

STORYTELLING RESOURCE

Filming Videos for Social Media

You don't need to be a filmmaker—just a curious, thoughtful observer. Think: “What moments would I want to share with someone who couldn't be here?”

Goals

- Capture the **atmosphere, people, and art** of the event.
- Gather clips that **show rather than tell**—let the visuals speak.
- Record footage that's **easy to edit into Reels, Shorts, or TikToks** (details below!).

What to Film

Aim for at least 15 second clips; at least 10 *solid* high resolution, vertical video clips. Make sure they feel different in content or framing. Think: “Will these 10 clips give the viewer a good idea of what's special about this is?”

Establishing Shots

- Wide shots of the space (gallery, stage, booths, etc.)
- Venue exteriors (signage, crowd arriving)
- Event banners/posters

People-Centered Moments

- Artists interacting with guests or on-stage/performing
- Attendees watching, laughing, dancing, or engaging
- Hands-on demos or making processes
- Candid shots of people moving through the space/event

Details & Texture

- Close-ups of performance, art, or craft
- Food and drinks (if relevant)
- Hands at work (playing instruments, weaving, painting, etc.)
- Unique textures or colors in the space

Behind-the-Scenes Peek

- Backstage prep or artist setups (if access is allowed)
- You walking through the space
- Glimpses of quiet or reflective moments

Framing Tips

- **Film vertically** – for social media, portrait (tall) mode is best
- **Hold steady** – use both hands (let arms rest against body, if needed) or lean against something
- **Vary shots** – mix wide, medium, and close-up
- **Follow movement** – slowly pan across space/artwork, or follow someone walking
- **Avoid zooming** – instead, step closer for a clean shot

Audio & Sound

- Avoid noisy or windy spots if possible
- Don't speak while filming unless requested
- No need to capture audio super clearly (we just want to capture the vibe/ambient sounds) – in most cases, the video editor will add voiceover narration and music

Pro Tips

- Shoot short clips (but not *too* short); 10-15 seconds max per shot
- Move slowly when filming; fast pans or walking shots can be hard to edit
- Think in stories; get a beginning (arriving), middle (people engaging), and end (final applause, empty venue, night shot)
- Write down names and titles relevant to the event you're attending.
- Be mindful when filming spaces with minors; avoid focusing on faces in this case or if there's a grown-up present, ask for consent

Submitting Your Clips After Selection

- Please do not edit the clips—upload them as they are and we'll edit them.
- Upload all raw, unedited vertical clips and details of what you attended as directed by Arts Midwest staff. We will share an upload link with you via email.
- If you captured something especially distinct, send a note to the Arts Midwest team!

Filming Checklist

- Venue shots (including wide establishing shots)
- People interacting
- Artist or cultural activity close-up
- Sound or movement/action captured
- At least 10 *solid* 15-second clips
- Relevant names and titles

Questions?

Reach out to the Arts Midwest content team at editor@artsmidwest.org!