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● REC

2h45m 

Effective Video Tools for Social Media



OPEN

ISO 400

F 5

1920 x 1080

FULL-HD 60FPS

About Juliet Del Rio

Lead Digital Brand Manager at Miranda Creative, Juliet has spent the last two years specializing in digital and social-focused client accounts. With a decade of experience in marketing, she creates compelling content and drives successful social media strategies in both organic and paid spaces.

She holds a double major in TV Screenwriting & Production and English Creative Writing & Literature from Hofstra University, as well as a master's degree in Creative Writing from Drexel University. As a college professor, she has taught a range of courses, including Film and American Society, Critical and Creative Thinking, and Composition Video Essays, which has further honed her understanding of how to engage and influence audiences through visual media.



About Ryan Doran

Senior Graphic Designer and Motion Design Specialist at Miranda Creative for over two years.

Created motion graphics and video work for major brand reveals and social media campaigns.

Has years of experience with intermediate and advanced level motion graphics and video editing tools.





Today's Agenda

- Vocabulary Terms
- Content Capture
- Recommended Apps
- Editing Step-by-Step
- Q&A

The Basics

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Vocabulary Terms to Know

Non-Linear Editing: Layers media on a timeline using multiple tracks, each for a different element (video, audio, etc.). Before the advent of digital NLEs, linear editing was the standard method and involved two tape machines.

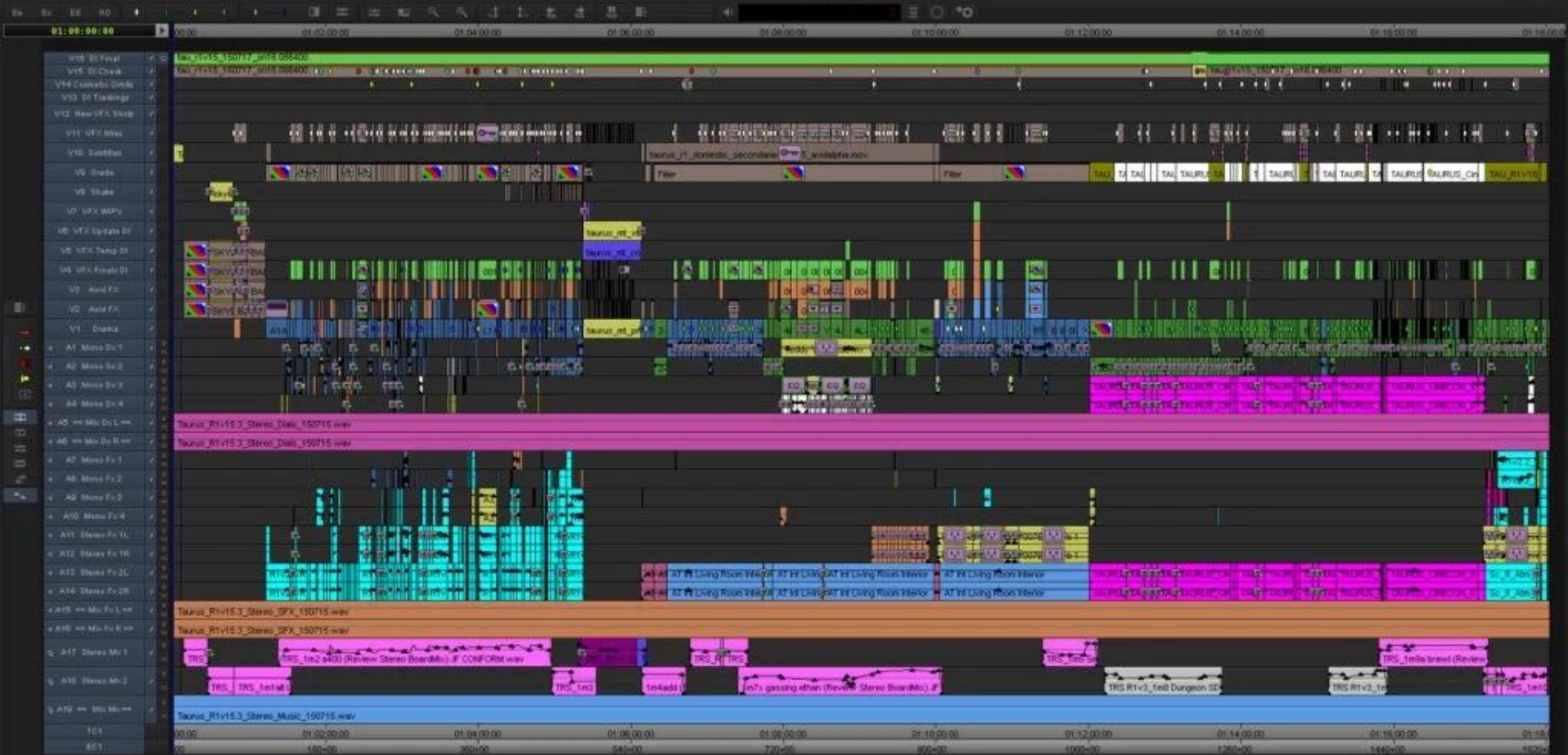
Tracks: Each track holds a different piece of media—such as video, audio, graphics, or effects—that are layered on top of one another.

Main Track: The primary storyline or the most prominent timeline layer for a project. The main track contains the core of the video, such as the main action, dialogue, or narrative footage.

B-Roll: secondary or supplemental footage that is cut in with the main footage (A-roll) to provide context, establish setting, cover edits, or add visual interest and emotion to the story.

Scrubbing: Manually dragging the playhead (or progress marker) along the timeline of a video or audio file, allowing you to quickly and precisely navigate through the content.

Overlay/Picture-in-Picture (PiP): Techniques for placing one video or image on top of another, creating a smaller window within the main video for the viewer to see additional content simultaneously.



Keyboard Shortcuts (For Desktop Apps)

Play/Pause: Spacebar

J/K/L keys for shuttling/**playing clips backward, pausing, and playing forward**

Undo/Redo: Ctrl+Z/Cmd+Z (**Undo**), Ctrl+Shift+Z/Cmd+Shift+Z (**Redo**)

Zoom In/Out on Timeline: Ctrl+=/Cmd+= (zoom in), Ctrl+-/Cmd+- (zoom out)

Cut a clip: Ctrl+X/Cmd+X

Split a clip: S (switch to split/blade tool) or Ctrl+K/Cmd+K (cut at playhead)

Duplicate: Ctrl+D/Cmd+D

Copy/Paste: Ctrl+C/Cmd+C (copy), Ctrl+V/Cmd+V (paste)

*Can vary per editing software

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Content Capture



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Start with a Storyboard

- 'Pre-production' will help cover all shots while you're filming - so you don't have to re-shoot!
- This is your blueprint for editing
- Find comp videos - not everything has to be based off of a trend, but you should still look at what is working well online and take that as inspiration
- Determine what aligns best with your brand - casual, professional, aesthetic, educational

Grab Your Gear

Apple iPhone Pro or Samsung
Phone
\$1000



Canon Mirrorless Camera
\$1000 - \$15000
Adorama / B&H Photo



Phone Light Stand - Lume Cube
\$300

Stabilizers + Tripods



iPhone Tripod - Amazon, \$50



Manfrotto Tripod - B&H Photo, \$300



DJI OSMO Gimbal- B&H Photo, \$160

Lighting + Accessories



Backdrop stands - Amazon, \$50



Nanlite PavoTube - B&H Photo, \$300



Mini Microphone - Amazon or Target \$20

Getting ‘The Shot’

Social media is a visual platform. **Pretty matters!**

- Check your backgrounds for clutter, trash cans, or distracting colors
- Soft lighting means no harsh fluorescent AND no direct sunlight
- Cinematic mode on your iPhone can produce higher quality videos, but isn't low-light friendly
- Get a safety shot - just in case the other doesn't look right when you edit!
- Leave a few seconds before and after the action to allow for trimming and transitions

Best Practices – When Filming

When shooting on your iPhone, make sure to select the highest resolution possible: 4k, 30-60 FPS.

Natural light will always look more authentic and nicer than artificial light. Find a location where you can shoot content consistently with light.

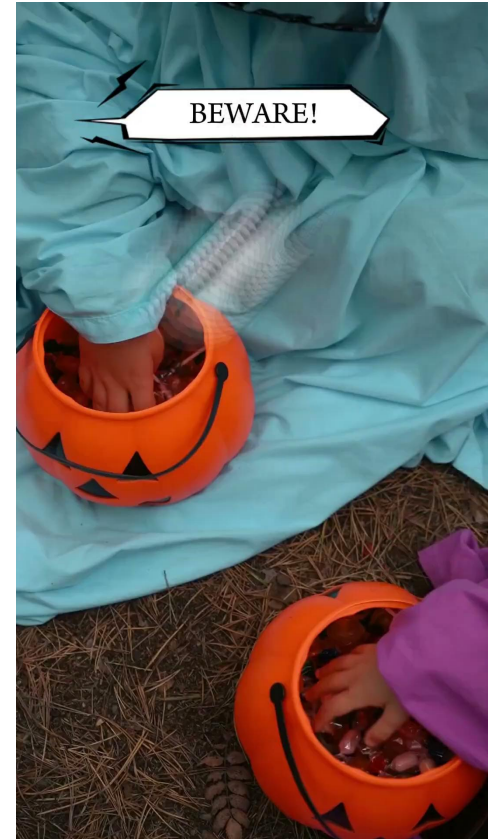
If you are doing a lot of speaking within your videos, consider investing in Lavalier mics (Joby is a great prosumer brand), or utilizing your Apple headphone mic to speak into for a clearer diction.

Stock or No Stock?

Struggling with content capture? While stock photo typically doesn't perform as well, it can have its uses.

Resources for free content:

- Pexels
- Videvo
- Pixabay



Recommended Apps

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Popular Software



CapCut



InShot



Edits



iMovie



AdobeRush

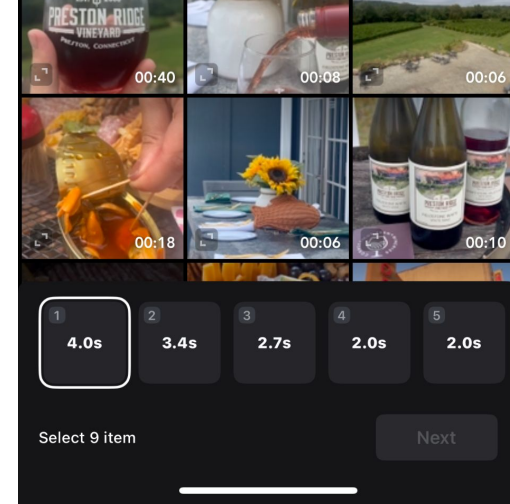
CapCut



CapCut

One of the most popular apps for social media

- Robust selection of templates that allow you to time clips to the music - templates can be limiting for creativity
- The TikTok app
- New LinkedIn integration
- Offers a paid version
- Advancing AI offerings



Welcome to the free, all-in-one AI video maker

[New project →](#)

Instant AI video
Enter your script and select a style to generate a video with stunning images.
[Try it >](#)

Brainstorm with AI
Let AI help you brainstorm ideas, find info, and create a compelling script in a snap.
[Try it >](#)

Avatar video
Create your custom avatar or choose one from our library to bring your script to life.
[Try it >](#)

Match media to script in 1 click
Upload your videos and script, and they'll be automatically matched to create a video.
[Try it >](#)

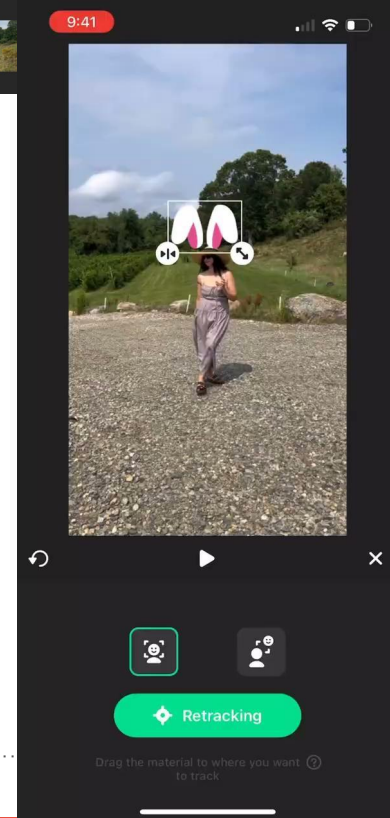
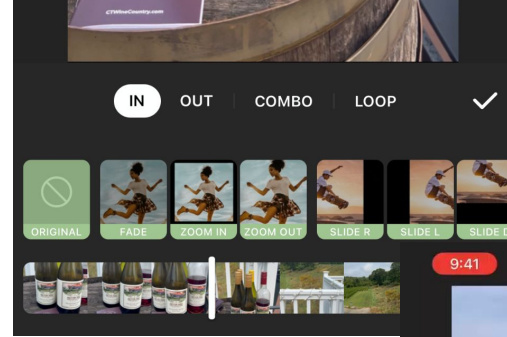
InShot



InShot

One of the most popular apps for social media

- Use free version! You do not have to pay!
- Has more effects (labeled as animation)
- Playful features like 'cutout' or 'tracking' or 'freeze'
- Audio selection isn't as trendy as social apps - but you can choose in the app!



Edits



Edits

I will be using this for our deep dive in the next section!

- Initially was buggy, but has quickly become my go-to app
- Created by Instagram to compete with TikTok and CapCut
- Trending audio connects to social media app directly
- Covers the basics without overwhelming edits - too many choices can be dangerous!

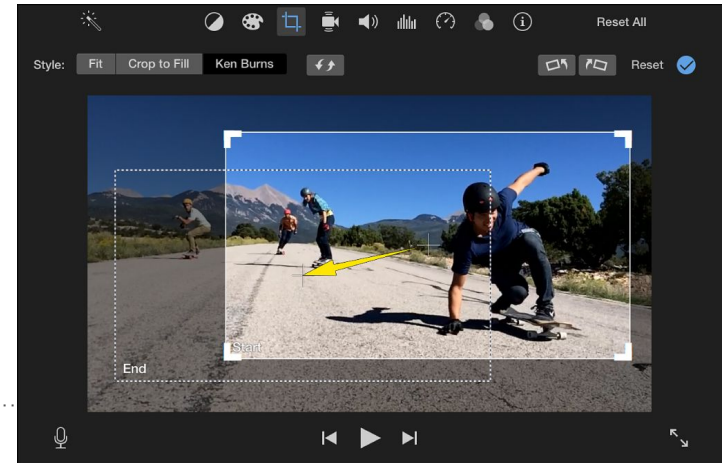
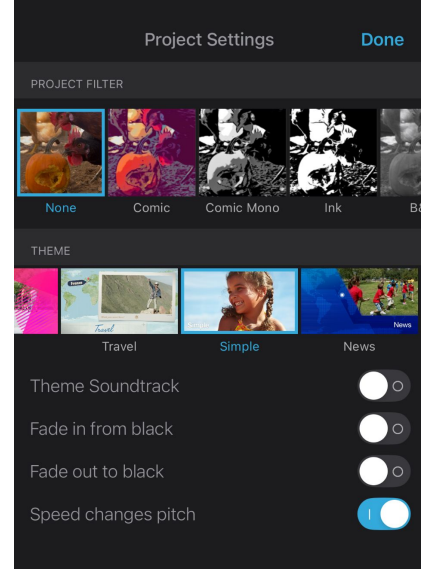
iMovie



iMovie

The mobile app is NOT good. **I'd only recommend for desktop.**

- The app is very limited options beyond transitions, trimming and filters and not competitive with social media aesthetics or trends
- The desktop iMovie is a great beginner choice!
- Desktop has many of the features we will discuss, but I'll note the Ken Burns Effect



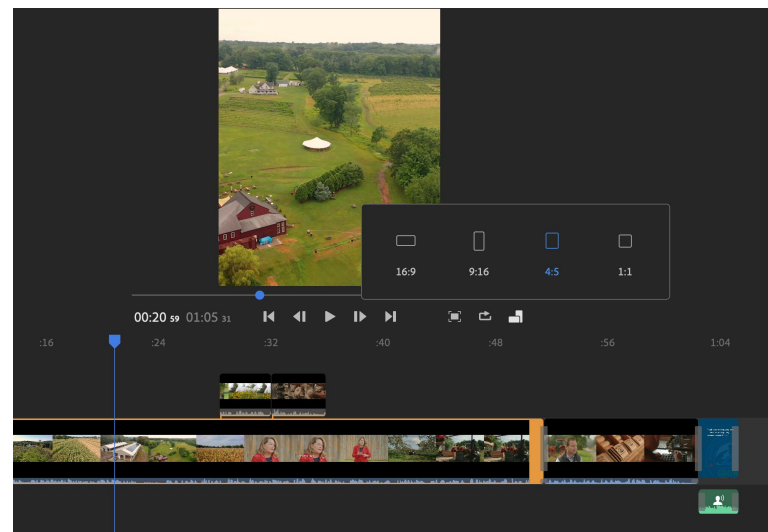
AdobeRush



Desktop editing

AdobeRush

- My favorite for video that needs more sizes!
- Doesn't auto reformat when resizing
- Good for larger files or DSLR camera shots
- Mini version of Adobe Premiere, which is very advanced
- Limited with text and motion graphics
- Audio not built in



Editing

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Review Your Footage Before Entering the App

Pick the best takes and favorite them for easy selection.

If you have a lot, you can also create a folder to distinguish which clips were selected.

Delete what is obviously not usable. Permanently store the content on your drive for content capture and future use.

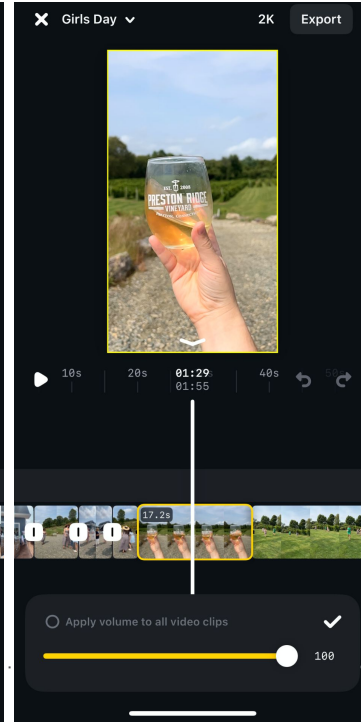
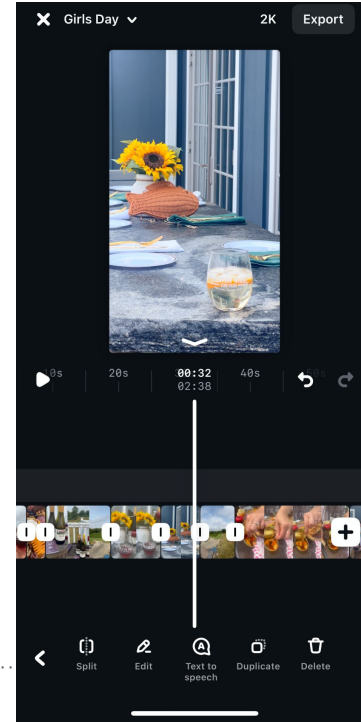
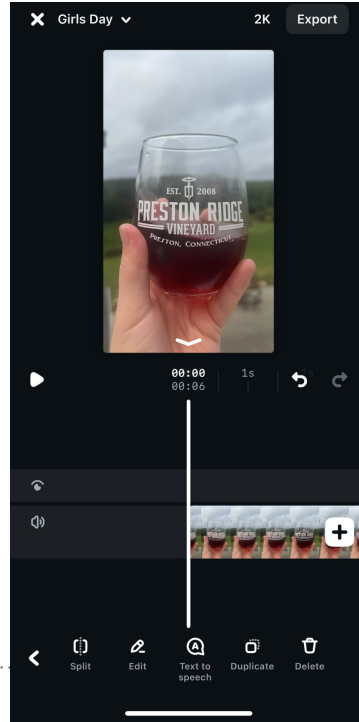
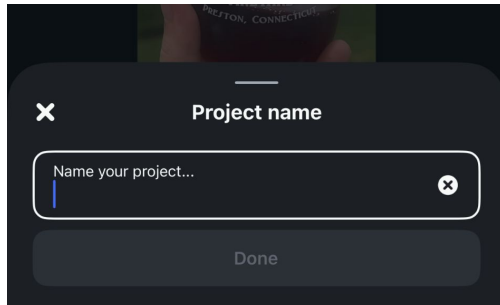
*Advice from someone with 20k photos and videos on their phone

Upload Clips to the Project

Your clips will appear in a line chronologically.

Pinch the timeline to zoom out.

Practice scrubbing the footage.



Trim, Drag, Split

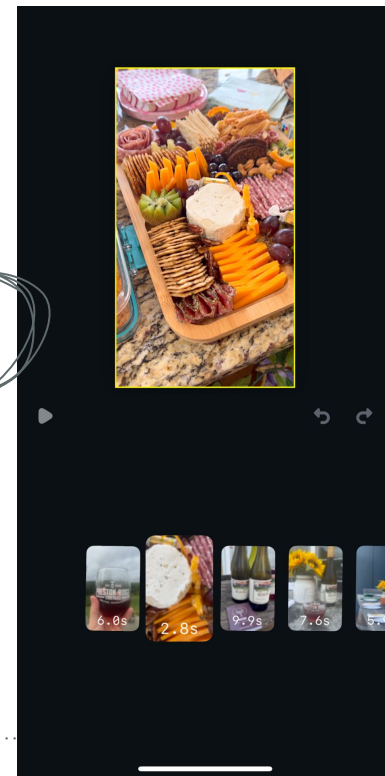
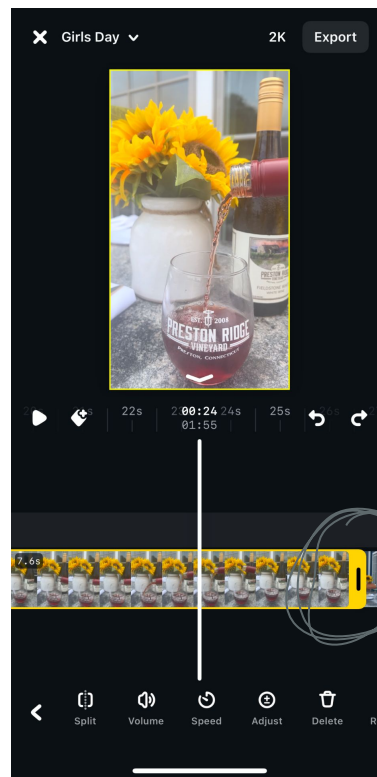
Edit for a goldfish attention span.

Sadly, clips more than 3 seconds will lose a viewer's attention. By selecting a clip and dragging the yellow ends, you can trim in each direction.

Need to cut out the middle? Hit 'SPLIT' to cut the clip at that point.

Hit undo if you regret your decision.

To re-order, tap and hold. When the clips wiggle, you can drag them around, much like the apps on your home screen!

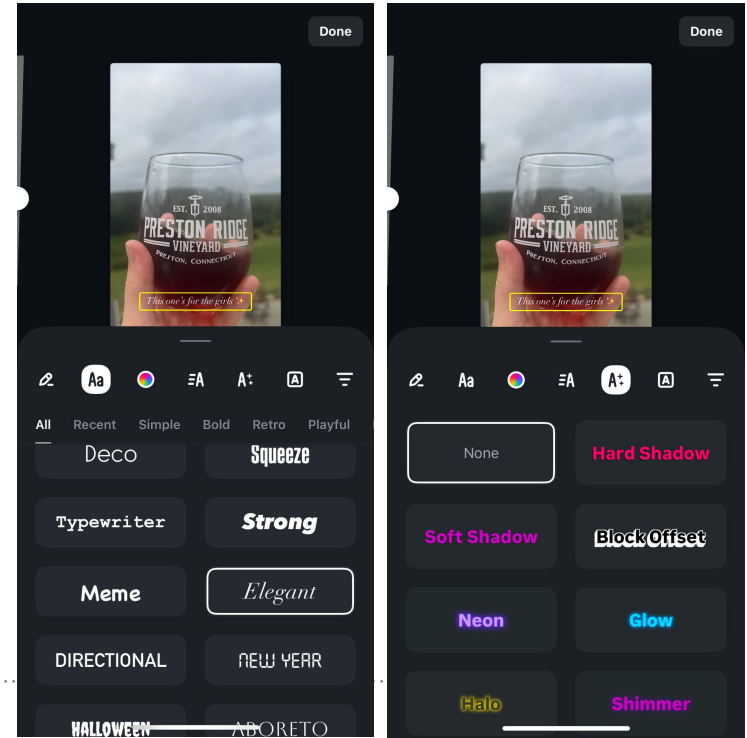
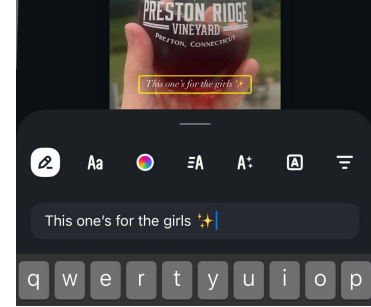


Add Text

Click 'Add Text' and customize the font, color, style, effects etc. Exit the text customization screen.

Then, adjust size and placement by clicking on the text box and moving it around. Use two fingers and pinch to adjust the size.

Be mindful of 'Safe Zones' that get covered in the app view.



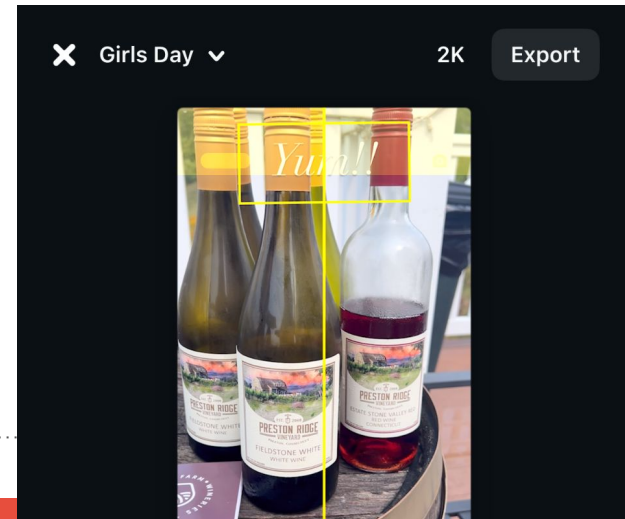
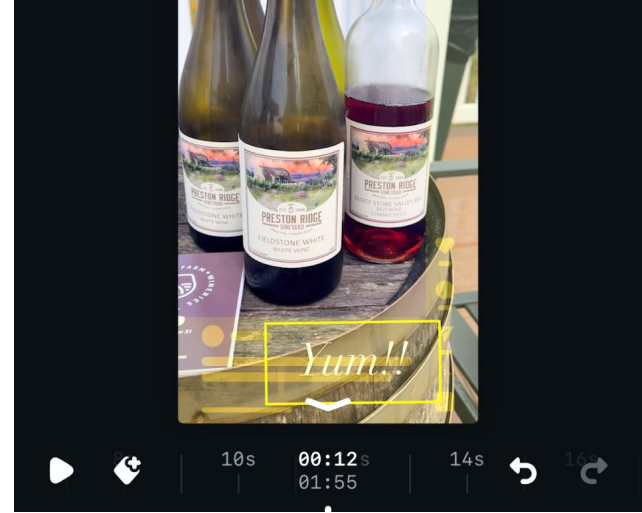
Safe Zones

Safe Zones vary by social media app since the display is different.

'Edits' will show you the cut off zones!

Note that a paid ad has even less safe space.

*You can zoom in on the video and reposition if you need to make room for text



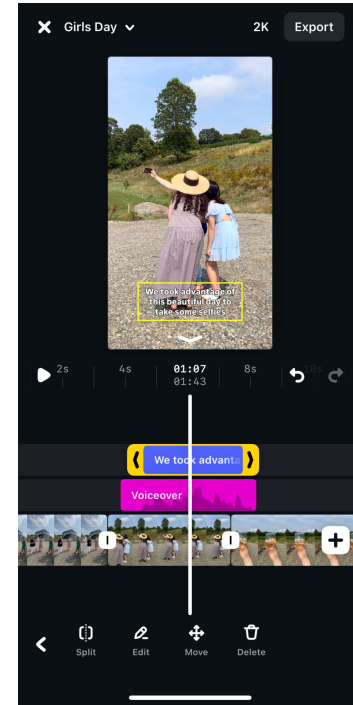
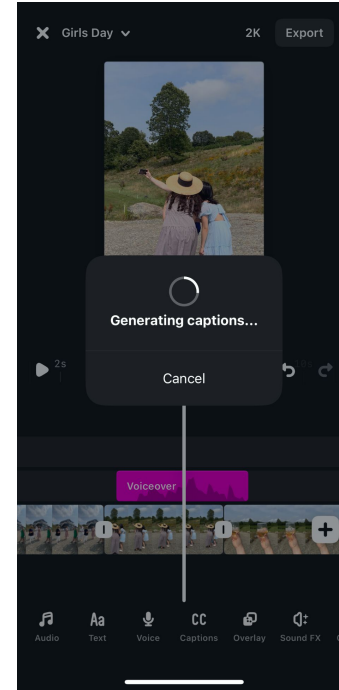
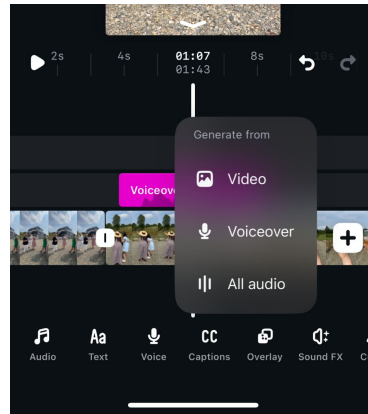
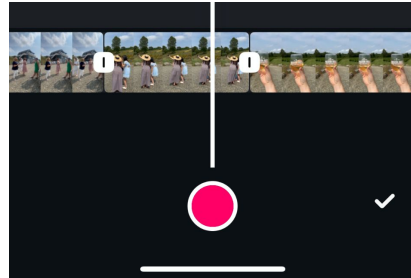
Add Voice Over - AND CAPTIONS

You can record directly in the app or import.

Lower ambient noise.

Auto-Generate captions - edit spelling and style just like text!

AI is a real time saver!



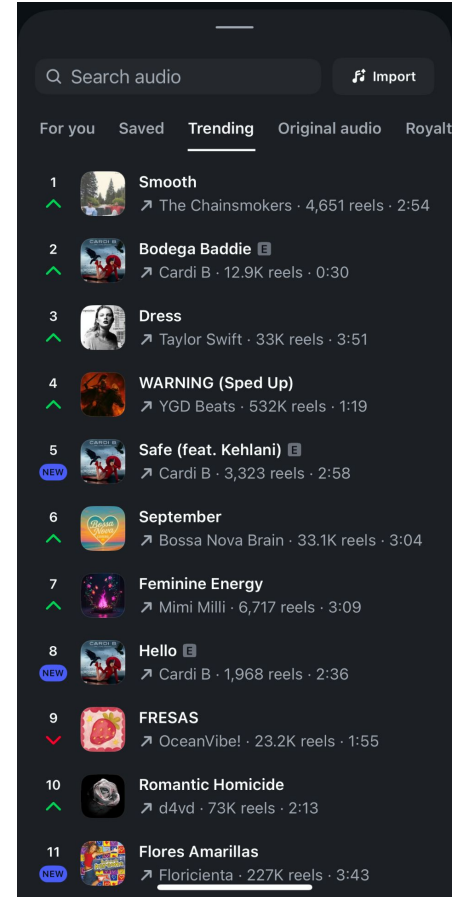
Choose Your Audio

Note - Sometimes this comes first, like if you're doing a trend based on an audio track!

Social first apps will show you trending audio.

You can also save audio you like as you scroll for later use.

Trending audio is a sweet spot! Look for on the rise, but not overused



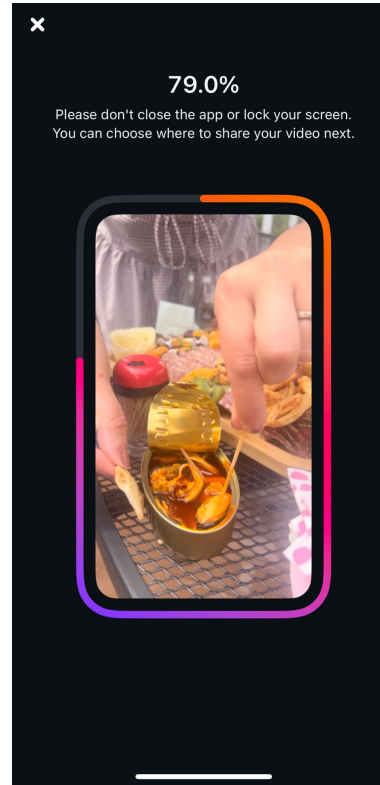
Branding

You may want to use the overlay or PiP feature to put your logo on the video, or add a final graphic image with a CTA or event details.

While this does have its uses, social media algorithms prefer an organic, authentic looks. Not a hard sell, but content that seamlessly works into your feed, so that you don't even realize it's a brand!

Export

You can export directly to social media, or download the file to plug into a content scheduler.



Try It Out!

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Q&A

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