

Videography: Bringing New Life to Your Social Media Presence

Thursday, August 5, 2021





ROVE PRODUCTIONS

- Ryker is an Acadia University grad who began managing social media and creating video and photo assets for Blended Athletics.
- Matthew's journey began when he was searching for something more fulfilling after a stint in the Navy and working in the investment world.
- Joining forces, the creative duo started Rove Productions two years ago to kick off a new unique wave of content creation in Nova Scotia.
- Working with clients in all areas from Nova Scotia's great vineyards to humble small-town shops - they look to bring the large production aesthetic and professionalism to all forms of business.
- They marry the art of beautiful cinema with the strategic marketing to provide the best possible outcome for their clients.





Bringing New Life to Your Social Media Presence

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How to Create Killer Videos on Your Smartphone

ROVE PRODUCTIONS



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Videographer | Lead Editor



Videographer | Lead Photographer



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Topics Of Discussion

CREATING WITH YOUR PHONE

How to curate better content with your smart phone and handy apps!

APPLICATION

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What to post and where to post it?

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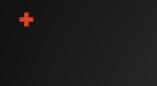
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OUTSOURCING VS. IN-HOUSE

When should I look to hire someone?





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A QUICK GUIDE



HORIZONTAL VS VERTICAL



SHOT TECHNIQUES

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PAN, JIB, REVEAL, ETC

01. Knowing your camera -Changing your camera settings -Locking focus or changing exposure - Front VS. Back camera

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Focus and • Exposure lock!

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- Tap and hold screen to lock exposure and focus
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- slide your finger up or down to adjust exposure!



Smartphone Cameras! . Front vs Back



O2. COMPOSITION

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-Filming Horizontal vs Vertical

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- When and why?

- Rule of Thirds

O2. COMPOSITION

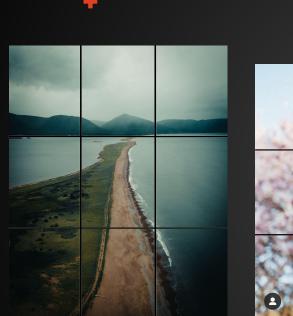
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Rule of thirds







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03. LIGHTING

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TIME OF DAY!

- FRONT, SIDE, BACK LIGHT



SAY GOODBYE TO THE PAN SHOT

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- JIB, SLIDE, REVEAL

- ADDING DEPTH
- ADDING A SUBJECT
 - ANGLES!!

O4. CINEMATIC SHOTS

Low angle + adding depth

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https://youtu.be/R0a-bUWket8

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Jib style shot

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Reveal shots

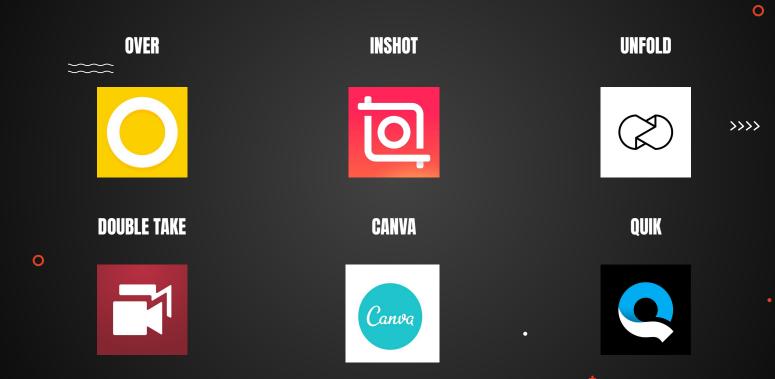
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Phone Apps!



APPLICATION

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What and where to post?

What to post, and where!

Instagram

Instagram has a multitude of places to post from Reels, to stories and IGTV, oh and also don't forget about your grid!

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Linkedin

Written content is still being pushed more than anything on LinkedIn but the video community is slowly growing! Linkedin is ideal for B2B business looking to grow their audience, hire or reach a targeted audience.

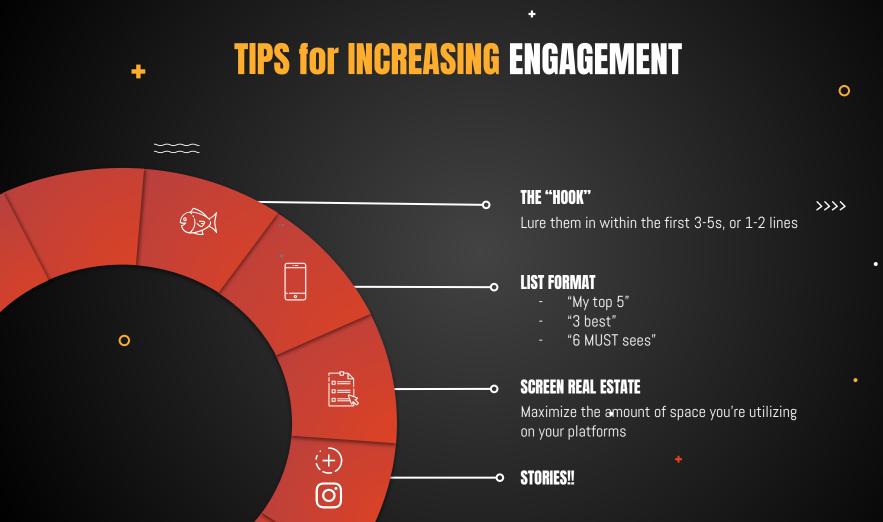


Facebook

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Facebook is being used more and more as a platform to "update" your audience. Posting statuses, current events, giveaways and "native video" are ways to see your posts performing





OUTSOURCING Sources of the second sec

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IN HOUSE CREATION



Time and Place

Reels, Tiktok, Stories and day to day content perform best when created on your phone!

Paid content, ads, brand stories, marketing campaigns typically have higher production value.

Moments

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Having the knowledge to create content on the fly will help you capture the moments that can't be recreated in your business.



The more someone can identify with the content you're posting the better reaction you're going to get.

HOW MUCH TIME SHOULD YOU BE SPENDING ON YOUR SOCIALS?

CREATING ON THE FLY

ALLOWS TO YOU CREATE IN THE MOMENT CONTENT AND HAVE MORE FLEXIBILITY WITH WHAT YOU POST



BATCHING

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BATCHING WOULD BE SETTING ASIDE A CHUNK OF TIME TO CREATE YOUR WEEKLY CONTENT ALL AT ONCE. THIS ALLOWS YOU TO SCHEDULE THE POSTS WHEN YOU WANT THEM.

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COMMITMENT

EITHER WAY YOU SHOULD BE DEDICATING A MINIMUM OF 5-7 HOURS A WEEK ON YOUR SOCIALS.

OUTSOURCING

Marketing campaigns

Content for medium to large scale marketing campaigns generally require a higher quality production in order to differentiate and stand out in a saturated market! Beat the algorithm.

Evergreen content

Content that doesn't go out of date! Keep to topics that stay relevant and that you can post year round! Longevity is key! These can curated photos, brand stories or highlight videos! These pieces should only be updated every 1-2 years or unless the business undergoes a drastic change.

Scaling!

If you're a business ownes is the process of scaling your business, hire a company like Rove Productions to create, curate and manage your social channels can free up time and create targeted content to help your growth!



QUESTIONS?

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UPCOMING WEBINARS

Subscribe to the InTouch Newsletter to receive notice about the topic of the next webinar in the series on Thursday, September 2, 2021

https://tourismns.ca/webinar-series



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