THE
PHYSICAL
RETURN

CAPTURE EVERYTHING

How-to guide for social media

A 10 step mini guide for film & photography
using just your mobile phone

SPORTED

THE PHYSICAL RETURN

It's been a while, but it's time for the Physical Return! Some of you have already begun and many of you are putting plans in place.

Things are changing rapidly and it will take a while to adjust to a new way of doing things.

Utilise your social media platforms by capturing everything. Here's quick guidance around capturing content.

PLAN AHEAD

01.
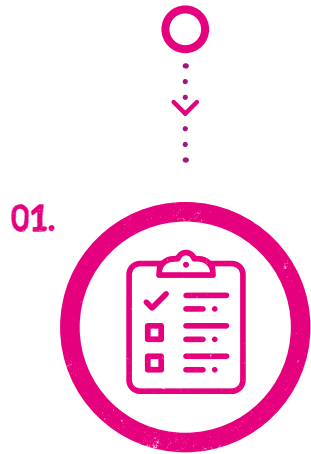
Planning ahead about the visual story you want to share is key.

Think about whether you want to motivate, persuade, or be remembered.

Give your visual story a beginning, middle and end, keep it focused, emotive and relatable.

CAMERA STABILITY

02.

Investing in a tripod for your phone can help you make more professional looking videos.

Alternatively, nothing wrong with propping up your mobile device against something like a vase or books on a shelf.

AVOID ZOOMING

04.

Avoid using your phones digital zoom.

Moving closer to the camera if you're self shooting or moving closer to the person or object you're trying to capture will ensure your visual is good quailty. Zooming in loses visual quailty.
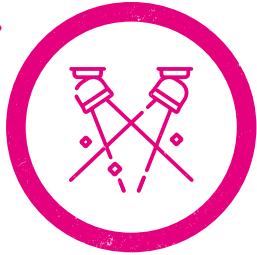
AUDIO CHECK

03.

If audio is key to the story, consider an external mic, that can plug into your mobile phone.

Whatever audio effect you're going for, your story will pack more punch if the viewer can clearly hear all the action.

05.

LIGHTING CHECK

Natural light is the best source of light for film & photography.

Plan your time of day to film to make the most of the natural daylight. Choose brightly lit settings for your video whilst shooting inside. If you can get outside and have fun with the use of natural light, this is even better but remember to check background noise.

06.

PLATFORM INTENTIONS

Videos are almost universally presented in landscape (horizontal) mode so aim to shoot in this orientation.

Portrait (vertical) mode is useful only for Instagram and Facebook stories. If you're comfortable with this then feel free to shoot upright.

08.

STORAGE CHECK

Visit settings > storage in your mobile device.

Nothing worse than filming and it stops midway so remember to back up the mobile device you intend to use.

Clear enough memory even for the shortest of videos, backing up with google photos or iCloud is always handy.

07.

INSTANT ATTENTION

The first 30 seconds of a social media video is what matters most.

Make sure you grab your viewer's attention by keeping it punchy, exciting and interesting.

Shorter videos are better, especially if you post more frequently.

Always have the main focus
slightly off centre

09.

SHARE AND TAG

**Find out the social media handles
(@person) of who you plan to tag.**

Remember to tag us @sporteduk.

Use the depth of vision
to create interesting scenes

10.

LAUNCH POSTS

Now that you have your content (photos/videos/social media graphics), you can share across your social media platforms.

Save The Physical Return social media graphics to a memorable file, album or directly to your camera roll to make posting easier.

Take a moment to draft your social media copy or create a template copy structure and change minor things with each post.

**Top tip: On your Instagram feed you can post up to ten images in one post.
Start with one of the campaign graphics followed by your own imagery.**

Remember to use the hashtag #ThePhysicalReturn

INSTAGRAM

The square graphics 1080px x 1080 px
are the standard size for Instragram.

Share these with ease directly from
the platform or through a social media
scheduling tool like Hootsuite, Sprout
Social or Buffer.

Remember to use the hashtag
#ThePhysicalReturn

INSTAGRAM STORIES

The vertical graphics 1080px x 1920px are the standard size for Instagram and Facebook stories.

You can share these directly into your stories, add gif stickers, hashtags or locations to really bring your return content to life.

It's useful to post Instagram stories in between or alongside your usual in-feed posts.

Remember to use the hashtag #ThePhysicalReturn

TWITTER

The Twiter in feed graphics 1024px x 512px are the standard size for in feed posts.

Your followers will be able to view the full image graphics in your social feed stream.

Remember to use the hashtag #ThePhysicalReturn

FACEBOOK AND LINKEDIN

**The Facebook and LinkedIn graphics 1200px x 630px are the standard size for posts.**

Your followers will be able to view the full image graphics in your social feed stream.

EMAIL

The Email banner graphics (600px x 150px landscape and 564px x 564px) are the sizes required for your email communications.
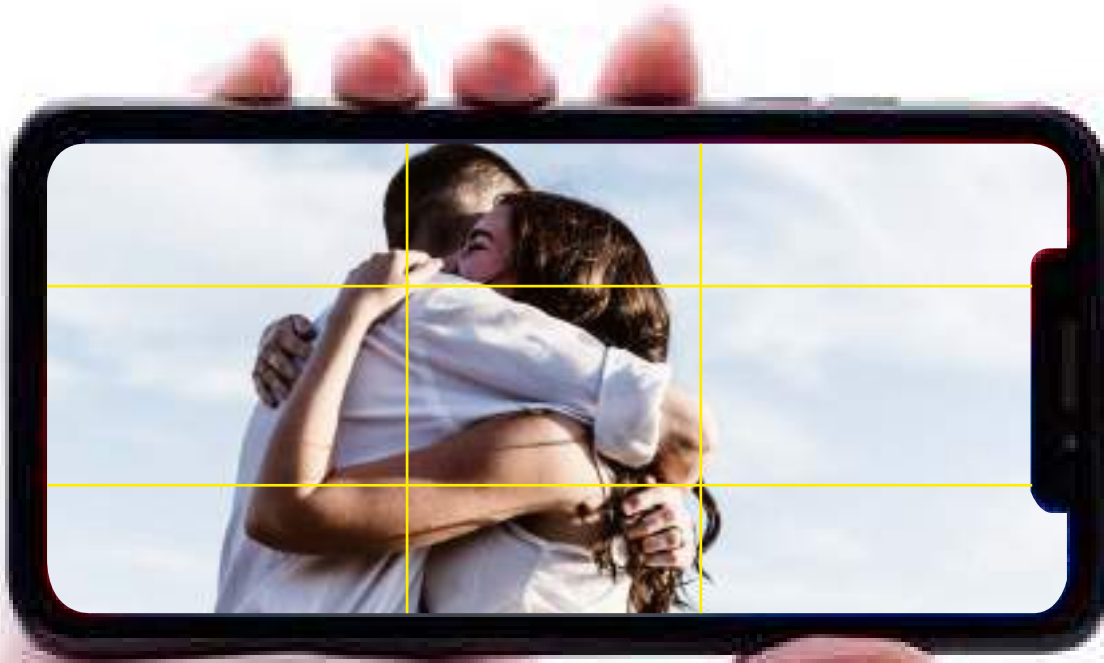
Your followers will be able to view the full image graphics in your email content.
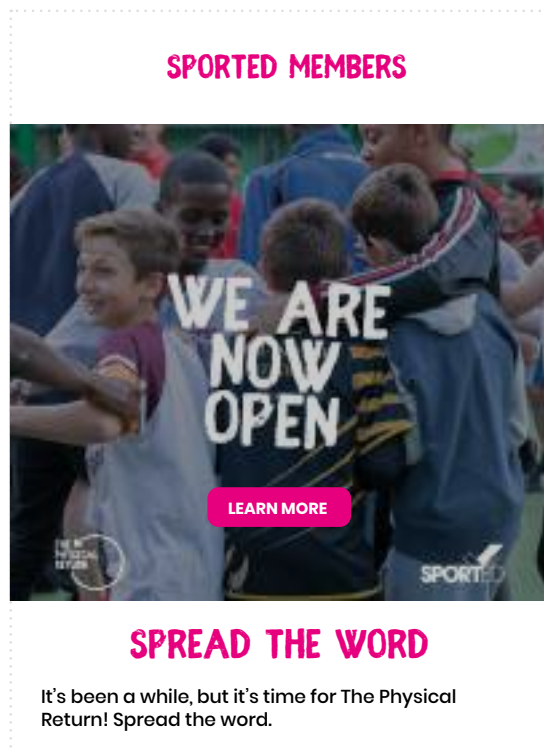
Add the square graphics into an email spaced by text or relevant links, use the banners as header or footer blocks.

SPORTED MEMBERS

LEARN MORE

SPREAD THE WORD

It's been a while, but it's time for The Physical Return! Spread the word.

HOW TO TAKE GOOD PICTURES ON YOUR PHONE

GRIDLINES

One of the easiest and best ways to improve your mobile photos is to turn on the camera's gridlines. This superimposes a series of lines on the screen of your smartphone's camera that are based on the "rule of thirds" -- a photographic composition principle that says an image should be broken down into thirds, both horizontally and vertically, so you have nine parts in total.

According to this theory, if you place points of interest in these intersections or along the lines, your photo will be more balanced, level, and allow viewers to interact with it more naturally.

To switch the grid on...

iPhone: Go to "Settings," choose "Photos & Camera," and switch "Grid" on.

Samsung Galaxy: Launch the camera app, go to "Settings," scroll down and switch the "grid lines" option to "on."

SET YOUR FOCUS

Today's phone cameras automatically focus on the foreground of your frame, but not every picture you take on your phone has an obvious subject. To adjust where you want your camera lens to focus, open your camera app and tap the screen where you want to sharpen the view.

NEGATIVE SPACE

"Negative space" simply refers to the areas around and between the subjects of an image --and it can take a photo from "good" to "great."

When you include a lot of empty space in a photo, your subject will stand out more and evoke a stronger reaction from your viewer.

ZOOMING

When you take a photo from a distance, it's tempting to zoom in on something specific you're trying to capture. But it's actually better not to zoom in -- doing so can make the photo appear grainy, blurry, or pixelated.

Instead, try to get closer to your subject -- unless it's a wild animal, in which case we would advise keeping your distance -- or take the photo from a default distance, and crop it later on. That way, you won't compromise quality, and it's easier to play around or optimize a larger image.
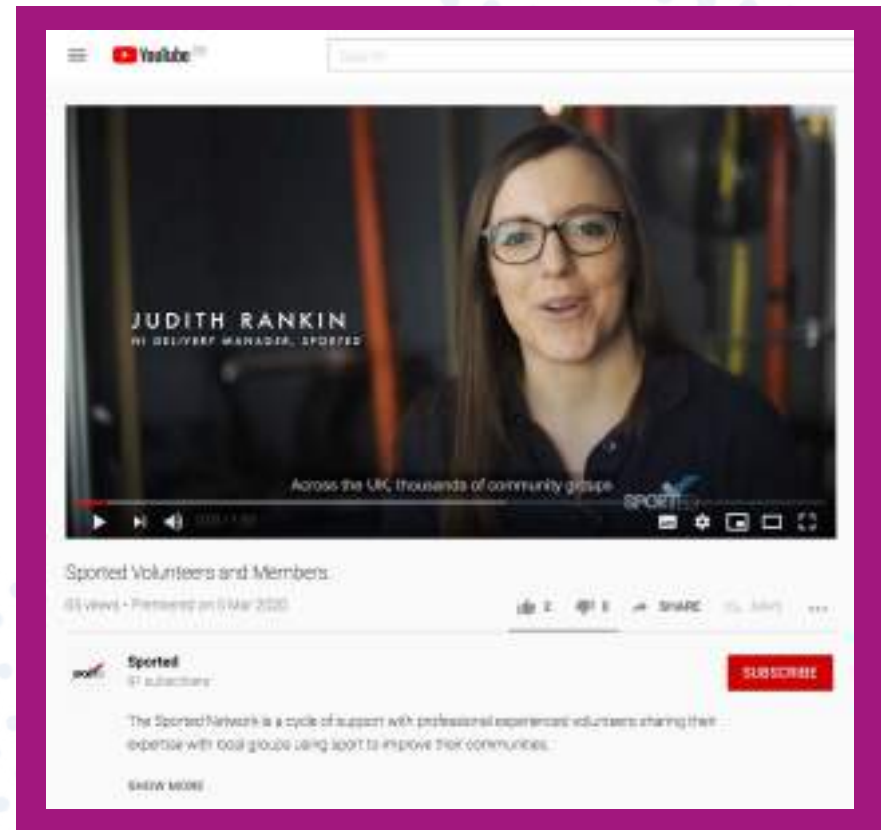
A. VIDEO POST

HOW TO SHARE YOUR CONTENT

Once you have your social media page up and running it's time to put out your content.

The following are the different types of posts that you can use to engage your audience.

A. Video post

B. Live video posts

C. Quote Graphic

D. Still image post

Here is a great example of a YouTube video

B. LIVE VIDEO POSTS

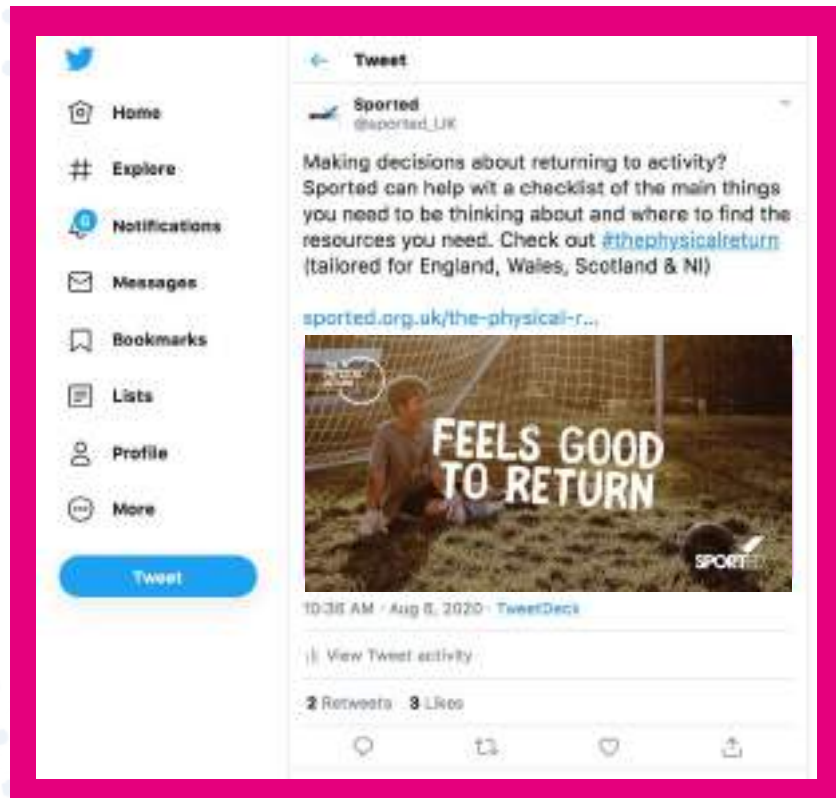Here are some great examples of an Instagram Story post

C. QUOTE GRAPHIC POSTS

Here is great example of a Facebook post

D. STILL IMAGE POST

Here is a great example of a Tweet

Live-tweeting, giveaways, posting highlight reels – there are many unique strategies to successfully create an active community across your social media platforms. The most effective strategies capture the natural atmosphere.

Examples of social media content ideas

Videos
Live Videos
Company News
Articles and Blog Posts
Behind the Scenes Looks
Contest and Giveaways
GIFS
Animations
Product or Service Photos
User Generated Content
Instagram Stories
Interesting Quotes
Guest Takeover Posts
Sector News
Infographics
Memes
Client Feedback
Events
Tips and Tricks
Polls and Surveys
Press Mentions

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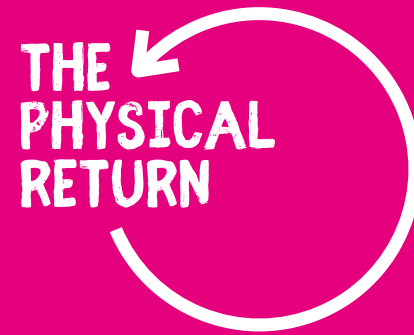
THERES A LOT TO THINK ABOUT, WE KNOW YOU CANT WAIT TO GET BACK TO ACTIVITY

We're always here to support you.

If there's anything we can do, contact us membership@sported.org.uk

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