



MID-AMERICA ARTS ALLIANCE

Filming Videos for Social Media

This document is for internal use only—to support social media storytelling

You don't need to be a filmmaker—just a curious, thoughtful observer with an eye for visuals and desire to share a story. Think: “What moments would I want to share with my friend who couldn't be here?”

Why?

We want to share the real human experiences of art and community in our region.

Goals

- We're looking for clips that **tell a story**, not show a description.
- Capture **the emotion** and what **makes this event special**.
- Capture the **people, art, and atmosphere** of the event.
- Gather clips of the event that you want to **share with your best friend**.
- Gather clips that clearly **show the action of what you're doing or what you're witnessing. Each clip should tell a story.**
- **Get close enough to the subjects** to be able to see the action.
- **M-AAA will edit the videos. Record vertically!**

What to Film

Aim for 15–20 second vertical video clips; at least 20–30 **solid video clips.**

Use the list below for a guide of what to film. Before starting, set your video settings to the highest possible resolution.

1. People-Centered Moments (30%)

- Moments of emotion that you can see
- What people are feeling and sharing
- People posed smiling together for you, waving at camera
- Artists interacting with guests and on-stage/performing
- Close-ups of the artists
- Attendees laughing, dancing, or engaging
- Hands-on demos or making processes
- Candid shots of people moving through the space/event

2. Art Moments (30%)

- **Gather sections of the art moments you're there to witness**
- Gather entire sentences or phrases if you're covering a performance
- Get a **good angle of performances**; often middle/center is best
- How are people experiencing the art moments? Gather closeups of emotions such as clapping and reactions
- Unusual or surprising details

3. Details & Texture (30%)

- Close-ups of performance, art, or craft
- Food and drinks (if relevant)—Cheers!
- Hands at work (playing instruments, weaving, painting, etc.)
- Unique textures or colors in the space

4. Behind-the-Scenes Peek (5%)

- You smiling at the camera
- Backstage prep or artist setups (if access is allowed)
- You walking through the space (only if it appears full)

5. Establishing Shots (5%)

- Venue exteriors with people (signage, large crowds)
- Event banners/posters
- Wide shots of the space filled with people (gallery, stage, booths, etc.)

We Will Not Use

- ✗ Shots without people
- ✗ Empty-looking rooms
- ✗ Clips less than 10 seconds long
- ✗ Clips that are low energy
- ✗ Clips that do not represent the venue or artists depicted in a helpful or flattering manner

Framing Tips

- **Film vertically** – for social media, portrait mode is best
- **Hold steady** – use both hands (let arms rest against body, if needed) or lean against something
- **Vary shots** – mix wide, medium, and close-up
- **Follow movement** – slowly pan across space/artwork, hold the camera still when recording performances, or follow a crowd walking
- **Avoid zooming** – instead, step closer for a clean shot

Pro Tips

- **Think in stories – Option: Get a beginning (arriving), middle (people engaging), and end (final applause, empty venue, night shot)**
- Shoot clips 15–20 seconds or longer
- Move slowly when filming—fast pans or walking shots can be hard to edit
- Write down names and titles relevant to the event you're attending.

- Be mindful when filming spaces with minors—avoid focusing on faces in this case or if there’s a grown-up present, ask for consent
- **Highest resolution for iPhone users**
 - **Set to 4K at 24 fps**
 - **Turn off HDR video**
- **Highest resolutions for Android users**
 - **Set to 4K at 30 or 60 fps**
 - **Switch High Efficiency to High Bitrate**

Audio & Sound

- Avoid noisy or windy spots if possible
- No need to capture audio super clearly (we just want to capture the vibe/ambient sounds) — in most cases, the video editor will add voiceover narration and music

Submitting Your Clips

- Please do not edit the clips—upload them as “raw clips” and we’ll edit them.
- Upload all raw clips and details of what you attended to the Google Drive folder sent to you by MacKenzie or Elizabeth within 48 hours of the event or let us know if you need help.
- If you captured anything especially distinct, add a note to your submission!

Quick Checklist Before You Leave

- ☐ The faces of the people (interacting, smiling, faces, humans doing real things)
- ☐ The emotion
- ☐ The art

- ☐ Activity, action, and reaction close-ups
- ☐ Sounds or music if relevant
- ☐ At least 20–30 *solid* 15–20s clips
- ☐ Relevant names and titles

Questions?

Reach out to MacKenzie or the MarComm team! mackenzie@maaa.org or elizabeth@maaa.org.