



Lumina[™]
FOUNDATION

Smartphone Filming Best Practices

Guidelines for Social Video



Setting Up

Prioritize good lighting

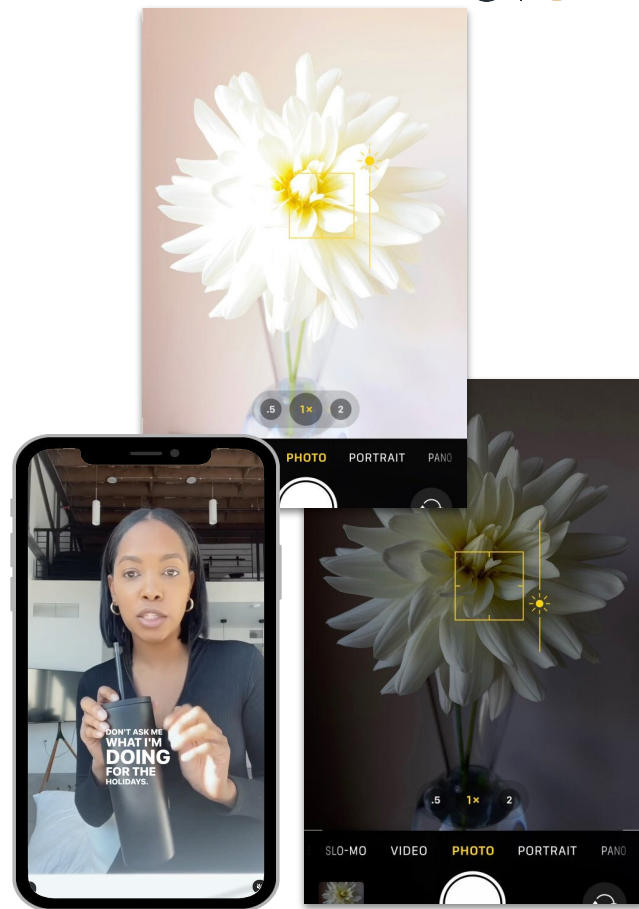
- Select a room that gets plenty of light.
- Try not to film at sunrise, sunset, or at night.
- Make sure there are no shadows or glare. Try opening blinds to prevent shadows.
- Make sure that your background isn't distracting.
- Try not to film with light or the sun behind the subject (they will appear dark).
- If you film at night, make sure *night mode* is on. The camera will have a longer exposure when you hit the shutter. For best results, hold your camera still for 3-5 seconds before stopping the video. You might also try filming with a flash or having a small light handy, especially for darker skin tones.

Find a quiet place to film for interviews

- Select a quiet place to prevent unwanted background sounds.
- If you are filming outside, use a wind muff.

Set the *focus and exposure* (AE/AF LOCK)

- Once you've found a location, open your camera and tap on what you want to focus on to set the focus and exposure. This will allow you to move the camera around without losing focus or exposure.
- If the lighting looks too bright, drag the sun icon up or down to adjust your exposure level.



Setting Up

Frame up

- Stand in the middle of the frame to center yourself or your subject.
- If you need guidance, go to *camera settings > composition > grid* > toggle on.
- Try not to film your subject too close to the top or bottom of the frame. Keep in mind that your caption will be at the bottom and “Reels” will be displayed at the top for Instagram.
- Don’t zoom digitally. This will decrease the quality of your picture. If you want to zoom in and out, you must shoot at least 4K to keep the video quality.

Prevent shaky videos

- Stabilize your camera by standing still or using a tripod. Try not to move around too much while filming. Run a test video to ensure you like the filming area.

Clean your lens

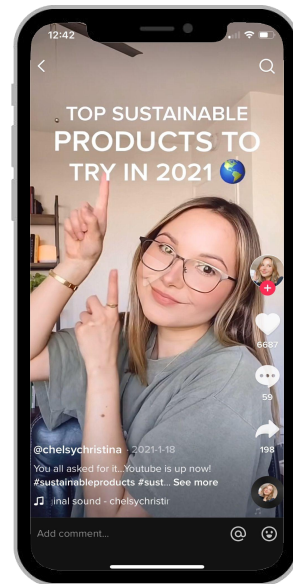
- Before filming, clean your camera lens with a soft cloth to avoid any dust or smudges that can affect the quality of your footage.

Front-facing or back-facing camera

- Film using your back camera for higher quality video.
- People filming themselves can use their front facing camera so they can check their lighting, angles, and background.

Vertical or horizontal video

- Film vertically when filming for TikTok, Instagram/Facebook Reels, Instagram/Facebook Stories, and YouTube Shorts.
- Film horizontally when filming long form videos for YouTube, Vimeo, or a website.



iPhone Settings

Adjust camera settings for highest possible quality

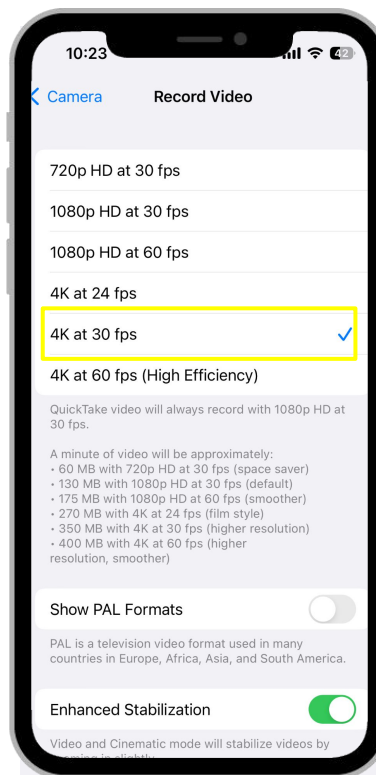
- Go to *settings > camera > record video > select 4K at 30 fps*.
- If you're shooting fast-moving scenes or plan to slow down footage, consider 60 fps.

Check your memory

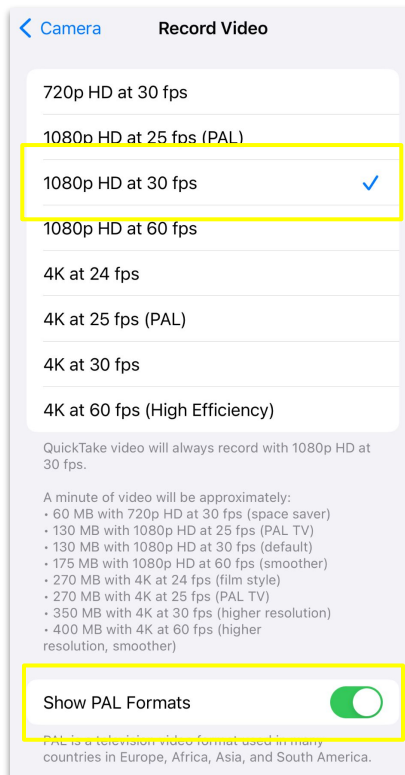
- Make sure you have enough memory to film! If you have less than 5GB of memory remaining on your device, consider clearing some space or purchasing cloud storage.
- Consider filming in lower resolutions to take up less space.

Cinematic mode

- *Cinematic mode* can give your video more depth.
- Go to *camera*. Above the shutter button you'll see *photo >* swipe to *cinematic mode*.
- *Cinematic mode* is only recommended when focusing on one object, such as a person.



Recommended setting for most videos.



Recommended setting under fluorescent lights.

Android Settings

Adjust camera settings for highest possible quality

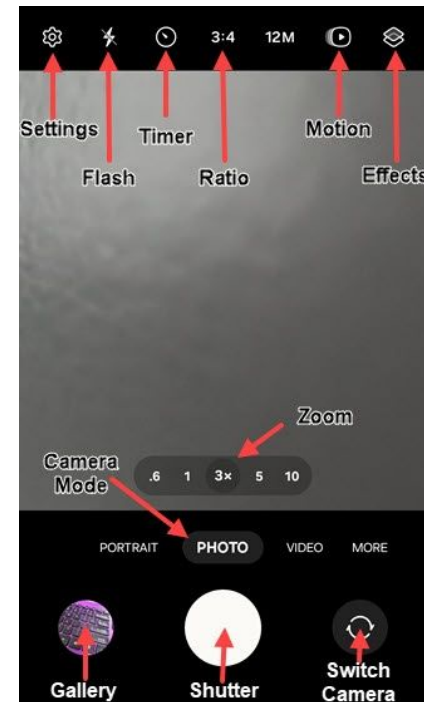
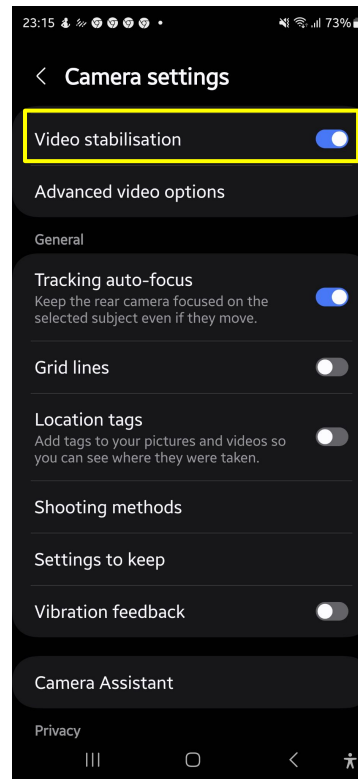
- Go to *settings > camera > video resolution > 4K (2160p) at 30 fps*.
- If you're shooting fast-moving scenes or plan to slow down footage, consider 60 fps.

Stabilization

- Enable *Electronic Image Stabilization (EIS)* or *Optical Image Stabilization (OIS)* if your Android supports it. This will reduce shaky footage, especially for handheld shots.
- Find this option under *settings > stabilization* or *steady video mode* on many Android devices.

Manual Mode (Pro Mode)

- If your Android phone has a *Manual or Pro Mode*, use it to control ISO, shutter speed, white balance, and to focus manually.
 - ISO: Keep *ISO* as low as possible (around 100–200) to reduce visual noise, especially in bright conditions.
 - Shutter speed: Set the *shutter speed* to double your frame rate (e.g., 1/60 for 30 fps) for smooth, cinematic motion.
 - White balance: Adjust based on the lighting (e.g., set to daylight for outdoor shooting, or adjust to a warmer tone for indoor tungsten lights).



Story Guidelines

Creative

- Images and video should take up the full vertical frame.

Font & Colors

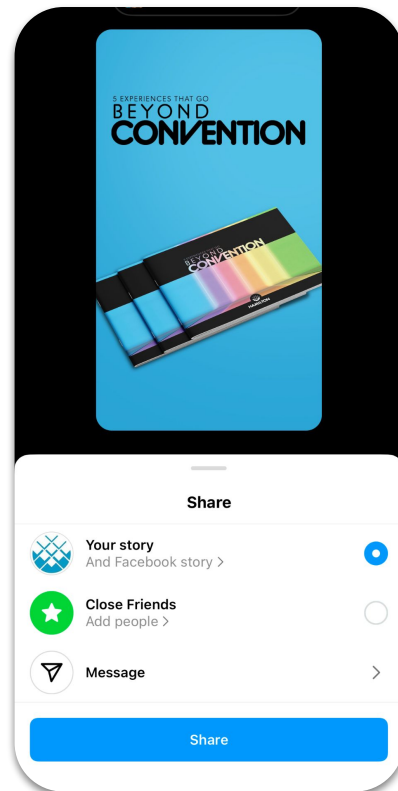
- Use the same font and font color in all of your stories.
- We recommend the Modern, Classic, Strong, or Literature fonts.
- Make sure you place the text somewhere that it can be read easily, preferably a dark object or background vs. light.

Stickers

- Tag other pages or accounts when applicable using the “@ mention” sticker.
- Experiment with the hashtag and location stickers.

Publishing

- Limit your story to 10 photos or videos including re-shares.
- You can share to both Facebook and Instagram stories at once by enabling the “And Facebook story” toggle.



THANK YOU

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