



# Creating and posting a video on Facebook

When creating a video for Facebook, there are a few things to keep in mind to make sure it looks good and engages the viewer. The following steps will show you how to record a video for Facebook:

Make a video plan. Establish the goal and subject matter of your video. Choose whether the video will be instructional, product-focused, a vlog-style entry, or something entirely different. Plan any necessary props or visual aids as well as the main points you wish to convey in your speech.

In case you intend to record a person talking about something, an interview or a conversation among several persons (instead of e.g. screen recording, collecting video assets in online multimedia libraries), the following aspects should be considered:

- Prepare your recording space: Choose a suitable area to record your video. Ensure that the background is clear, uncluttered, and appropriate for the concept of the video. To ensure clear visibility, pick a location that has adequate illumination or think about adding more lighting. The most appealing lighting arrangements frequently use natural or soft light.
- Use a steady camera or tripod. To prevent shaky footage, make sure your camera or smartphone is firmly in place. For a stable shot and polished appearance, use a tripod or stabilise your smartphone with a stand or gimbal.
- Set up your shot: Place yourself, or the focal point of the image, within the frame. Take into account Facebook's video format, which is either square or landscape (horizontal). To produce a visually balanced composition, keep the proper spacing on the sides and leave adequate headroom at the top.
- Be mindful of composition. Place the pieces within the frame in a way that results in a good visual arrangement. To create a balanced shot, use the rule of thirds as a reference and place important subjects or focal points along the crossing lines. Refrain from using distracting or cluttered backdrops or elements.



- Utilise the right audio equipment: A decent video must have crisp, high-quality audio. To reduce background noise, think about utilising an external microphone or making sure you're in a quiet place. Before you start recording, check your audio levels to make sure your voice and any additional sounds are audible and balanced.
- Use the right lighting: A video's overall quality is improved by good lighting. If you're recording indoors, position yourself near windows to make use of natural light. You can also use artificial lighting, such as softbox or ring lights, to give even illumination. Avoid using backgrounds that are too bright or have sharp shadows.
- Play around with different camera movements and angles to give your video more visual interest. To give your movie depth and involvement, try taking pictures from various angles, such as wide shots, close-ups, or low-angle images. Pans and tracking shots with smooth camera movement can also give an expert appearance.
- Keep the same tempo throughout your video. Speak clearly and with assurance, and make sure your actions are deliberate and fluid. Depending on the kind of video you are making, try to avoid speeding through the subject or coming out excessively slow.
- Shoot in brief bursts rather than a single, protracted video; instead, divide it into smaller chunks. This enables flexibility during the post-production process, makes editing simpler, and lowers the likelihood of errors.
- Review the footage after each portion has been recorded to make sure it meets your standards, and retake if necessary. Retake any sections that need improvement or alterations, if necessary.

Use video editing software (such as Adobe Premiere Pro, iMovie, or Windows Movie Maker) to edit and improve your video after you have captured all the necessary elements. To raise the overall level of quality and aesthetic appeal, cut out any extraneous video and add transitions, overlays, captions, or effects.

Video settings should be optimised. Before exporting your video, make sure the resolution and format are adequate for Facebook. Take into account the Facebook-

recommended video parameters to guarantee ideal playing quality and platform compatibility. For more information about the video parameters see <https://www.facebook.com/business/m/one-sheeters/video-requirements>.

Add tags, captions, and descriptions: Create an engaging description that perfectly summarises your video. To increase discoverability, take into account adding pertinent tags or keywords.