B-ROLL FOOTAGE for social media



B-roll footage is a great way to showcase your brand personality and connect with your audience on social media. Here are some of our favourite b-roll shots to take:

At Work

- Working at your desk/on your computer
- Working in different areas around the office
- Working on location

Check out this example: View Here

Personality

- Footage of your interacting with clients
- Smiling, laughing or focused on work
- Having fun at the office with your team

Check out this example: View Here

Workspace

- Close up of your office decor
- An office tour
- Vignettes of different spaces throughout your office

Check out this example: View Here

Day to Day

- Capture everyday tasks
 - Organizing your desk
 - Opening the office
 - Making coffee
 - Writing to-do list

Check out this example: <u>View Here</u>

MSC TIPS

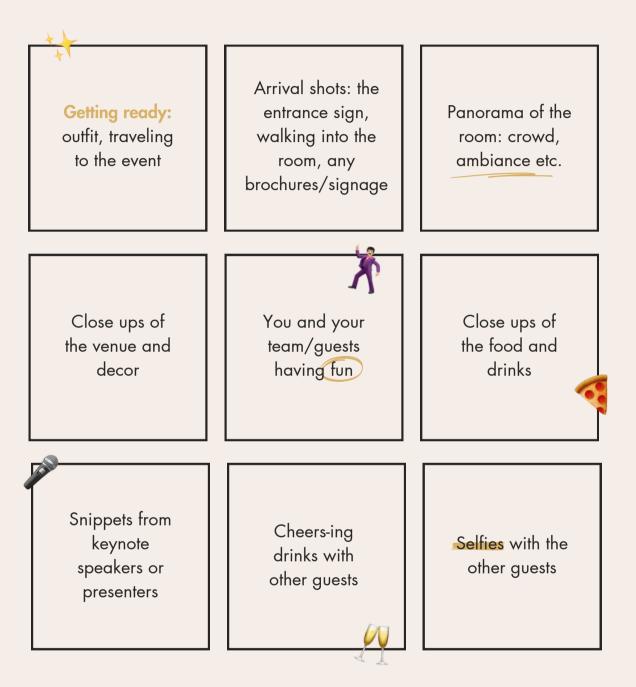
- Make sure your clips are longer than 4 secs. Aim for 5-15 second long clips
- Don't move too quickly if you are panning keep the shot steady and slow, you can always increase the speed in editing if needed!
- Shoot vertically
- Try to take photos in 'Live Mode', so they can be converted to videos later



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EVENT PHOTO SCAVENGER HUNT





MSC TIPS

After the event, add all the photos and videos to a labelled google drive or dropbox folder for safe keeping!

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