Creating and posting a video on Instagram

To ensure that a video on Instagram looks visually good and attracts the viewer, great consideration must be given to the recording process. A step-by-step tutorial on how to record a video for Instagram is provided below:

Make a video plan. Establish the goal and subject matter of your video. Choose the type of material you want to create, whether it be a tutorial, behind-the-scenes footage, a product demonstration, a vlog-style video, or something else. Plan any necessary props or visual aids as well as the main points you wish to convey in your speech.

Select the right video format: Instagram is compatible with a number of video formats, including square (1:1), vertical (9:16), and landscape (16:9). Take into account the format that works best for both your content and the Instagram platform you are aiming for (such as Instagram Feed, IGTV, Reels, or Stories).

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 setting that complements the subject matter and goals of your video. Make sure the background is pristine, uncluttered, and eye-catching. Aim for regions that are well-lit or use additional lighting equipment to improve visibility while paying attention to the lighting conditions.
- Use a steady camera or tripod: To get steady video, use a tripod or a stand or gimbal to steady your camera or smartphone. This makes the video look more professional and helps prevent wobbly shots.
- Set up your shot: Place yourself, or the focal point of the image, within the frame. When composing your shot, keep the video format you've chosen in mind. Depending on the Instagram feature you intend to employ, leave room at the top or bottom for captions or other on-screen features.

- Be mindful of composition. Place the pieces within the frame in a way that results in a good visual arrangement. To achieve balance and visual interest, apply the rule of thirds by positioning important subjects or focus points along the intersecting lines. Keep backdrops and other distracting items to a minimum.

- Use the right lighting: The quality of your movie greatly depends on the lighting. To prevent sharp shadows or overexposure, strive for even, evenly dispersed lighting. Although natural light is frequently the best choice, if you're recording inside, you might want to use softbox lights or ring lights to create appropriate illumination.

- To add visual appeal and engagement to your movie, experiment with different camera angles, perspectives, and movements. To produce a visually interesting sequence, try taking pictures from different vantage points, such as high angles, low angles, close-ups, or dynamic movements.

- Keep the speed steady: Throughout the film, make sure the tempo remains steady. Make purposeful gestures and speak with clarity and assurance. 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: Divide your movie into smaller chunks rather than one large, continuous one. This facilitates editing, lowers the possibility of errors, and gives post-production flexibility.

- 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.

Once all the relevant portions have been captured, use video editing software or mobile editing apps to edit and improve your video. To raise the overall level of quality and aesthetic appeal, cut out any extraneous video and add transitions, filters, captions, or effects.

Video settings should be optimised. Before exporting your video, make sure the resolution and format are compatible with Instagram. Take into account Instagram's suggested video requirements for the particular feature you intend to use (such as the maximum video duration, aspect ratio, and resolution).

Include captions, descriptions, and pertinent hashtags: Create an attention-grabbing caption that goes with your video and draws visitors in. Use appropriate hashtags to improve discoverability. Additionally, to make your video more inclusive and accessible, think about adding captions or subtitles.

When you're happy with the final edit, share your video by either directly sharing it to Instagram from the app or scheduling it to be posted at a later time using a third-party social media management tool. To increase reach and engagement, think about posting during a time when your target audience is most engaged on the site.

To make your video as effective as possible for the particular Instagram feature you are aiming for, keep in mind that it should be genuine and original.

More information about the video requirement may be found at https://www.facebook.com/business/m/one-sheeters/video-requirements.