

FMG YFOTY REGION-OFF SOCIAL MEDIA CONTENT CREATION TOOLKIT AND GUIDE

May 2025





WHAT IS THIS TOOLKIT?

This is your opportunity to create content to promote your region as part of the Region-off.

To create great short videos for social media (TikTok/Instagram Reels/Facebook Reels), there are some tips which you should follow to get the best content you can.

This toolkit is here to make it easy. No fancy gear needed. Just your phone, a bit of time, and your awesome selves!



VIDEO 101 – WHAT MAKES GOOD CONTENT?



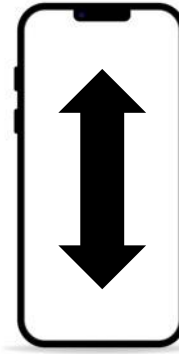
You being you

Natural, friendly, funny,
and down to earth.



Short & snappy

Fewer words the better!
Aim for 15-30s if you
can, no more than 60s.



Film for purpose

In portrait (vertical)
mode.
Think TikTok/Instagram
Reels.



Clear audio

So we can hear you,
and not the wind!



WHAT WE WANT YOU TO FILM

LIFE IN A DAY

We would love for you to take the viewer on a journey of what it's like to live a moment(s) in your team's world!

This could be your team working on a challenge, working on farm or just out and about - so long as it's you living your farming and rural life.

This could be a camera set up to film someone explaining what they are up to, or several videos edited together with a voiceover/text overlay.

It doesn't need to be any longer than 60s, the shorter the better!

Remember, it's not about being perfect – it's about being real.



EXAMPLES

Name and Activity: <https://vt.tiktok.com/ZSh4pRTr6/>

Best job ever: <https://vt.tiktok.com/ZSh4gW1wr/>

A day in the life of a Farmer: <https://vt.tiktok.com/ZSh4gE7bW/>

Compilation of scenery: <https://vt.tiktok.com/ZSh4pyNvX/>

Compilation of scenery: <https://vt.tiktok.com/ZSh4p5DwL/>

Day in the life of a Dairy Farmer (voiceover): <https://vt.tiktok.com/ZSh4pvR5p/>



POINTS FOR CONTENT

We know that this is not a simple and quick task.

To recognise your content creation efforts, we are adding this as a challenge to the Region-off competition, where if you contribute video content – your team will be rewarded **25 points**.

Each region to contribute content will also have this promoted out by FMG to increase engagement.

Please send in your finished content **by Wednesday 11th June.**

(WeTransfer instructions are provided separately with this document).



MAKE A PLAN

To be best prepared, and ensure you keep the content short and engaging – plan ahead!

Here are some things to think about:

- Who is comfortable in front of the camera and/or talking directly to it?
 - Write a script and practice
 - Be sure to introduce yourselves/the region you represent
- How does this video showcase that your team deserves a vote?
 - And remember to ask for your region's vote
- Smile and have fun!



FRAMING TIPS (IF TALKING TO CAMERA)

Keep Your Head and Shoulders in Frame

Aim to have your head near the top of the screen with your shoulders visible — like a school photo. Ideally waist up is good. Don't stand so far back that we lose the details or can't hear you.

Watch the Background

Check what's behind you! Make sure it's tidy, interesting, and not distracting. A paddock, animals, or something unique to your region is perfect — but avoid messy sheds, parked utes with number plates showing, or anything too cluttered.

Use the Rule of Thirds

To avoid cutting off heads or filming from a bad angle, try position the person in the bottom two thirds of the camera



FRAMING TIPS (IF TALKING TO CAMERA)



Setting up on ground at a low angle



Too close – cutting off head



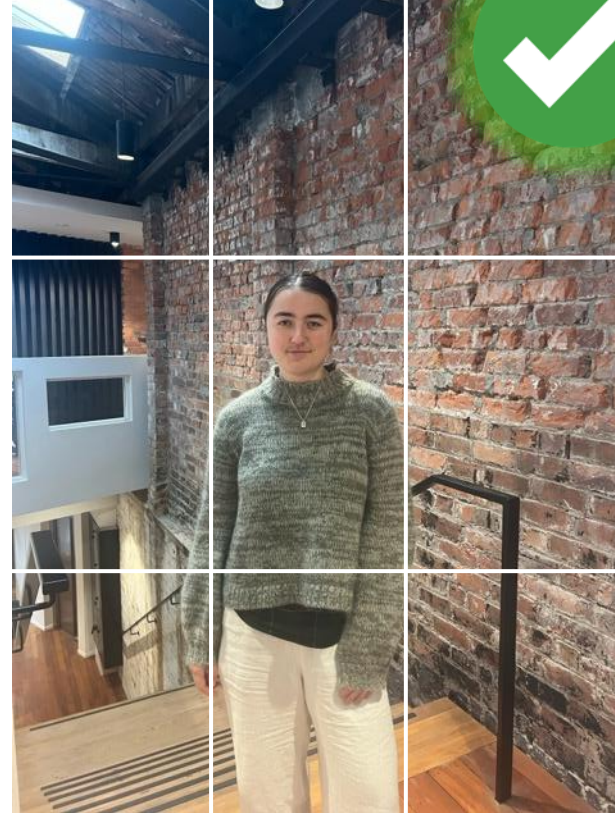
Messy background



FRAMING TIPS (IF TALKING TO CAMERA)



This is a good angle, but Exit sign can be distracting – avoid if possible



Eva is nicely in the bottom two thirds of the screen, with an appealing background



LIGHTING TIPS

Face the light

Natural daylight is best. Film facing a window or the sun (but not *in* the sun – shade is better than squinting).

Avoid backlighting

Don't stand with a bright light or sun *behind* you — your face will be too dark.

Indoors?

Turn on lights and avoid filming with windows directly behind you.

+ LIGHTING TIPS



Window/Lighting behind
casts a shadow



Standing right under lighting
or into the sun can cast hard
shadows



Eva is in consistent lighting



AUDIO TIPS

Wind ruins audio

If it's windy outside, move to a more sheltered spot.
Run a test video.

Hold your phone steady

Or lean it on something stable like a fence post or table.

Speak up and smile

Clear, confident, and conversational works best.



HOW TO EDIT VIDEOS

If you film several short clips which you would like to edit together, and then either add a voiceover OR text overlay, you can do this on the CapCut app which is free to download.





WHAT NOT TO DO

Film people without their permission

If under 18, guardian's approval recommended

Cursing / foul language

No stunts / follow Health & Safety