

YOUR SOCIAL MEDIA VIDEO CONTENT LIST

THE ULTIMATE WEDDING DAY GUIDE TO
CAPTURING (AND ACTUALLY USING)
BEHIND-THE-SCENES SOCIAL CONTENT



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Welcome - How to Use This Guide

Hi friend! I'm Emily Rochotte, social media manager and content writer for wedding professionals. If you're here, it means you're ready to start using the power of video content to build your brand awareness, boost your social media presence, and show your audience all that you have to offer.



This social media shot list was made for you if any of the following sound like a thought you've had:

- I want to post video content but don't have any
- I'm too busy on the wedding day to get any video content
- I'm not sure what kind of content I should be taking at a wedding
- What do future clients even want to see me post?

If any of those sound like you, you're in the right place. Inside this guide you'll find:

- A general shot list of clips you can film at any wedding
- A detailed shot list of content to get at every step of the wedding day
- Ideas for how to actually use your content
- And many more pro tips for filming and using engaging video content

Wondering why this guide is in a Google Doc? As you create timelines and guidelines for your team, having a document you can edit on your own or copy paste into your own shot lists or Notes app on your phone can make your life easier. No need to clutter your shot list with ideas that don't apply (who needs to know what shots to take of the cake cutting if there is no cake?) so grab the ones you need, leave the ones you don't, and skip having to download and scroll through a PDF.

To make life even easier, I've included a section in this guide with tips on how to make sure you actually remember to take the content. No more going home after a wedding and realizing you forgot to take your phone out or make time to film clips. Video content is the key to showing your couples what it's like behind the scenes on wedding day, what you can provide them and what the experience of working with you will be like.

Let this be your guide to getting quality content and building your social media portfolio. I can't wait to see all of the amazing content you create so be sure to share it with me @emilyrochotte on Instagram and TikTok so I can cheer you on!

General Shot List

In a dream world, we would get all the video content at every wedding and have a massive library to choose from at any time. But you're busy the day of the wedding, and if you don't have an assistant on hand to take social content or are just getting into the routine of taking video content, your ability to get clips may be limited.

Below are a few easy clips you can snag, no matter how busy you are on wedding day. Future you will thank you for how easy these clips are to edit and repurpose over and over again.

Hyperlapse Content

When the wedding day gets hectic or you find you don't have time to get content, at a bare minimum try to get as much hyperlapse content as you can. Add a fold-up tripod to your wedding day kit or prop your phone up off to the side during set-up to film the following. Be sure to turn on your Hyperlapse mode before recording (you can film at regular speed and speed it up with editing later, but filming an hour long video at regular speed can eat up a lot of valuable storage).

- ☐ Ceremony set-up
- ☐ Reception set-up
- ☐ Ceremony/Ceremony exit
- ☐ Reception entrances
- ☐ Reception dancing

Pan Shots

A side-to-side slow sweep video holds a lot of power. Pan shots can showcase the venue, the decor, the ceremony, the reception, anything. Take a moment to pan from left to right *and* right to left. For even more transition opportunities, also pan top to bottom and bottom to top.

- ☐ Ceremony venue (interior)
- ☐ Ceremony venue (exterior)
- ☐ Reception venue (interior, pre-set-up)
- ☐ Reception venue (interior, post-set-up)
- ☐ Reception venue (interior, during event while the dance floor is active)
- ☐ Reception venue (exterior)

Close-up Detail Shots

Details are what make each wedding unique and can be key in really showcasing what sets you apart as a wedding pro and the types of weddings and clients you work with. For example, maybe you enjoy working on theme weddings so you film a close-up video of a boutonniere that has a Lego figure in it or the hidden Mickeys that are sprinkled through a Disney wedding. Maybe you're known for (or want to work on more) really colorful weddings so you film a close-up of a vibrant floral wall or colorful reception signage. Or perhaps you're a caterer who wants to really showcase the details that go into your plating design or bite-sized hors d'oeuvres. Slowly move the phone smoothly over the details from close up in a panning motion so the camera has time to catch the key details and unique elements while still keeping the clip moving and engaging. Don't just hold the phone still and record the still detail.

Detail Shot List Ideas

Looking to build a full gallery of social content on the wedding day or add a few clips to the list of general shots above? Not all shots. Check off the shots from the list below that you want to get and add them to your wedding timeline, photography shot list or the notepad on your phone to check throughout the day.

Getting Ready

- ☐ Wedding party doing a toast
- ☐ Hair and makeup
- ☐ Behind the scenes of wedding party getting ready photos
- ☐ Parent/friend helping the marrier get ready (tying bow tie, zipping dress, attaching boutonniere, etc.)
- ☐ Up and down pan of wedding attire (dress, tux, etc.)
- ☐ Makeup palettes
- ☐ Hair accessories
- ☐ Room set-up details i.e. food spreads, gift boxes, emergency kit, etc.
- ☐ Items laid out in the photo flatlay
- ☐ Tuxedos
- ☐ Boutonnieres
- ☐ Socks
- ☐ Pan shot of the wedding attire details, both on a hanger and on the person getting married
- ☐ Behind the scenes of the wedding party taking getting ready photos

Outside the Venue

- ☐ Close up of the venue sign
- ☐ Pan of the venue exterior
- ☐ Tour of the grounds
- ☐ Details on the grounds - livestock, fountains, ponds, etc.

During Set-up

- ☐ Before shots of the empty space
- ☐ Load in
- ☐ Centerpieces
- ☐ Welcome signage
- ☐ Seating cards/display
- ☐ Sweetheart table
- ☐ Tablescape
- ☐ Dancefloor
- ☐ DJ/band set-up

During the Ceremony

- ☐ Bridal party getting lined up
- ☐ Ring bearer entrance
- ☐ Flower child entrance
- ☐ Marrier sharing an intimate moment with the person walking them down the aisle right before the doors open
- ☐ Wedding party fluffing the wedding dress train
- ☐ Couple's entrance
- ☐ Family reactions (crying, laughing, etc.)
- ☐ Exchanging of vows
- ☐ First kiss
- ☐ Recessional as newlyweds
- ☐ Guests cheering
- ☐ Exit from the venue
- ☐ Newlyweds getting into

During the Reception

- ☐ Passed hors d'oeuvres
- ☐ Bar setup
- ☐ Drinks being served

- ☐ Signature cocktail signage
- ☐ Guests enjoying cocktail hour
- ☐ Guest favors display
- ☐ Guest book
- ☐ Wedding party entrances
- ☐ First announcement of the newlyweds
- ☐ Wedding party/family speeches
- ☐ Guests/family members' reactions during speeches
- ☐ Guests raising glasses for a toast
- ☐ Bouquet toss
- ☐ Garter toss
- ☐ First dance
- ☐ Family dances
- ☐ Dinner menu
- ☐ Plated dinner
- ☐ Cake cutting
- ☐ Dessert trays
- ☐ Guests enjoying the dance floor
- ☐ Experiential entertainment
- ☐ Couple on the dance floor
- ☐ Couple sharing a kiss or intimate moment at their table
- ☐ After dinner food buffet/food truck
- ☐ Last dance
- ☐ Sparkler exit
- ☐ Couple pulling away

Bonus: Shot Ideas by Industry

Photographers

- ☐ Behind the scenes of you taking portraits
- ☐ Flat lay details
- ☐ Staging a group photo

Makeup Artists

- ☐ Each product you use to create a makeup look

- ☐ Progress on the face in between each step
- ☐ Before the hair is done
- ☐ After the hair has been styled

Florists

- ☐ Assembling bouquets
- ☐ Setting up centerpieces
- ☐ Constructing a flower wall
- ☐ Building a floral arch
- ☐ End of night take down
- ☐ Repurposing flowers after the wedding

DJs/MCs

- ☐ Introducing the couple and their wedding party
- ☐ Wedding party entrances
- ☐ Couple's first dance
- ☐ Child-Parent Dance
- ☐ The moment you get guests on the dancefloor for the first time
- ☐ Your first big beat drop
- ☐ Guests dancing during your favorite or most unique mash-up
- ☐ Guests enjoying any items you pass out i.e. glow sticks
- ☐ The crowd dancing to your most popular songs
- ☐ The final song of the night

Transitions to Film in Your Content

Your video content has a lot of power on its own, but when you add transitions in it can hook more people in to be engaging from the start.

- ☐ Snap your fingers in front of the camera at the start and end of every panning video. That snap can be aligned to music to transition a before and after clip
- ☐ Have someone film you walking into the venue as you give them a hand gesture to follow you. This clip can be used as a transition to kick off any clip.
- ☐ Stand inside and outside the venue and film yourself with enough room above your head to add intro text to kick off the video when you edit it.

Remember to Get the Shot

If you're thinking, hey Emily, this is great and all but I don't have time on the wedding day to film all this content, here are a few ways to build time for filming content into your wedding day. It's important to note that doing your job and not hindering other vendors from doing their job is the priority (it sounds like a no brainer, but Internet horror stories show us it's worth mentioning).

- ☐ Set alarm reminders (on vibrate) for your phone or smartwatch that align with the times on your wedding timeline. Couple heading down the aisle at 2pm? Set that reminder to go off in time to get some clips during the ceremony.
- ☐ Bring an assistant. While this might not be in the budget for every wedding, consider hiring an on-site social assistance for one to two of the weddings you know you'll want to direct people to in your portfolio, especially if they're weddings you'd like to book more of. This is also a valuable investment if you're starting out and want more content without planning styled shoots to get more content.
- ☐ Photographers, purchase a phone mount for your camera so you can record video clips and get behind the scenes content as you shoot the wedding day. Double the content at once.

Pro Tips to Keep in Mind

- ☐ Everything is content. What might seem irrelevant on the day of the wedding might become valuable, educational content later. For example, a video of the sandwich spread in the getting ready room might seem like nothing, but can later become a Reel about the importance of eating before your ceremony or a TikTok about scheduling time to eat throughout the day.
- ☐ Take multiple videos from multiple directions. You never know when a transition you want to try will require you to have clips panning from left to right instead of right to left. Try to go back and forth and up and down for all your panning clips.
- ☐ You can always edit shorter, but you can't edit longer. Don't be afraid that your 60 second clip of the ceremony is too long, you can always edit it down into a 10 second video.

- ❑ While video content gives your audience an immersive look into your event, it doesn't mean that it's video or bust. If you caught a photo of a special moment on your phone but it doesn't fully tell the story of what's going on, you can still turn it into video content by setting the photo as a greenscreen behind you and coming on camera to tell the story that goes along with it.

What to Do With Your Content

Your video content is only as good as what you do with it. If you have an album full of videos that never see the light of day, all it's doing is clogging up your device. While social media trends are ever changing, these evergreen video ideas can be put to trending audio to make them "of-the-moment."

Transition Videos

Wondering what to do with all those panning videos? Before and after transitions will never go out of style because people love to be wowed with a transformation. Pull your clip of the venue before set-up and after set-up, select a trending audio that has a beat drop, and switch from before to after on the beat. The same can be used for showing the transition of the couple or one of the partners before and after getting ready or the empty venue and then the dance floor come to life (a great idea for DJs/bands especially).

Real Wedding Videos

Stitch together your clips from the wedding day ranging from getting ready all the way to the sparkler exit to create a round-up of the day. Use this video to promote your real wedding blog post on your site or tease the day before you share photos from the couple's gallery. Be sure to tag all the vendors involved so they share the video too!

Unique Details

What was a detail or moment that was special to the wedding you were part of. Maybe it was a hilarious maid of honor speech, a flower girl faux pas, a themed detail, a unique floral piece, a live animal, the list goes on.

Stay on Top of Trends

Scroll through TikTok and Reels to see what audios are trending and then use clips you have already recorded and sync them to the beat. This would be great for before and after transformations of venue spaces, before and after getting ready transitions,

or a way to show the behind the scenes of a photo and then introducing the professional final edit photo.

Questions?

Have questions about this guide or how to use the content you create? Send me an email at support@emilyrochette.com.

Say Hello!

I'd love to hear your thoughts about Your Social Media Content List and see all the content you've created! Send me a DM or tag me @emilyrochette on Instagram and TikTok. I can't wait to cheer you on!