

SPARK Summer Research Video Contest

Social Media Video Production Guidelines

Equipment

- **It's not about the camera, it's about the person behind it.** A great video comes from good storytelling, not expensive gear.
- **Smartphones and cameras** are perfectly fine to use for filming.
- **Microphones** aren't always necessary, but consider one when you need to:
 - Isolate dialogue in a busy or windy setting
 - Enhance overall audio quality
- **Lights** are helpful for dark spaces (e.g., rooms with no windows).
- **Editing tools** — free, mobile-friendly options include:
 - **CapCut** (mobile-friendly; desktop version also available)
 - **Canva**

Video Guidelines

- **Familiarize yourself with the platform** you're posting to before filming — different platforms favor different formats.
- **Aspect ratio** should match the platform:

Vertical

Instagram Reels, TikTok,
YouTube Shorts, Twitter/X

Horizontal

Facebook, LinkedIn,
YouTube

- **Video length** should also be tailored to the platform and its audience expectations (30–60 seconds max).
- Reference [Hootsuite's Complete Guide to Social Media Video](#) for platform-specific specs and best practices.
- **Hook the Audience:** Make sure to start with a big moment! Why should your audience listen to what you have to say?

Adelphi Brand Guidelines

For specifics on Adelphi colors, logos, and other brand standards, visit adelphi.edu/brand.

Music & Audio

- **Do not use copyrighted music** in your video — this includes songs from streaming services, the radio, or any commercial release you don't have explicit rights to use.
- Stick to **royalty-free** or properly licensed music instead. A good source is the Meta Sound Collection, Meta's in-app music library.
- Many editing tools (like CapCut and Canva, listed above) also include built-in royalty-free music/sound libraries you can pull from directly.
- Instagram's Edits app is also a great resource for editing

Important Links & Resources

- [Social Media Policy](#) — rules to follow when setting up and managing your account
- [Brand Center](#) — fonts, templates, photo tips, etc.
- [Social Media Brand Page](#)
- [SMUG Resource Library](#) — links to blogs, reports, surveys
- [Video Guidelines](#) — tips for creating great videos
- [Photo Collections](#) — a sampling of professional photography that depicts general Adelphi scenes