



Smartphone Video Production Checklist

Pre-Production

- Identify goal of video
- Identify audience of video
- Determine distribution based on audience and goal (social media channels, YouTube, etc.)
- Have a clearly defined CTA (call to action)
- Brainstorm/storyboard/script
- Schedule shoot
- Get release(s) signed
- Ensure smartphone is fully charged and has enough storage space
- Remember to pack notes, talking points, mic, cords, tripod, lights, reflectors, etc.

Production

- Compose shot
- Use tripod/stabilizer
- Adjust lighting/set white balance
- Set focus
- For interviews: eye-level with subject
- For interviews: use mic and hide cord
- For interviews: have interviewee reply in full sentence
- Pause 3 seconds after speaking
- Shoot cutaways/cut-ins

Post-Production

- Trim ends
- Cover jumpcuts
- Reinforce CTA
- Make sure you own the rights to all video/music (if needed, use royalty-free, CC0)

Distribution

- Select best posting times
- Use hashtags for social media
- Repeat CTA in post, encourage engagement (shares, likes, comments)
- Upload to YouTube: use tags and link to your site
- Embed on your site