

EVENTS CONTENT CAPTURE GUIDELINES

VIDEO BEST PRACTICES

- Shoot your images with phone vertically, most suitable for Instagram reels and story content
- Brief is best
 - Capture a variety of video lengths, around 15-90 seconds each
- Maintain raw, casual style—no need to be overly polished
- Focus on lighting
 - Natural lighting preferred, when possible
 - Be aware of shadows
- Reduce background noise: Step away from crowds, wind, music, etc.
- Shoot at a smooth pace; Consider using a tripod or stabilizer for smoother footage
- Avoid zooming in while filming to maintain video quality
- When filming someone, have them introduce themselves and let the audience know where they are

STILL IMAGE BEST PRACTICES

- Shoot your images with phone vertically, most suitable for Instagram reels and story content
- Focus on lighting
 - Natural light is always best if possible
 - Be aware of shadows
- Avoid the backs of heads in a crowd (unless intentional)
- Use the "rule of thirds," imagine a 3x3 grid overlaying your image, the subject(s) of your photo should be in the middle thirds of each direction
- Tell a story with images by capturing multiple elements of a scene, such as before and after or multiple phases, etc.

CONTENT IDEAS

VIDEO

- Testimonials from attendees
 - Remember to have each person introduce themselves and share what event they are attending
 - Ask 3-5 questions: What is your biggest takeaway? What was your favorite part? What has this time meant for you or your church? Why did you come? What would you say to someone considering attending in the future?
- Video walkthroughs of the environment — explain what you're seeing
- Videos from the event -- worship, fellowship, activities
- Videos of first-time attendees talking about their experience

STILL IMAGERY

- Candid images of attendees in joyful engagement - worship, prayer, encouragement
- Staged shots of groups attending together, attendees with event speakers, attendees with GBMB staff
- Images that capture details / aspects of the event: Worship band, Journals, Takeaways