

Mini guide for content creation



Mini guide for content creation

BEFORE RECORDING REMEMBER TO:

1. Go to Settings in your phone:

Camera -> Formats -> Most Compatible (Most Compatible will not compress your photo and will save it with a .JPG file format.)

Camera -> Record video -> 1080p HD at 30fps (Slow motion change to 1080p HD 60fps)

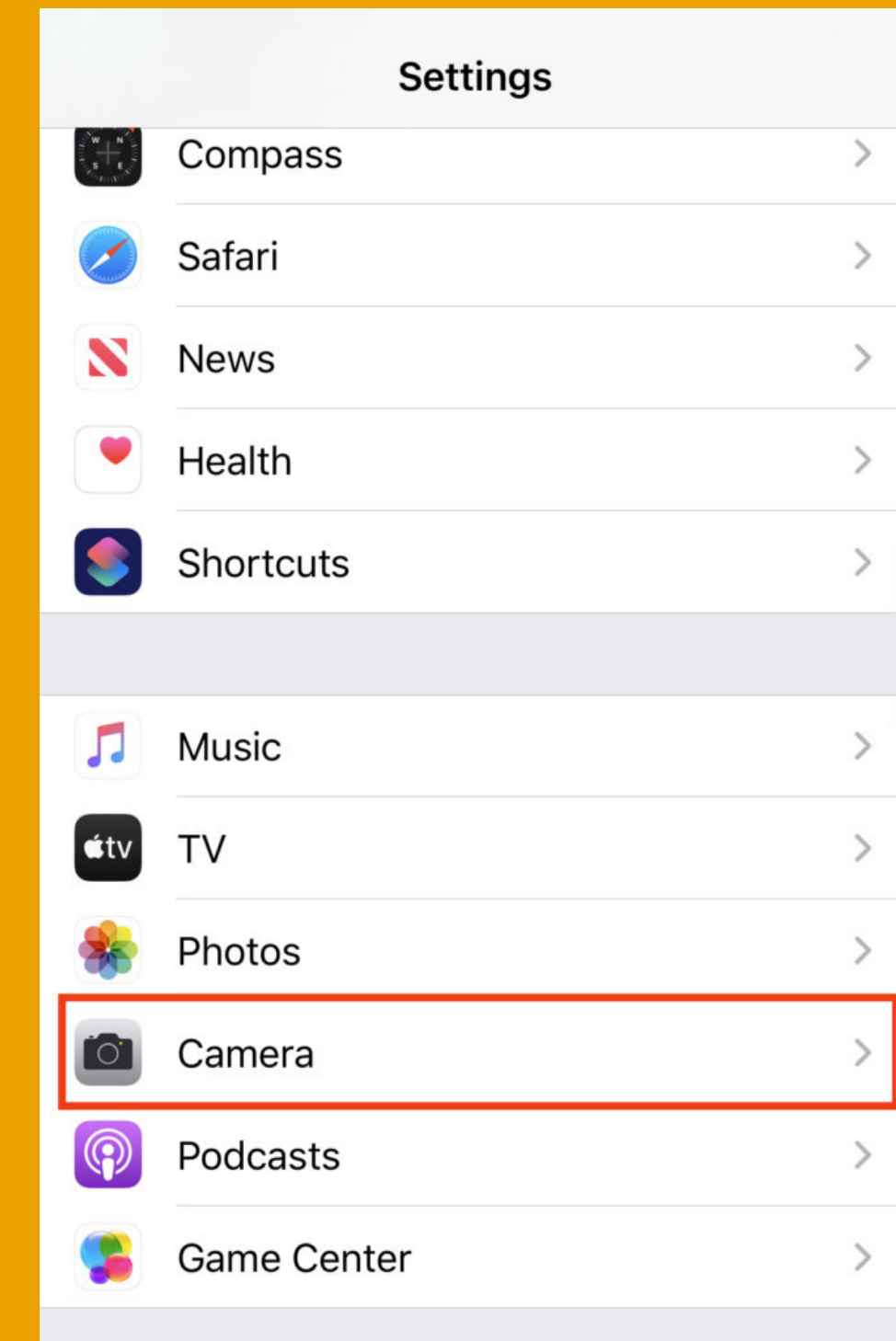
Camera -> Activate HDR Video

2. Wipe your lens

3. On your phone camera settings, turn on the grid which will help you keep your pictures centered and create a good composition.



Tip: avoid leaving too much blank space around the items you are shooting



4. Tap focus the main element:

(Your camera will automatically focus on something unless you tap the screen to manually set focus. After you tap, a yellow square appears on the focused area with a sun icon next to it that lets you set exposure (how much light comes in.)

5. Avoid using Zoom or flash:

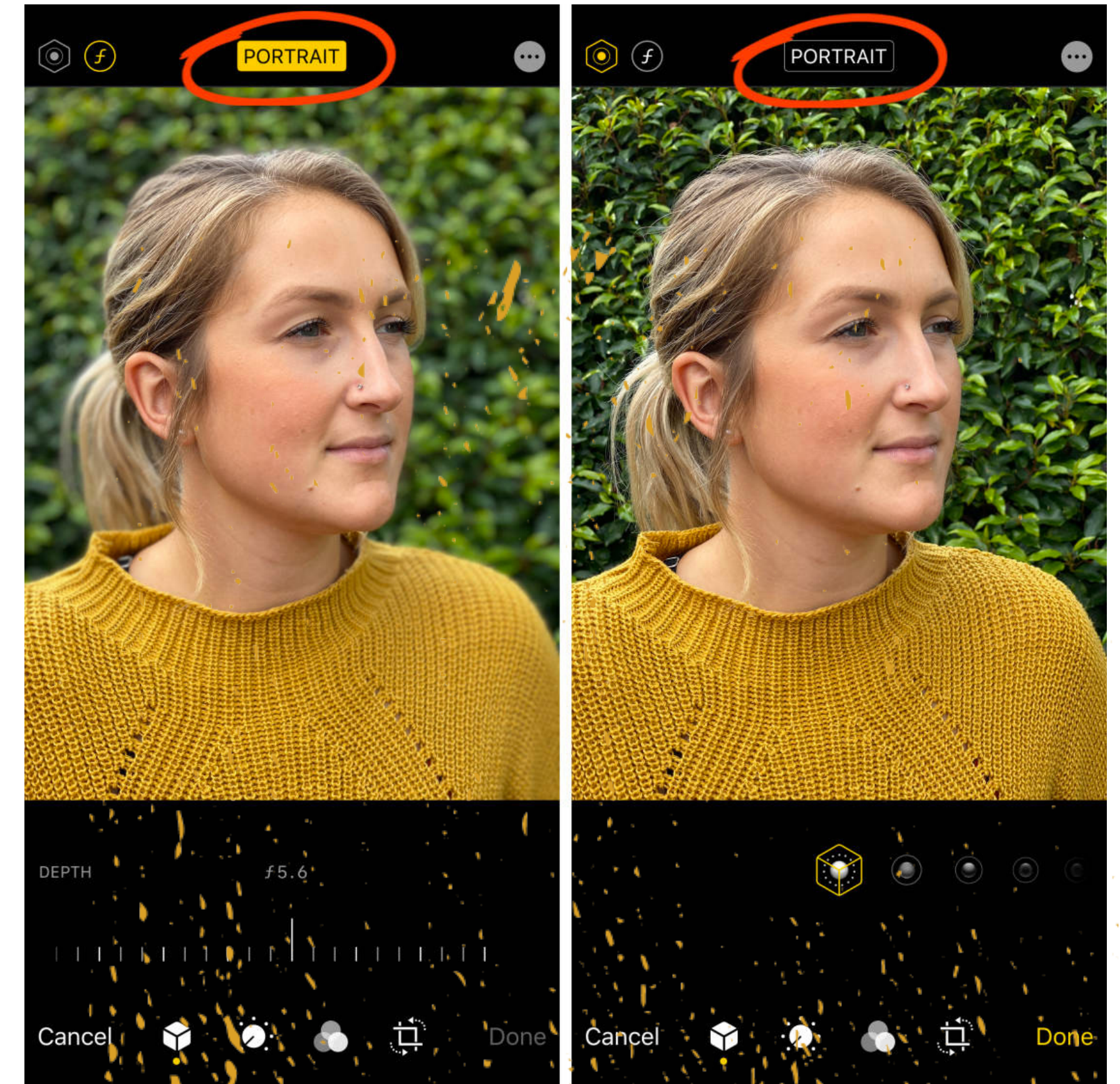
(If you need more light, ask someone to help you turn on their cell phone light and adjust its intensity depending on the amount of light you need.)

6. Use Portrait Mode to blur the backgrounds:

(Perfect for pictures of dishes, cocktails and team members.)

7. Use the right tools for recording videos:

tripod, stabilizer or just use action mode if you have an Iphone 14 +, you can tap the action mode button found on the top right of your screen when you select video on your phone.



INSTAGRAM STORIES FOR BEGINNERS:

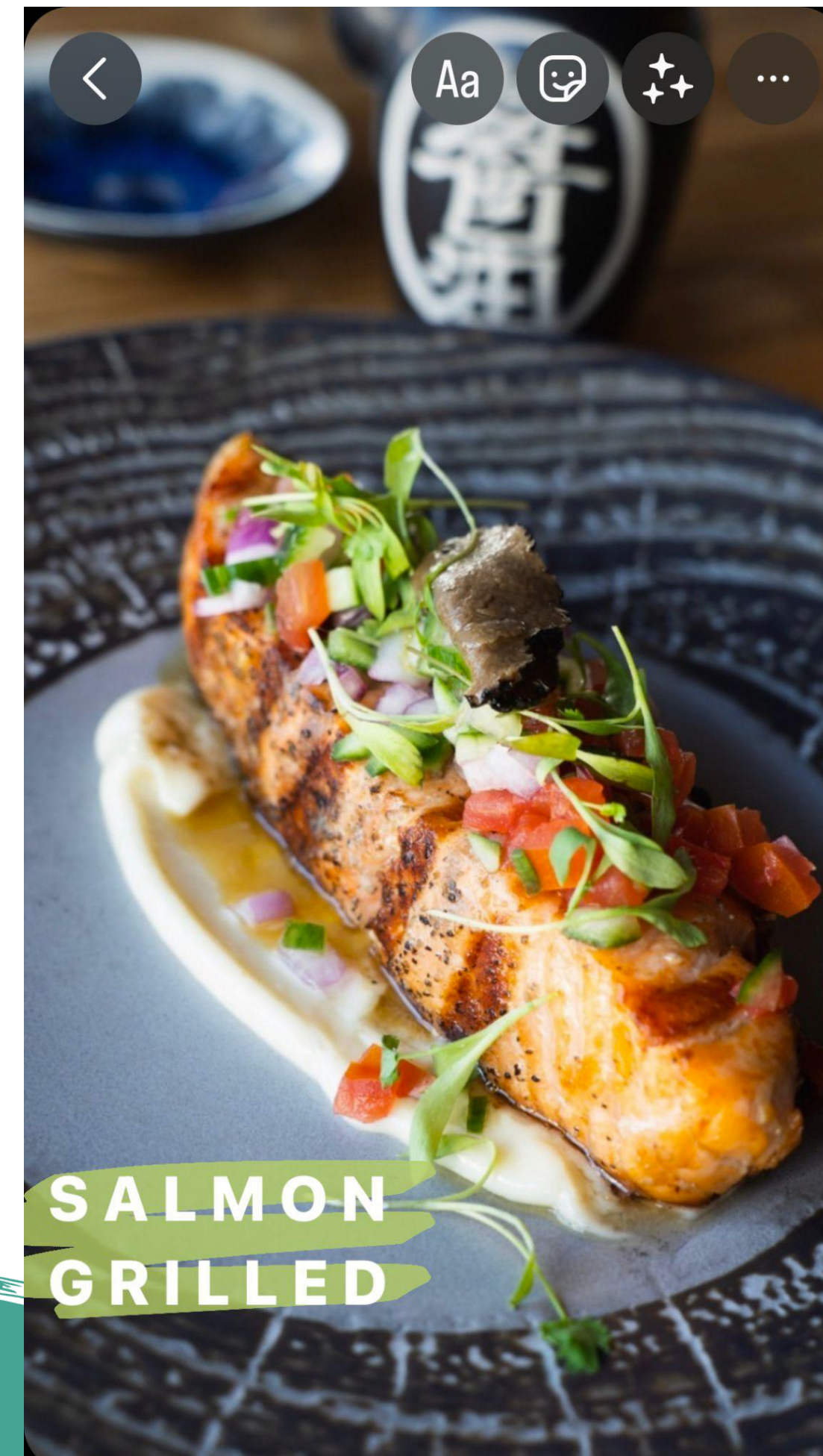
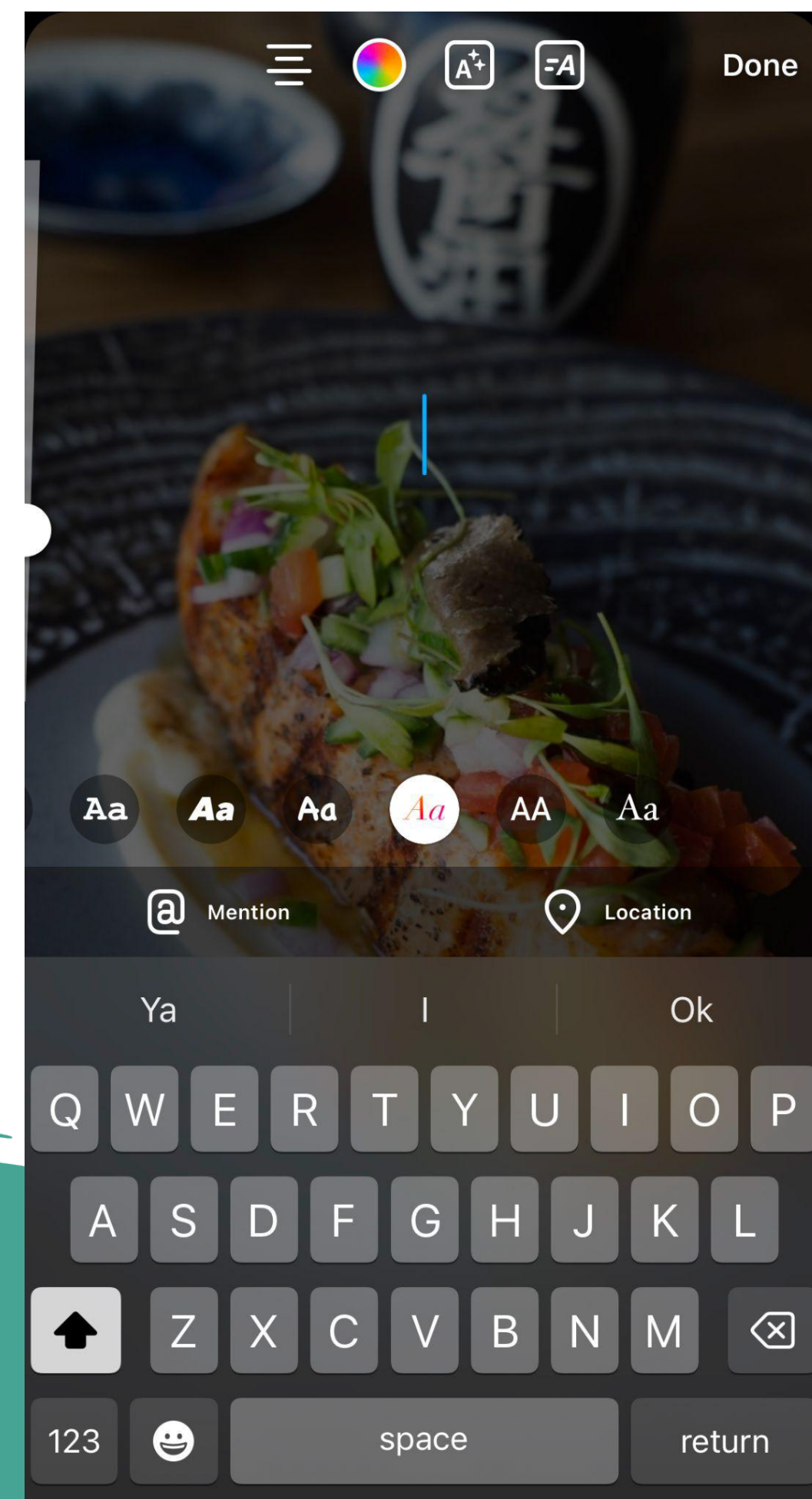
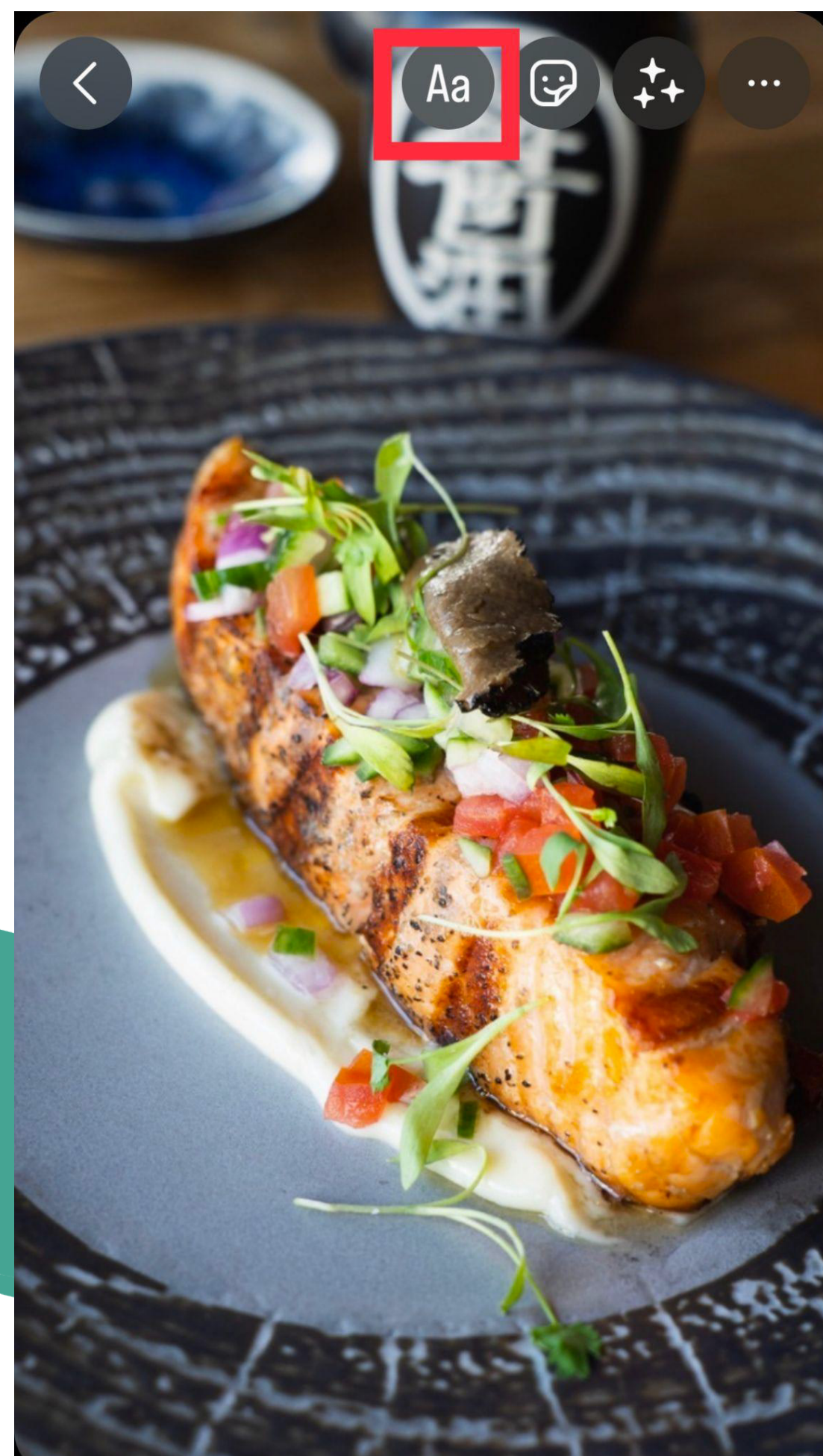
Instagram App -> Click “+” -> Story -> Select image on the left

You can add:

- Text
- Stickers
- Location
- Link
- Filter (We recommend you to edit your pictures on another platform such as Lightroom which will give you more options)
- Music
- Create a Poll/Quiz
- Create a Countdown

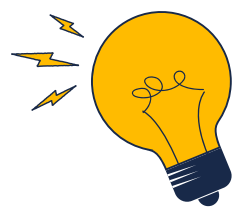


Add Text: If you click on the Text icon (the Aa here, top right), you can actually type in content. You'll see I have a lot of options in terms of fonts, alignment, colors - all sorts of things. Also in the 3 dots icon you can draw with different types of pens.



Add Stickers:

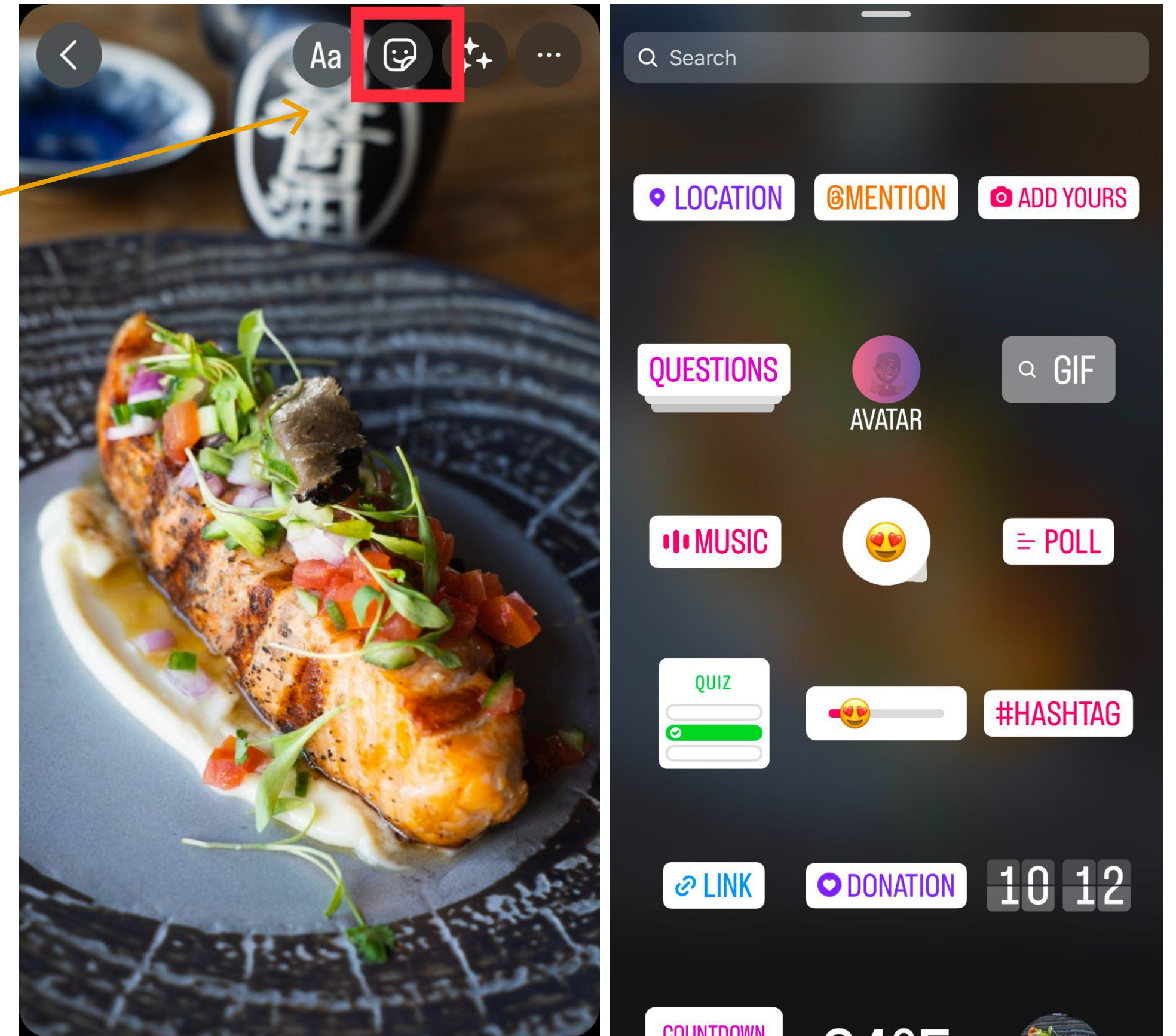
If you click on this smiley-face Sticker icon it's going to bring up a ton of options that you can customize your Story with.



Suggestions:

avoid leaving too much blank space around the items you are shooting

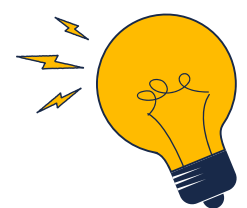
- Don't saturate with a lot of stickers/GIFS, we recommend using one or two
- Use the transparent location (If you click in your location you'll see all the option colors)
- If you want to tag someone/something - do it with the text option
- Add trending music
- Create a Poll/Quiz or use the smiley bubble and smiley bar to interact with your audience
- Create a countdown for your events so your audience can save it



CREATING VIDEOS FOR INSTAGRAM STORIES

Duration: 5-10 seconds MINIMUM per video.

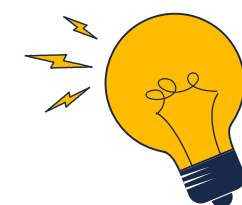
Format: Vertical - ALWAYS! Don't flip your phone horizontally!



Tip: Make sure the area you're shooting the video is clean, no trash cans, laptops, clean bar without bottles, glasses on top, and PLEASE make sure that if someone's hands are on the pics, they are clean and well groomed.

Don't zoom in! It's better if you get closer to the object or just crop the video, otherwise you'll lose video quality.

Other ideas: loyal guests - request guest testimonials from frequent guests that will be up for this and that you have a close relationship.



Suggestions:

Shoot at least 2 videos daily, changing topic/theme each day to have a good mix of content

Examples:

- **Monday** - Making a sushi roll, knife skills.
- **Tuesday** - Action shots in the kitchen - wok cooking, fire, etc.
- **Wednesday** - The process of making a unique cocktail
- **Tuesday** - Videos of different dishes and drinks
- **Friday** - Night atmosphere, guests, fun vibes, etc.
- **Saturday** - Brunch videos - making of, plating, serving, etc.
- **Sunday** - team huddle, loyal guest testimonial.

REELS FOR BEGINNERS :

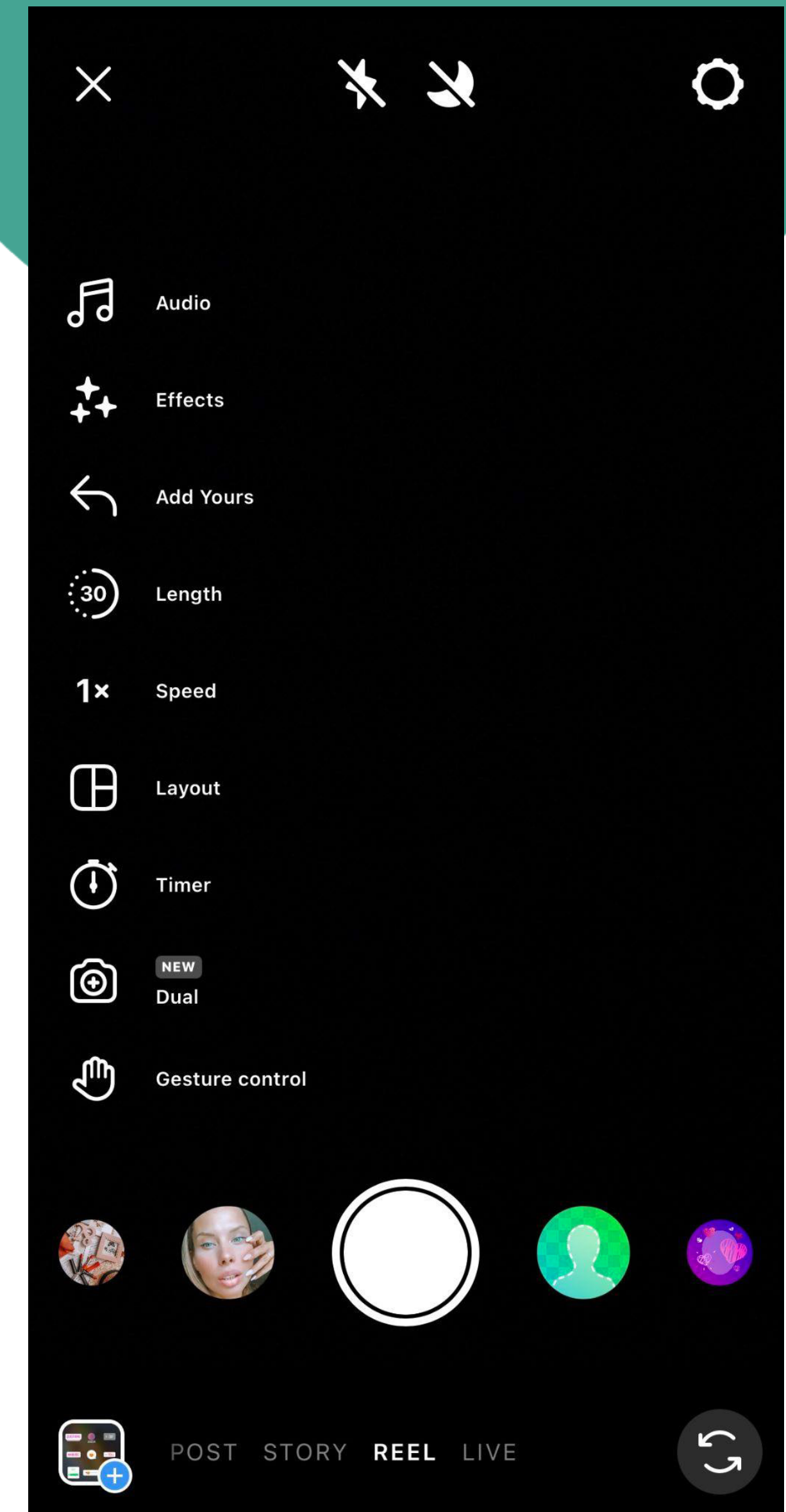
Instagram App -> Click “+” -> Reel -> Record or select a edited video from your camera roll

1. Shoot Instagram Reel/Uploaded edited video.
2. Preview and Add Effects: Left tones are the effects.
3. Share Instagram Reel



Suggestions:

- Add trending music. (How to find it? Go into the reels section, see all the other examples of people and save the most used ones.)
- Don't upload a video if it has Tik tok, Capcut or any other logo of another app, because Instagram will not promote it.
- The duration of your video needs to be longer than 6 seconds.



TOP IDEAS FOR INSTAGRAM REELS:

1. Show off your work:

<https://www.instagram.com/reel/ConC7-ygzRn/?igshid=YmMyMTA2M2Y%3D>

2. Show off your skills:

<https://www.instagram.com/reel/CqbnZOPO18z/?hl=en>

3. Invite participation:

https://www.instagram.com/p/CbLcx3VFs3R/?utm_source=ig_embed&utm_campaign=embed_video_watch_again

4. Go behind the scenes:

<https://www.instagram.com/reel/ClInZ8IOZyq/?igshid=YmMyMTA2M2Y=>

5. Count it down:

https://www.instagram.com/p/CbiLuVagHXq/?img_index=1

6. Before and after:

<https://www.instagram.com/reel/CpqFFdLPtI3/?igshid=YmMyMTA2M2Y=>

HOW TO MAKE REELS?

Duration: 30 seconds maximum

- **Format:** Vertical **ALWAYS**
- if you have an Iphone 14 use action mode on the top right of your screen and move the phone slowly when shooting, it helps stabilize video images.
- **Tips:** Make sure the area you're taking a video is clean, no trash cans, laptops, clean bar without bottles, glasses on top, take care that hands are clean if you do any interaction

Instagram accounts for inspiration (transitions):

- <https://www.instagram.com/thereelcoach/?hl=en>
- https://instagram.com/cameratricks_?igshid=YmMyMTA2M2Y=

If you're feeling confident, try shooting vertical videos with your phone camera and use your favorite video editing app such as: CapCut, Inshot. You can find video tutorials on Youtube on how to use these apps.

Happy shooting!

