**Clean the lens**

Easy to forget and the easiest way to ensure your videos look clear.

**Check and Set Your Settings**

Most smartphones have a few different resolutions and frame rates to choose from. The higher the resolution the better it will look. If you are adventurous, some phones now even let you shoot in slow motion.

**Light your video**

Your footage will look best when you shoot with lots of light. If you’re shooting indoors, adding supplemental lighting will go a long way.

**Framing**

If possible, try to completely fill the frame with your subject(s). You can also put him, her or your furry companion slightly off-center to create a more visually interesting scene. Just play around and see what looks best.

**Don’t Use Zoom**

Most smartphones feature digital zooms, which make your subject appear closer, but not without a lot of pixelation. Avoid using zoom in most cases.

**Consider Using a Tripod**

The newest smartphones have built-in optical image stabilization, which makes shooting decent handheld footage fairly easy. But no matter how steady your hands are, nothing beats using a good old-fashioned tripod.

**Editing**

It’s fine to send in your video without touching it. But if you want to get creative most smartphones allow you to do some basic video editing like trimming the length of the video (to get it under 60 seconds). Or maybe experiment with some filters.

**Have Fun!**

Sometimes just being spontaneous creates the best moments when it comes to taking a video. If you are having a great time shooting your video viewers will notice it.