

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: [View Here](#)

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



EVENT PHOTO SCAVENGER HUNT



 <p>Getting ready: outfit, traveling to the event</p>	<p>Arrival shots: the entrance sign, walking into the room, any brochures/signage</p>	<p>Panorama of the room: crowd, ambiance etc.</p> <hr/>
<p>Close ups of the venue and decor</p>	 <p>You and your team/guests having fun</p>	<p>Close ups of the food and drinks</p> 
 <p>Snippets from keynote speakers or presenters</p>	<p>Cheers-ing drinks with other guests</p> 	<p>Selfies with the other guests</p>

MSC TIPS

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