eMotion Video
TRAINING & PRODUCTION

FNQ ENVIRONMENT ROUNDTABLE: Intro to Making Engaging Video Content

Get your work into the world

Short videos on the phone, for groups that have better things to do

Suzie Cray, eMotion Video



Business Chamber QUEENSLAND | ecoBiz star PARTNER

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288,000

plays

Their usual reel: under 1,000.

So good they reposted it on 2 November.



Save the Daintree Rainforest, on Instagram, May 2026

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Short. 15 seconds to one minute works best

The four clips coming up run from 30 seconds to a minute and a half, and every one starts talking in the first second.

One thing. One sentence, one ask

One point gets remembered and shared. **“Plant 500 trees with us at Freshwater Creek on Saturday”** beats a list of everything you do.

A REAL person. A face and a voice to camera

People stop for people. All four clips coming up are a person talking where the work happens, and the room will trust a face it can see.



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What is already working in this sector



288K plays

1. Save the Daintree
6,500 followers



21.6K plays

2. Reef Authority
Their reels average 3,000 plays



4,621 plays

3. Tangaroa Blue
A joint post with Lady Musgrave Experience



2,136 plays

4. CAFNEC
About four times their usual reel, in two days

What do they have in common?

Four groups. People talking to camera, each time.

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Start talking in the first second.

1 Lead with the point
Skip the hello, the logo and the scenery. Your first words are the hook.

2 The first second decides
A thumb is already scrolling. A face that is talking makes it stop.

3 Trim to the first word
Any pause before you speak comes off, so the clip opens on your voice.



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BEHIND THE CAMERA

Five habits

1 Clean the lens
Thirty seconds. The biggest quality jump you will ever get.

2 Face the light
Window in front of you, never behind, or your face goes dark.

3 Long press to lock focus
The picture stops pulsing. Then slide the sun to brighten your face.

4 No microphone? No problem.
The phone listens where it looks. Frame tight, back to the wind. Two people? From the torso at most.

5 Choose the shape first
Portrait for Reels, landscape for YouTube and websites.



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IN FRONT OF THE CAMERA

Four habits

1 One message, one sentence
Write it in your phone first: Notes on iPhone, Keep on Android.

2 Say who you are
Never as the first thing you say.

3 Breathe, then start
One breath leaves a clean gap to trim, and calms you down.

4 Look at the lens
Record it twice. The second is nearly always the keeper.



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Your turn to shine

10 minutes

What is the one thing your group is doing this summer that you want people to know about?

Finish with: "If you would like to be part of it, ..."

e.g.

DM us and we'll send you the details.
Comment below and we'll message you.
The link is in our bio.
Have a look at our website.

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TOP AND TAIL IT

Trim it

1 Open Photos, tap your clip
Android: Google Photos or Gallery.

2 Tap Edit
The sliders icon. Samsung: the pencil, then the scissors.

3 Drag the left yellow handle in
Slowly, so the strip zooms in. Stop where your mouth opens for the first word.

4 Drag the right handle back
To just after your last word.

5 Save as a new clip
Never over the original, so a slip costs nothing. Android: Save copy.

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Facebook



Instagram

Same clip. Post it to both.

1 **Facebook beats Instagram for most groups right now**
Instagram is the younger audience you want to open up to.

2 **Headline: the sentence you already wrote**
One line is enough.

3 **Captions always on**
Let the platform transcribe them when you upload. Many people watch on mute. Not huge, not tiny.

4 **Post jointly with a partner group**
It reaches further than anything else you can do for free.

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GETTING IT TO WHOEVER POSTS

Hand the file over

This is where most clips die.

TOGETHER

AirDrop
iPhone to iPhone

Quick Share
Android

APART

WhatsApp, as a document
Not as a photo or video, or it gets crushed

Drive or OneDrive link

WeTransfer
For anything big

Not Messenger, not email. Both squash it or bounce it.

Save to Files first, then send the file.



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Smartphone video training for groups that have better things to do: courses, workshops and mentoring, in person across regional Queensland and the NT, and online.

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TOURISM TROPICAL NORTH QUEENSLAND CORPORATE SPONSOR 2024/25
NORTH QLD ANIMAL rescue Re-homing dogs since 2012
Australian Government Great Barrier Reef Marine Park Authority
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OLKOLA ABORIGINAL LAND MANAGERS

Take this home: one 20-second piece to camera a week.



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Scan for the slides and the newsletter.

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