



12 – 18 May 2025

# FILMING FOR SOCIAL MEDIA

@careersinwine

@winecareersweek



# Thank you for supporting National Wine Careers Week!



We hope you'll be inspired to create an online clip about yourself/your team for our **'Talking Heads'** series for National Wine Careers Week, that can be shared across our social media campaign, to engage with more people and highlight examples of some of the many and varied careers that are found in the wine sector.

**Find out more about content ideas for Talking Heads for the campaign socials in our Get Involved toolkit.**



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- [illegible]

# Why good quality filming is important for social media



## VIEWER ENGAGEMENT

Users are more likely to watch a video to the end if the production quality is high, resulting in better performance on social media algorithms



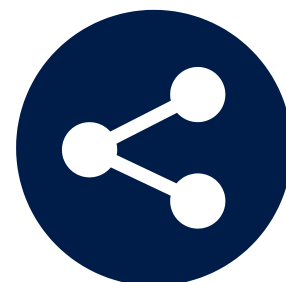
## CREDIBILITY & TRUST

People are more likely to trust a brand or creator that takes the time to produce high-quality videos, whether for business or personal purposes



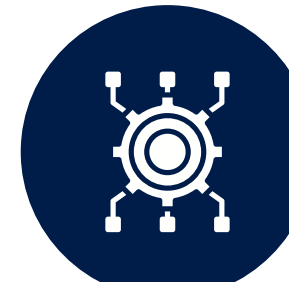
## SHAREABILITY

Viewers are more likely to share a video that looks and sounds good, increasing its reach and potential to go viral



## ALGORITHM BOOST

Creating videos are clear, sharp, and free of distractions (eg poor audio), you give yourself a better chance of being promoted by the platform's algorithm






# Social Platforms and their Content Styles

## The platforms we'll be posting on



### Instagram



**Content Style:**


- Aesthetically pleasing, short-form videos
- Stories, Reels, and longer-form IGTV videos
- Visual appeal is key – videos should be vibrant, sharp, and well-lit

**Video Length:**

- Reels (15-90 seconds) and Stories (15 seconds per slide) are ideal for quick, engaging content
- IGTV allows for longer videos, but best to keep them concise

**Best Practices:**

- Use vertical orientation (9:16)
- Avoid using too much text
- Focus on storytelling through visuals – the first few seconds must capture attention



### facebook

**Content Style:**

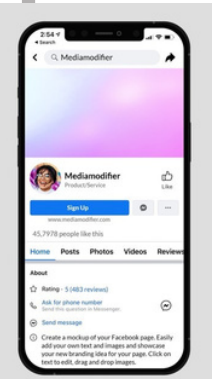
- Facebook favours a mix of both short-form and long-form videos, including live videos and stories

**Video Length:**


- Between 1-3 minutes work best, live videos can be longer
- Short, catchy videos are ideal for engagement

**Best Practices:**

- Videos should be optimized for autoplay (so include captions and clear visuals) and attention-grabbing from start
- Vertical videos work, but horizontal is more common for longer content



### LinkedIn



**Content Style:**

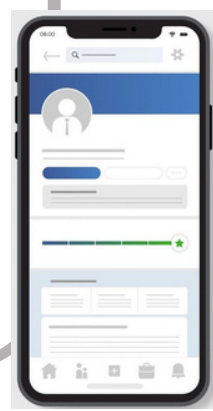
- Focuses on professional and industry-related content
- Educational, informative videos perform well

**Video Length:**

- Typically be between 30 seconds and 2 minutes

**Best Practices:**

- Keep the content polished and professional
- Clear audio and a steady frame are essential for a professional presentation



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# Social Platforms and their Content Styles

**If using these platforms don't forget to hashtag!**



**#nationalwinecareersweek**  
**#ukwinecareers**



## **Content Style:**

- Centered around trends, challenges, and user-generated content
- Fast-paced, so videos need to grab attention quickly

## **Video Length:**

- 15 seconds to 3 minutes
- Typically short, punchy, and visually engaging

## **Best Practices:**

- Vertical orientation (9:16)
- Make your video attention-grabbing from the start
- Staying on top of viral topics can help increase visibility
- Music and sound are significant elements



## **Content Style:**

- Brief, to-the-point videos
- Fast-moving: videos need to be concise and shareable

## **Video Length:**

- 15 seconds to 2 minutes

## **Best Practices:**

- Focus on punchy, shareable content that can get quickly to the point
- Captions and clear visuals are a must: many people watch videos without sound



## **Content Style:**

- Perfect for long-form content eg tutorials, reviews, vlogs.
- Short-form YouTube Shorts are becoming more popular

## **Video Length:**

- Long-form content from 5 minutes to several hours
- Shorts are up to 60 seconds

## **Best Practices:**

- Long-form: focus on storytelling, pacing, clear visuals and good sound
- Shorts: aim for quick, impactful moments engage viewers immediately
- Horizontal orientation (16:9) is preferred for YouTube videos

**Before you film ...**



## ***Understanding your audience and platform***

**Effective video content starts long before you press "record."**

**A bit of pre-filming preparation will help ensure that your video is engaging, relevant, and well-crafted. It helps save time in the editing process**

- Remember your audience: their age, interests, location, and preferences. Which will be the best platform for your audiences? (eg: TikTok users might appreciate fast-paced, humorous content, while professionals on LinkedIn may prefer more serious, informative videos)
- Remember what types of content your audience engages with the most: do they prefer tutorials, behind-the-scenes footage, inspirational stories, humour, people, or product demonstrations?
- Be consistent with your other outputs on social media



**Find out more about content ideas for Talking Heads for the campaign socials in our [Get Involved toolkit](#).**

# Choosing the right format



## Vertical, Horizontal, Square ... ?

### Horizontal (16:9)

**Best for:** YouTube, Facebook, LinkedIn, Vimeo

**Why:** Better for platforms that focus on longer-form content. It allows for a wider field of view – ideal for storytelling, presentations, cinematic footage.

**Tip:** *If you're filming interviews or need multiple subjects in the frame, be mindful that the video doesn't appear too empty or unfocused*

### Square (1:1)

**Best for:** Instagram Feed, Facebook Feed, Twitter, LinkedIn

**Why:** They create visual impact on both mobile and desktop

**Tip:** *Great for engaging, attention-grabbing content.*

*Just be sure to keep your key visuals well-centred so they're not cropped unintentionally*

### Vertical (9:16)

**Best for:** Instagram Reels and Stories, YouTube Shorts, TikTok

**Why:** Mobile-first platforms are designed to be used vertically.

**Tip:** *Keep the subject centred in the frame, especially when filming on a phone.*

*Avoid putting too much action or important content too close to the edges, where it may get cropped*



# Essential (and some useful) Equipment



## Smartphone



- Make sure your phone's camera lens is clean and free of smudges
- Higher megapixel counts = detail and flexibility for cropping and printing
- For social media = 12 to 16 megapixels are sufficient
- Photography enthusiasts might prefer 20 to 40 megapixels for greater detail and editing leeway

**Tip:** Turn on “Do Not Disturb” to avoid interruptions while filming

## Lighting



- Good lighting is crucial for quality video
- Use natural light (outside or near a large window) or artificial lighting (eg ring light) if you have access to one
- Proper lighting ensures that you/your subjects are well-lit, reducing shadows and enhancing the video quality.

## Tripod



An option to help ensure steady shots (adjustable legs or flexi). If you're filming solo, a tripod can help you get your framing right and eliminate the jittery handheld effect

**Tip:** There are some great hacks online to create a handmade tripod! Eg, using bulldog clips, or cutting out a cardboard coffee cup ....

## Stabilizer (Gimbal)



Gimbals help eliminate shaky footage. If you're filming on the go, a gimbal is invaluable for smoother footage that looks more polished.

# Content planning



## Scripting and storyboard basics

**Before you hit RECORD, having a plan for your video will help you stay organized and ensure your message is communicated effectively. From just a loose outline to a fleshed-out script/storyboard, here's how to approach both:**

**Sketching out a script** helps keep your message succinct so that you don't forget key points and can stay on topic

**Tip:** Break your script into manageable sections, eg: introduction, main points, conclusion.

For platforms like Instagram, where you may need to be more spontaneous, a brief outline is fine to keep your video focused and concise

**Find out more about content ideas in our Get Involved toolkit.**

**Storyboarding** is a great way to plan the visual elements of your video, showing the sequence of shots and how each part will look.

**Tip:** If your video is going to have different scenes, create simple drawings or notes on the camera angles, actions, and lighting

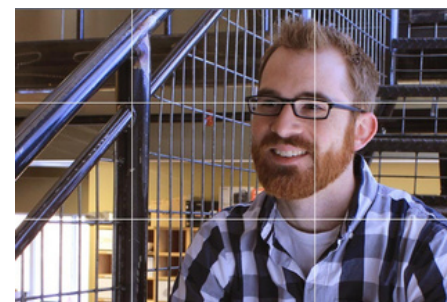


# How to actually film



## Positioning and framing ...

- Think of the Rule of Thirds: place key elements along imaginary gridlines for balance (useful guidance [here](#))
- Keep your subject's eyes at the top third of the frame for a natural look (iPhone users can switch to grid format to help)
- Leave headroom – not too much empty space above the head
- If filming for vertical platforms, centre your subject for a mobile-friendly composition



## Sound

- Avoid background noises (phones ringing, printers, other voices etc)
- Avoid filming outside when it's windy!
- If you have access to a small microphone, this could be helpful. There are some affordable options out there
- Reduce Echoes: Rooms with soft surfaces like carpets, curtains, or furniture, will absorb sound. Filming in a winery or warehouse is a bit trickier, but it can add to the atmosphere – just don't let it dominate the recording

## Lighting techniques

Use Natural Light whenever possible:

- Face a window for soft, even light
- Avoid harsh overhead lighting that creates shadows

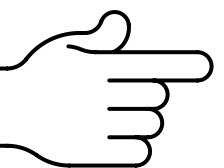
Artificial Lighting Options:

- Ring Lights: Great for close-up shots and talking head videos
- Softbox Lights (if you have one): Best for evenly lighting larger spaces
- LED Panels (if you have one): Adjustable brightness for different moods

## Position

- **How to avoid the double chin!** Angle your camera slightly above the subject's eye level, tilt the chin slightly forward and down, creating a more flattering neck and chin line (this applies to selfies too!)
- **Don't forget to smile and look positive!**

**and remember ...**



# To Recap ...



## **Vertical – Horizontal – Square?**

**Vertical (9:16)** Instagram Reels, TikTok,  
YouTube Shorts

**Horizontal (16:9)** YouTube standard, Facebook

**Square (1:1)** Instagram Feed

## **Optimal Video Lengths**

**Instagram Reels & TikTok:** 15–60 sec

**Facebook & Instagram Feed:** 30–90 sec

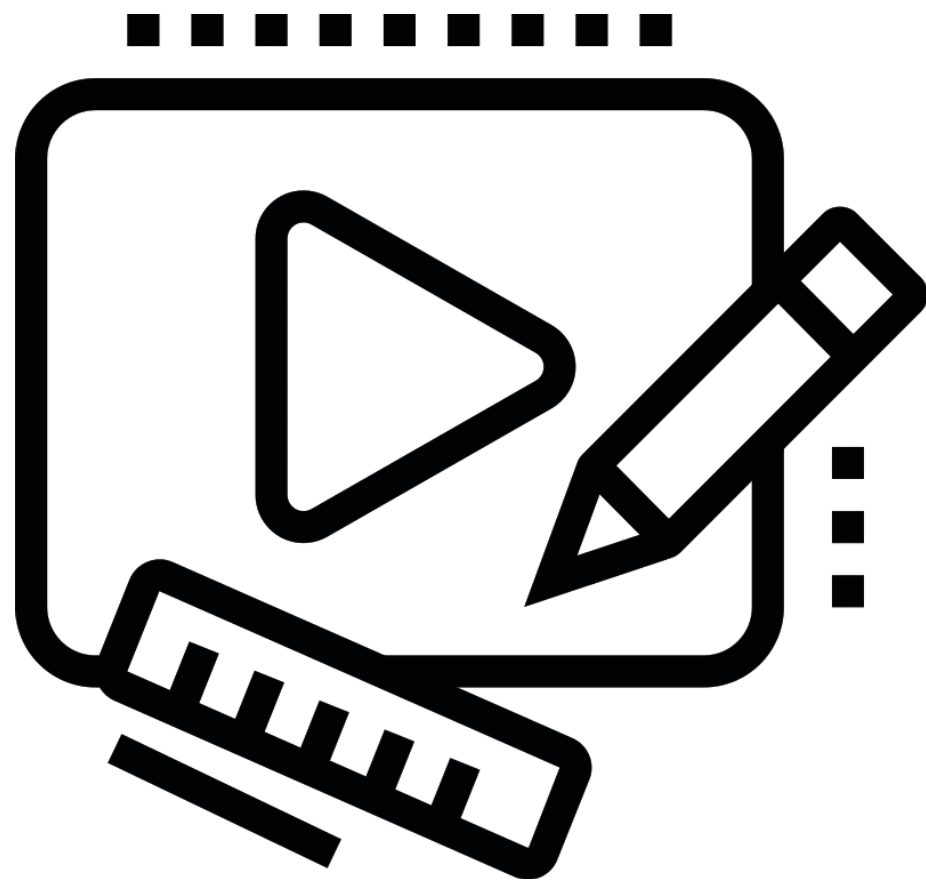
**LinkedIn:** 30–90 sec

**YouTube Shorts:** 15–60 sec

**YouTube (Standard Videos):** 5 min+



# Editing



Keep videos fast-paced and engaging



Add captions/subtitles for silent viewers



Use smooth cuts, jump cuts, and creative effects



Music & Sound: Choosing trending sounds, background music, and clear voiceovers

*... and a few more tips*



Look at best times to post for engagement when you post



Don't forget to include links and hashtags, captions, and descriptions

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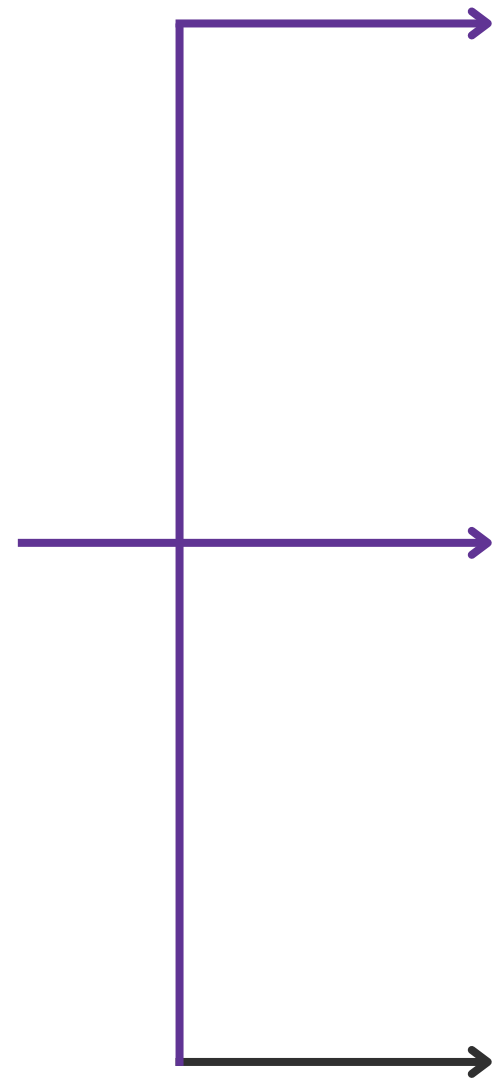


Encourage interaction (calls-to-action, comments, shares):  
engage with your audience and link them to NWCW

**... and finally ...**  
**What next ...?**



***You've  
filmed!***

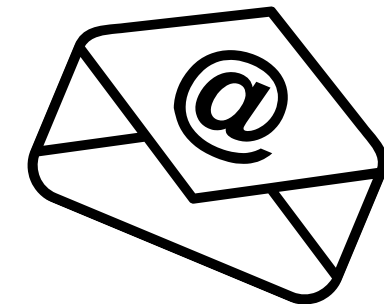


**ADD YOUR WRITTEN CONTENT**



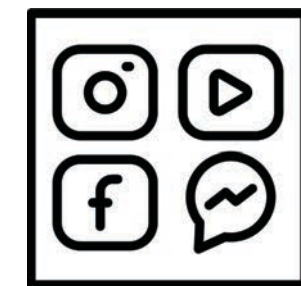
**SEND TO PLUMPTON**

We could use some of these on the NWCW website



**POST ON YOUR SOCIALS**

Don't forget to tag NWCW!



NATIONAL  
**NWCW**  
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WEEK

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THANK YOU

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