



## Five S's to Super Smartphone Videoing – Online

### ▪ Overview

Mosaic's "Five S" training programme will equip you with the skills and confidence to produce professional video clips, from setting up to scripting, shooting, using editing software and sharing on social media and the web.

Using your mobile phone or tablet you will gain hands on filming experience and will learn how to edit using the most suitable app for your device or software for your PC/laptop. You will gain an understanding of how video can be used to meet your organisation's needs.

This course is fully facilitated online learning, delivered by former BBC radio and television reporter, Karen Ainley, who has a masters degree in digital marketing strategy. Using Zoom, our training is fully interactive with led sessions, practicals, discussions and polls.

The course can be delivered as a full day or two half day sessions for up to eight delegates.

### ▪ Programme

Setting up your smartphone

- Choosing the correct settings
- Using your phone effectively

Scripting

- Identifying your message and your audience
- Preparing your script
- Using your script effectively on screen

Shooting

- Equipment – external microphones, tripods and recording apps
- Location, location, location!
- Lighting
- Framing
- You or your guest's appearance, body language and voice
- Improving your presentation skills

Cont....

### Software for editing

- Choosing the best software or app
- Editing skills
- Adding opening sequences, text or music

### Saving and Sharing

- How this fits your Marketing or Communications Plan
- Embedding to your website
- Integrating to Social Media

## **Mosaic Media & Marketing Training**

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