



Introduction to Social & Online Media

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Tuesday, May 19, 2020



HS Intro to Social & Online Media

Overall Lesson: **Social Media Posts**

Sub lesson for Tuesday, May 19, 2020: Video quality for social media posts

Objective/Learning Target:

Students will be able to improve the video quality for social media posts.



Warm Up/Bellringer

Using your cell phone, take a video of yourself talking about your day or something you're passionate about. It should be at least 10 seconds long. You will use the video in today's lesson.



Lesson/Activity #1

Open this [article](#) about How to Produce High-Quality Videos for Social Media. Read over the first tip: **#1 Look Better on Camera.**



Lesson/Activity #2

1. Look at the short video you recorded for the bellringer. Does it qualify as a “high-quality” video based on what you read in the article? What needs to be improved in your video?



Lesson/Activity #3 VIEWPOINT

TRY IT OUT:

1. Record a video of yourself with the camera **BELOW** you.
(You're looking down at the camera.)
2. Now, take a video with the camera slightly above you (so that you are looking **UP** to the camera.)
3. Compare the two videos. Which one looks better?



Lesson/Activity #4 LIGHTING

TRY IT OUT:

1. Record a video of yourself standing in front of a window (your back should be facing the window). Do you notice how you turn out like a silhouette?
2. Now, take a video of yourself FACING the window OR with the window to your left or right side.
3. Compare the two videos. Which one looks better?



Lesson/Activity #5 BACKGROUND

TRY IT OUT:

1. Take a video in your kitchen or a cluttered, busy area of your home.
2. Now, take a video in an UNCLUTTERED area of your home (bathroom against the shower curtain, living room in front of wall decorations, plain wall of your home, etc.)
3. Compare the two videos. Which one looks better?



Lesson/Activity #5 REFLECTION

1. Look back at all the videos you recorded today. Which ones were the best? Why?
2. Did you find some good locations for recording videos that you will post to social media?
3. How will you use these tips for looking better on camera in the future?



Additional Resources

- Read the rest of the [article](#) and try out using your computer camera to take a video using OBS to create a high-quality video.