

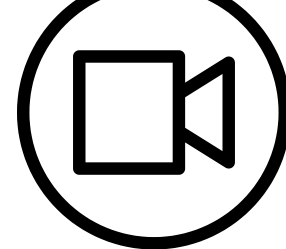


STARTING VIDEO THE **EASY WAY**

Church Edition

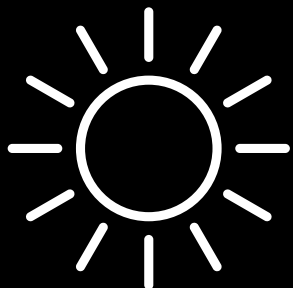
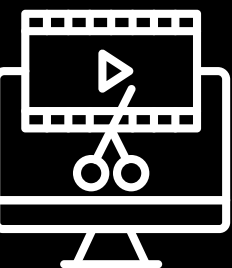
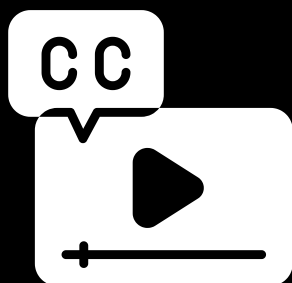
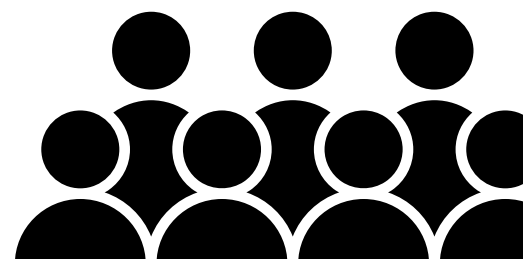
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PROMPTS

- Film B-roll at events
- Use live-stream recordings for homily clips
- Invite parishioners to film events
- B-roll of your parish/diocese with text over it
- BTS of Mass prep
- Priest Q&A series



TECHNICALITIES

- Film in good lighting, natural light is best.
- Keep the video under 90 seconds. 60 seconds is recommended.
- Add subtitles when possible. Make sure they are somewhat central on the video so they don't get cut off by the in-app buttons. Apps usually offer auto subtitles in-app.
- Add quiet background music if it needs something to make it more engaging.
- Edit videos in CapCut, Canva, or in-app.
- Use vertical format (9:16).



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