

# Smartphone Photography & Video Training for Advocacy Day

## Overview & Inspiration

00:00:04 - Welcome and Session Goals - Quick intro and what to expect in the session.

00:00:35 - Recap Video of Past Advocacy Day - Highlights and emotional impact.

00:02:07 - Why Localizing Content Matters - Showcase people from your region.

## Smartphone Photography Tips

00:03:32 - When to Start Posting - Pre-event timeline and strategy.

00:04:24 - Best Times to Post - Platform-specific posting tips.

00:06:34 - Using Instagram Stories and Carousels - Tips to boost reach.

00:08:06 - Use Local Stats - Make content more relevant and local.

00:08:58 - Using ChatGPT to Generate Post Ideas - AI tools for inspiration.

00:11:37 - Photo Tips - HDR, clean lenses, orientation.

00:13:52 - Auto-Fix and Editing - Use built-in tools for quick enhancements.

00:15:01 - AI Tools to Fix Photos - Using PixelUp for image improvement.

## Smartphone Video Strategy

00:17:08 - Why Use Video - Connection, credibility, and engagement.

00:19:16 - What Kinds of Videos to Create - Interviews, B-roll, stories.

00:22:30 - Know Your Platform - Horizontal vs. vertical for each use.

## **Smartphone Photography & Video Training for Advocacy Day**

00:24:09 - Shooting Better Interviews - Framing, lighting, and background.

### **Tools & Gear for Better Content**

00:33:35 - Smartphone Tech Tools - Gear tips for pro-looking content.

00:34:01 - Microphones - Wired/wireless options and setup.

00:38:09 - Mic Handle Accessories - Turning mics into handheld tools.

00:38:32 - Tripods - Recommendations for interviews and livestreams.

00:40:27 - Lighting - Portable lights for indoor/outdoor use.

### **Editing & Post-Production**

00:41:06 - Upload Natively - Maximize reach by posting directly.

00:42:19 - Video Length by Platform - Max duration tips.

00:42:47 - Video Editing Apps - CapCut, InShot, Edits, iMovie.

00:47:07 - Editing Workflow - Import, trim, B-roll, music, export.

00:48:21 - InShot Editing Demo - Step-by-step video creation.

### **Audio Cleanup Tools**

00:52:47 - Why Good Audio Matters - Tools for removing background noise.

00:53:38 - Before/After Audio Cleanup Example - Real-world demo.