



# GUIDE: Capturing case study videos

## Connecting Communities: Share your story

A captivating video can make a big impact. If you send us a few short clips, we can turn it into a video or reel for social media. To support your story of success, we've developed a short guide to help you get the best result from a mobile phone.

Email [CommunityCaseStudies@dss.gov.au](mailto:CommunityCaseStudies@dss.gov.au) if you need any advice or help with this guide.

### Format

We want people to be the focus of our stories. If they consent to have their video shared with us, please consider filming one or more short clips (3-90 sec) of the following:

- A live portrait – for example someone posing for the camera but looking up and laughing.
- The person or people in their own environment.
- Someone showing an everyday moment in their lives.
- The person showcasing the way they have benefitted from the program.
- Some behind the scenes video content from the point of view of a participant, volunteer or staff member. For example, someone giving a tour of the community garden to see what is growing. Someone explaining how they have made their forms easier to fill in. Someone showing how to make a great cuppa to help their participants relax. If someone is passionate and interested about the thing they are doing, that will translate well into video.
- A very short statement or quote about how the project or service impacted the person.
- A 'how to' guide.
- Someone reading a letter to express gratitude to a person – for example their support worker, carer or provider.

### Authenticity is key

- We want to showcase how you support real people.
- If they are heartfelt, quirky, passionate or real, people will resonate with the story and the value of the program will shine through.
- Make sure the video clips depict an authentic version of them, for example they aren't photoshopped. They also don't have to dress up unless it is what they prefer, or it is relevant to the case study.

- Many people become uncomfortable in front of a camera. Sometimes it is easier to take several low-pressure videos of the person in their environment rather than trying to capture everything in one take.

## Lighting

Good lighting is important and makes the biggest difference.

The best time to take your video is in early morning or late afternoon. The light is softer and avoids glare. Use natural light where possible.

If the sun is too strong, try:

- Moving slightly left/right to avoid direct glare.
- Standing in light shade.
- Waiting a minute or two if clouds are moving.

Try to avoid:

- Very bright patches on the sign (over-exposed areas).
- Heavy shadows falling across any branding.

If you have a small LED light, you can use it to gently brighten the front of the sign or a person's face.

## Sound

The sound quality of a video matters just as much as how it looks.

If you are capturing voices or other sounds, please:

- Choose a quiet, sheltered place away from traffic, wind or crowds/ noisy offices.
- Keep the person close so they can be heard.
- Listen back to make sure you can hear everything clearly.
- Use a microphone if one is available.

## Size and dimensions

- **Resolution:** 1080 x 1920 pixels (Full HD).
- **Aspect Ratio:** 9:16 (vertical format).
- **File Size:** Up to 4 GB.
- **Frame Rate:** 24 to 60 FPS for smooth playback

## Framing and composition

This means what is in your shot and how you hold your phone.



For good framing and composition:

- Hold your phone at eye level or slightly above.
- Keep the phone straight, not tilted up or down, so the subject doesn't appear distorted.
- Use something stable to prop the phone or camera onto so it is steady.
- Check the background for clutter. Move a little if needed.
- Continue filming for a few seconds after you've capture your content. This will make it easier to edit.

**Use the rule of thirds:** imagine your phone screen divided into a grid. Try to place the main subject (the person or activity) off-centre along one of the lines.

### **For videos of people:**

- Make sure the person is well-lit and facing the light, not with the sun behind them.
- Take the shot from slightly above eye level for a natural, friendly angle.

Ensure you have consent if including a person in your videos. There are two separate consent forms for adults and children on the website [Connecting Communities: Share your story | Department of Social Services](#)

## Steadiness and sharpness

Steadiness and sharpness ensure the video is clear in focus and detail.

To take a clear video:

- Hold the phone with both hands.
- If possible, prop it against something to stay steady.
- Check that the framing is still right before you record anything.
- Tap the screen on the subject before taking the video to help your phone focus correctly.

## Editing

This is optional. We can edit the video for you. Before sending, you can do a quick check in your Photos app:

- Increase brightness slightly if needed.
- Edit the length of the clip if it shows more than the section you want to share.
- Adjust warmth or colour if the image looks too cool/blue.
- Avoid heavy filters. Natural videos are best.

## Submitting your videos

Send your videos with consent forms, to: [CommunityCaseStudies@dss.gov.au](mailto:CommunityCaseStudies@dss.gov.au).

