



Q&A

iPhone WEBINAR

TIPS:

- ▲ I am left handed, I have had to learn when going to landscape mode, I have to use my right hand, or else the video records upside down.
 - ▲ Make sure to clean the lens before starting recording.
 - ▲ When you turn on Do Not Disturb, you'll also need to turn off I-message so text stop as well. :-)
 - ▲ Make sure your phone has a good Charge on it
 - ▲ Have an outline to make your video run smoother
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Q: We've found on facebook live you can't record in landscape

A: You can shoot the video through your FaceTime or rear-facing camera and while holding your phone in portrait or landscape mode, but the video will always be square. If you shoot in portrait, live Facebook comments will appear below your video

Q: I have an older I phone, an SE. It works fine but should I be upgrading my phone do get better videos and more features?

A: I would recommend that. You will find that when upgrading your phone the camera quality will be better. There may also be some software updates that are not offered with an older model.

Q: Is it possible to mute the microphone while recording your video on an iPhone?

A: Not with the stock Camera app. Camera Plus allows you to turn off audio. Other camera apps probably do as well.

Q: Is there anything to be cautious about regarding using Facebook Premiere for marketing in regards to Facebook's strict commercial use policies?

A: Here is a great resource:

https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=10&ved=2ahUKEw-j4IPf7rtnoAhXYXc0KHTmvAnAQFjAJegQIAhAB&url=https%3A%2F%2Fwww.facebook.com%2Fhelp%2Fpublisher%2F994096144083740&usg=AOvVaw2ccoHsrCTcK7PWx_YEEedY

Q: Can you speak to how much space these videos might be taking up?

A: From my experience, ~20 minute videos are about 1.3 gb.

Q: Can the video be uploaded directly to Facebook from your phone?

A: You could move the video from your phone to your computer and then add it to Facebook, or you could skip the middleman and share it directly from your phone using the Facebook app: Tap the Photo option at the top of your mobile News Feed. Your Photo and Video roll from your phone appears. Tap the video you want to add.

Q: What is a good rule of thumb for length of video?

A: Depends if you are doing an open house or a tour. For an open house I would key in on the pizzazz of the house and for the tour I would allow more time to get into greater detail ie. Windows, structure, HVAC, piping.

Q: Do you recommend practicing your walk-through before recording it?

A: I would do a recorded walk through for sure! Things to look for on your walk through is lighting, sounds and angles! The more practice you have the better the final recording will be!

Q: How do you assemble different videos into one on iPhone so if I'm listing a condo and showing all the amenities.

A: Here is how you can add videos together on iPhone via iMovie.

STEP 1 – Launch iMovie app and get under the “Project” section available on the top of the screen.

STEP 2 – Now, tap on “Create Project” and then select the video type out of the two options available, i.e. “Movie” or “Trailer”, select “Movie” in this case.

Q: Are there any specific iPhone settings to transfer the video to the computer?

A: **STEP 1** – Connect your iPhone to your PC and AutoPlay will pop up automatically.
STEP 2 – In the AutoPlay window, choose Import pictures and videos.
STEP 3 – In the Import Settings, choose or create a folder to save the videos you'd like to transfer. Then select the videos

Q: How do you hook up an exterior microphone to a phone?

A: There are many products on the market for Exterior Microphones and they all may connect in different ways. Google can be a great resource to find one that would best work for you!

Q: Would you recommend breaking it up if it's a big house? Do you do schedule different times for different parts?

A: I personally would record it on one video. If you have a buyer's attention I would want to give them all the information in one video to eliminate any frustrations they may have in finding the other part of the tour.

Q: How do you create a link from your iPhone video to send to clients via email?

A: Here is a great resource for this question!
<https://support.apple.com/guide/iphone/work-with-attachments-iph845853585/ios>

Q: I have an iPhone, and an HP laptop. Would you recommend emailing the video to myself since I can't airdrop to my laptop?

A: Here is a great resource for this question!
<https://support.apple.com/guide/iphone/transfer-files-iphone-computer-iphf2d851b9/ios>

Q: Do I have a business page through Facebook? I am not sure I have one other than my name.com

A: Your Facebook Business page would be directly through Facebook! Here is how you create a Facebook business page: From your Facebook profile page, click the Pages header in the left-side navigation. Next, click the Create a Page button, and select the type of page—Local Business or Place, for example, or Brand or Product. You'll see a number of fields to fill out, such as your business category, name, and address.

Q: Can you do more than one Facebook Premier video at the same time?

A: Yes you are! Here is a great resource to get more detailed information about this:
<https://www.facebook.com/help/publisher/580544922399103>

Q: Is Premiere a free option?

A: Yes!

Q: What is a secret video on facebook?

A: Facebook's secret video allows you to upload videos that are only available for embedding on other websites or seen by those who have the link. These videos will not be posted on your page's feed, the News Feed or anywhere else on Facebook

Q: Can you Boost the announcement of the coming Virtual Open House?

A: Boosting a post is very easy to do and available for any post on your page's timeline. All you need to do is click Boost Post in the lower right corner of your post. Boost a post with the click of a button

Q: Could this be non-branded and put in MLS as a virtual tour.

A: To be sure you are keeping compliant with your local MLS guidelines please reach out to you Broker or directly to your MLS.

Q: Once you post the Premiere video and watch it along with your FB followers, how do you answer questions and interact?

A: Here is a great resource for a question like this:
<https://www.facebook.com/help/799185466881268>