



## How to capture the story during Mother's Day outreach

In order to tell our Mother's Day stories we need text, photos, videos and audio that capture the essence of each event and enable us to tell a complete story with help of these different media.

### Taking pictures with your mobile devices:

If you are door knocking, labeling at a community space or meeting other mothers at an event, please pick someone from your team or a member of your family to take pictures while you interact with others.

Make sure they get **three** different kinds of shots:

1. **Capture the scene:** Example: standing at the distance in between two people having a conversation, use landscape mode on your mobile phone to capture the scene of the conversation. Make sure you capture the background and full bodies (if it is a tight space half body is fine), but focus on your main subject.
2. **Capture the action:** Take a few close up shots of the Mothers Out Front flyers and materials that you are holding or when you are handing it to someone.
3. **Capture a moment of exchange:** Take a profile shot of some kind of exchange between the two people having conversation, it could be laughter, a hug, a handshake, phone number exchange or it could be someone writing on a clipboard taking instruction from someone.

Send these pictures to [story@mothersoutfront.org](mailto:story@mothersoutfront.org) along with a couple short paragraphs about the day or event.

### Prompts to ask Questions for video or audio interviews:

- *When did you know you want to take action on climate change.....*
- *What issue do you want your local decision maker to address first....*
- *Tell us about the first time you heard about Mothers Out Front.....*

## How to record a video on your phone and share it on social media!

### General instructions - How to record a video on your mobile phone:

1. Open your camera app: on both Android and iPhone's, it's called Camera.
2. With your camera app opened, switch the camera mode in the Camera app to video recording. You will see either an image of a video camera or a red button next to the shutter button you use to take still photos. Select it and you will see the lower menu change and include a pause button.
3. While video is being recorded, the Record icon changes to either a Pause or Stop icon. A timer appears on the touchscreen, indicating how long you've been recording video. Touch the Pause or Stop icon to pause or stop recording, respectively.
4. As with taking a still image, video recorded by the Camera app is kept on the phone's internal storage. You can look at your videos by opening photo gallery on your phone.

### Technical Instruction: Tips for recording quality video with your mobile phone:

**Landscape Mode:** Landscape mode makes the quality better to watch it on a widescreen or a computer. If possible, do not hold your phone vertically while recording, which results in two black vertical bars along sides of your video. To avoid the bars, make sure to use landscape mode and shoot only when stationary. Try not to move around with your device.\*

**Audio:** Quality audio matters as much as quality video. Without good sound, the video loses impact. Turn your volume all the way up when recording video and make sure your finger is not blocking the mini speakers. It's not always possible to get away from noise if you are recording people speaking at an event or doing an on-the-street interview, but try to isolate yourself from ice cream trucks, traffic or loud music playing and get as close to your subject as you can.

**Framing:** To get the best footage, completely fill the frame with your subject(s). If you are filming a big group or a meeting you must move far away enough to get everyone in the frame. In most phone you can touch your screen to appear a small square box which specifies where your center of attention is.

**Zoom:** Never ever use zoom! Most smartphones unfortunately feature digital zooms, which are just software tricks that'll make your subject appear closer but not without lots amounts of pixilation, reducing the quality of the image. The only way to get closer to your subject with a

mobile phone is to actually get closer to your subject. If you are videotaping someone speaking, get as close as you can and tap their face on the screen to center focus there.

**Flash:** It is best to never use flash for videos since the LED turns the skin color yellowish and gives red eyes to people. In absence of light, it is recommended to use another light source.

**Backlighting and anti-light:** Always avoid backlit setting and facing the glorious Sun. You may be able to see people and their faces when they're backlit, but your smartphone camera usually can't and will output footage with a bright light haloing a dark figure. That figure will also have no visible features, meaning you just missed whatever it was you were trying to capture. To avoid this situation step to the side of the person where the sun or the light is not directly behind them.

### **Practice at home!**

Before an event that you'd like to record, get to know your phone's video functions and record yourself or your pets at home. Practice sharing the videos you like from your phone onto your social media page. (Make sure you have updated versions of the Facebook and Twitter apps on your cell phones. Download from your app store and sign in with the same credentials you use on your computer.)


**Need more tips?** Here are some links to YouTube Video instruction for both apple and android users that will teach you how to make a professional quality video with your phone:

<https://www.youtube.com/watch?v=4PHKhYKa5qk>

[https://www.youtube.com/watch?v=d0varO5al\\_g](https://www.youtube.com/watch?v=d0varO5al_g)

[https://www.youtube.com/watch?v=cd5\\_gwaYOuQ](https://www.youtube.com/watch?v=cd5_gwaYOuQ)

### **Sharing on Facebook and Twitter:**

1. If you don't already have the Facebook or Twitter apps downloaded on your phone, please do so through your app store (it's free).
2. Once that app is loaded, use the same account information that you use to sign into Facebook/Twitter on your computer to open it. This will help you to share pictures and videos easily to your Facebook account.
3. On an android phone, open the video file you recorded as if you were going to watch it on your phone. In the menu at the top or bottom you will see a sideways V - that is your share button.  Click on that icon and a window will open with icons of apps you can use to share this video on different platforms.

4. For Facebook, Select Pages Manager or Facebook. For Twitter, Select Tweet. After you select the application, follow the prompts to load the file to the page you wish. □
5. You will be able to add text to the post so now is a good time to tag your targets or allies in your message so they can share the post as well. (To tag someone: type the @ and start typing their name. It should appear in a drop down to select).
6. Don't forget to tag (type **@MothersOutFront** in the caption of your post).
7. Then click on **Post or Publish** to finalize. Check your feed to make sure it's there!

#### **YouTube Instruction videos for sharing videos on Facebook and Twitter:**

<https://www.youtube.com/watch?v=BFaRJcbES68>

<https://www.youtube.com/watch?v=9eSeV27DvhM>