, Canada	5,707	French (Canada)	3,248
India	1,813	Bridgewater, NS, Canada	4,830	French (France)	2,898
Australia	1,208	Ottawa, ON, Canada	4,925	Spanish	1,283
Vietnam	996	Sydney, NS, Canada	4,610	Vietnamese	1,025
Netherlands	844	Kentville, NS, Canada	3,786	Arabic	671
Philippines	576	Inverness, NS, Canada	3,466	Dutch	625
France	468	Edmonton, AB, Canada	3,410	Portuguese (Brazil)	450
Italy	438	Calgary, AB, Canada	3,394	Italian	429
Morocco	425	Moncton, NB, Canada	2,523	Indonesian	267

Within 60 days my monthly reach of Atlantic Canadians was 111,644.



# HOW TO BUILD REACH ON FACEBOOK

# BEAT THE ALGORITHM

- You get what you put into any social media platform. If you want the audience you need to be there.
- Posting at least once a day (you can schedule this)
- Responding to questions, comments, encouraging conversation
- Becoming a member of other relevant Facebook groups.

# BLUEPRINT FOR VIDEO SUCCESS

- Meet Facebook guidelines (3 minutes+, subtitles, cover photo)
- Post EVERGREEN video consistently.
- Send links to all parties immediately (DMO, businesses featured, chamber of commerce, MLA/MP)
- Community Facebook groups that allow it
- Personal page, ask friends to share.

Videos that are immediately shared within the first few hours ALWAYS outperform.

# WHAT ABOUT YOUTUBE

1. Long term goal.
2. Some audience is migrating but most are not.
3. SEO driven + takes more time to build an audience.

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**QUESTIONS?**



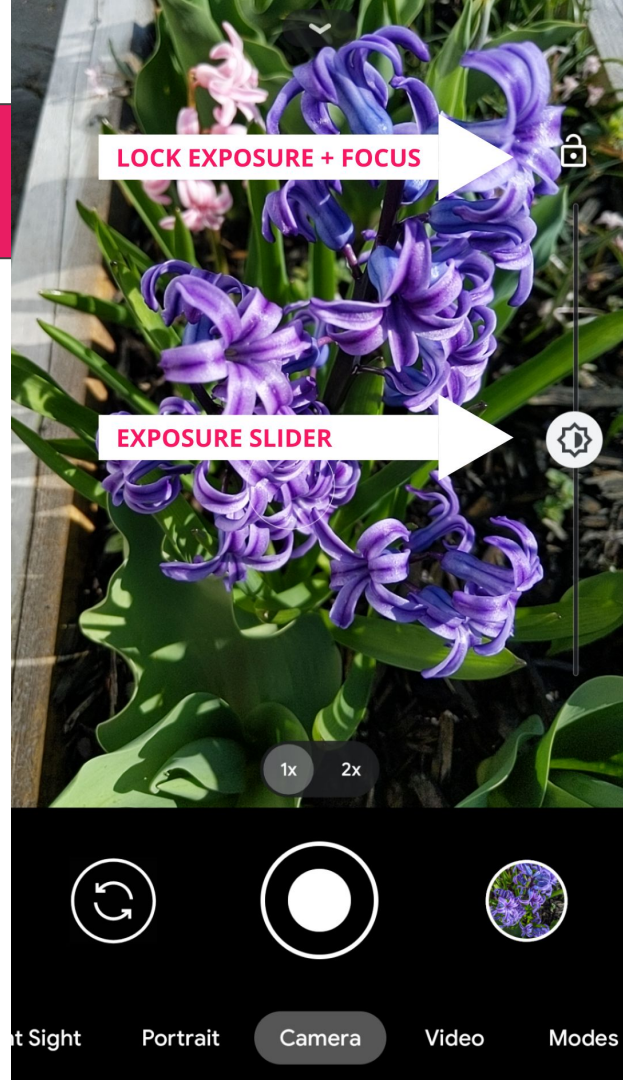
# MOBILE VIDEO TIPS

# APPROACHING VIDEO

- Like writing you need to plan day story in advance. Shooting on the fly makes editing HARD.
- Chronological is easiest.
- Talking heads are boring. SHOW don't TELL people what things are like.
- YES. You need to be on camera. People connect with REAL people. Your age, gender, etc does not matter. There is an audience for everyone.
- Shoot the same intros, explanations a few times.
- Share your experience. People are impacted by how things affect you.

# EASY TECHNICAL TIP

- Of course the golden hour is best but not always realistic so learn how to easily change exposure.
- Easier to fix while shooting than in editing.



# EDITING STRATEGY

- I prefer shorter clips of under a minute, easier to deal with in editing
- Review all clips, remove mistake/junk clips
- Organize into theme folders: music intro, me intro-ing, specific businesses or events, outro
- Review clips in each folder, organize them into order of when they would appear, removing clips I can't use
- THEN open editing software and begin to drop in clips, working on edits

# TECHNICAL ELEMENTS

- Essentials (Gorillapod, mobile adaptor, Lavalier mic)
  - Add ons (Car mount, Moment wide angle lens, Gimbal)
  - What I now use (Sony ZV1, GoPro9, wireless mic, drone)
  - Edit on whatever free software you have (iMovie, Filmora) or outsource
  - Shoot horizontal and vertical
- 
- It's OKAY to be a beginner. You will get better. It becomes easier and faster.



**QUESTIONS?**

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