

# Can't Edit! Won't Edit!

## How to Make No Edit Smartphone Movies

By Marjorie Dawson at [DashKitten.com](http://DashKitten.com)

The Pet Parade is packed with advice this week for people who can't edit, or won't edit their social media movies. These are the refuseniks who want to make movies but who really hate editing videos so avoid uploading them online.

This weeks post will make sure that if you love to blog or post on social media, you can have a short movie made and uploaded in no time at all.

### Making a Smartphone Movie with No Edits

As a blogger or user of social media, you know the power video can have on a post you see on Instagram, Twitter or Facebook. You see a cute kitten's crazy antics, laughing as you watch and you *keep watching*.

These videos are not 'perfect' but they have a genuine and spontaneous quality. Immediacy and excitement are a key part of their success. People are intrigued and want to know more, they watch to see 'what happens next'. These videos are usually unedited and capture a 'moment'.

The ability to stop people in their tracks to watch your work is not hard to learn. You can create a quick and instant video then use the opportunity to spotlight:

- the exciting 'vibe' of a live event.
- A sponsored showcase for a fantastic product
- Help a rescue by volunteering to make a movie about a special needs pet to boost chances of adoption.



One opinion!

# How to make a no edit movie

You need two things for your smartphone movie:

## A Smartphone

*Yes, you need a 'phone with basic movie app or Instagram's video function. You do not need a fancy 'phone. I used an older model in my [Award Finalist movie](#). Not sure of your 'phones capacity? Check by filming until you run out of space. Then see how much video you have.*

## A Strong Idea

As you will not be editing you need a strong idea to build on. This will give you focus.

Your goal for the movie will govern what you shoot, the rough order you shoot in and the atmosphere you capture.

One more thing. You don't need expensive software to upload your movie. I am including a beginner's selection of smartphone apps at the end of this post. Even basic apps are very user-friendly now so take a look.

## Filmmaking Tips for a No Edit Movie



## Keep a focus on your smartphone movie idea

Use your strong idea to help you stay focused on your movie's story.

Keep shots short unless you are capturing a really exciting moment that needs more time. Short is around 3 seconds. This allows people to see what is happening then move on without getting bored.

Start by setting the scene

You are telling a story quite quickly so make sure people know instantly what they are looking at, or where they are.

As soon as you arrive at a venue, or are ready to start shooting, take one shot to set the scene setting then, whatever happens, you will be ready for anything. If you are attending an event or conference scout the venue for potential opportunities and see what might add colour to your short movie.

- Filming a pet adoptapalooza? Record the sign with the name and location at the start, especially if you are filming and uploading live.
- Shooting a product spotlight video? Start with a shot of the sponsor's logo or packaging. (Check the USA [FTC guidelines](#) these apply to movies too).
- At a Conference? Ask permission before you film vendors and ask for their business card or a Twitter handle so you can share with them.

**TOP TIP** If you are not sure 3 seconds is long enough, try filming a sequence of four 3 second shots and play it back. You will get an idea of how 'long' a few seconds can be.

Sample Movie Link: <https://youtu.be/iX8xFoXEX08>

This adoption appeal was created last year to promote Cecilia, a senior lady up for adoption. To get her in front of an audience quickly the short video snippet was created to share on Facebook and Twitter. She has since become a happy foster fail.

## What Do I do Next?

Once you have your clips, all you need to do is load them into your movie app and then to social media. You do not need to edit, but you do have the opportunity to review and delete any clips that don't fit your story.

You can also take a moment to *adjust the video volume* and add some royalty free music because not everyone listens with the sound off.

Always be conscious of (c) copyright and have a couple of short tunes saved to your 'phone.

Most small movies are uploaded to Instagram, Twitter, and Facebook. These have time limits, or 'best lengths' that viewers prefer. Check your channel's limit in the infographic and work with that.

For bloggers. There are no time limits on your video. Add your clips to iMovie (Apple) or favourite Android app and upload as a single movie to YouTube and your blog. Remember that you are still aiming for that same sense of vitality and immediacy.

## ‘Easy As’ with Instagram

If you use Instagram all you do is open the app, find the video button and shoot. The only disadvantage is that you have to keep going. You can move to a different app on our phone but not close IG. You can't do a picture post until you have finished.



**TOP TIP** If you can use a public wifi connection to upload your movie this may be faster and save your own data plan.

## Recommended Smartphone Video Apps

- **iMovie** for the iPhone. This is scaled down version of the Mac software. It is simple, effective and not hard to learn. There are also video tutorials on YouTube.
- **FilmoraGo** is one of the preferred Android movie apps. It is billed as the alternative to Windows Movie Maker and has a free function limited version to try out.
- **Adobe Premiere Clip** for both Apple and Android Super easy to install, use and upload videos

## **Finally. The most important tip in this post**

The best smartphone for moviemaking is the one in your hand, not the fancy one in the shop window.

A little practice and planning and you are on your way to a successful, no edit, social media movie. You will be thrilled with what you can achieve.

Join us for more camera and smartphone fun at <https://DashKitten.com>