

# How To **Step Up** **Your Content Creation** For The Spiritual Community

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With the rise of social media, spiritual content is more easy to access now than ever before. This is why it is important to keep an eye on current trends to catch the attention of any newcomers to our community.

**To help you better succeed, we are providing the following resources for you to take your content game to the next level!**



# Profile Photos

While your username will migrate to the new site automatically, **you will need to upload a new profile picture**. We strongly encourage you to use this opportunity to update an outdated image. **Here are a few quick tips:**

## DO

- Upload a clear and **good quality photo** of you
- Try to use any professional photos of you that **represent your character** and skillset accurately
- **Get creative** and incorporate a **unique background** and/or highlight your preferred divination or spiritual tools. (ie: tarot cards, crystal balls, runes, etc...)



## DON'T

- **Use photos without you in them** (i.e. photos that only display inanimate objects, illustrations, or tools.)
- Try to upload **poor quality or blurry photos**
- Include **inappropriate photos** - too sexual, displaying prohibited practices on Oranum



# Story Photos

Much like Instagram, Twitter, and Facebook, **Oranum will now include a story function!** This means you can share instant content to your new and valued members daily! We encourage that you utilize this excellent new feature as a way to ask quick questions, share a nice picture, or give a little status update about current deals and/or testimonies.

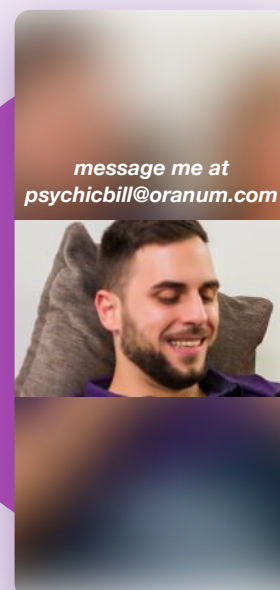
## DO

- Film and capture in **9:16 format**
- Use only **clear photos with visible text**
- Make sure your **text does not overlap** the app's **functions**
- Incorporate photos that bring **awareness to your specialties** (tarot cards, birth charts, candles, etc).
- Utilize photos that **ask questions and start a conversation**. This is the perfect way to get an interested user to interact with you in private.
- Use creative ways to bring awareness to the Messenger and Call features
- **Keep your community informed** by providing any quotes, tarot spreads, new tools, and/or astrological updates



## DON'T

- Upload **horizontal or landscape photos** (they will appear awkward and hard to see). Same goes for images that are upside down
- Include text or images that **go against our prohibited guidelines**
- Use text that is **hard to read** - make sure that interested members and users can understand and read the font clearly.
- **Give out contact information** or share personal information



# Videos

Videos are the best way to **show your personality, talents, and presence!** Keep these fresh and update them periodically to **show your skillset to the fullest potential.**

## DO

- Film and capture in **9:16 format - Portrait style videos**
- Use this opportunity **to showcase your knowledge.** Talk about your niche and passions. Highlight the new Full Moon and what it means for you, your go-to oracle cards, what crystals you use for healing broken hearts, etc.
- **Provide value and entertainment.** Show your new and old users why you are a specialists in this field
- Make sure **your text and videos are in English** ( your Personal Messages and Video Calls may be in another language)



## DON'T

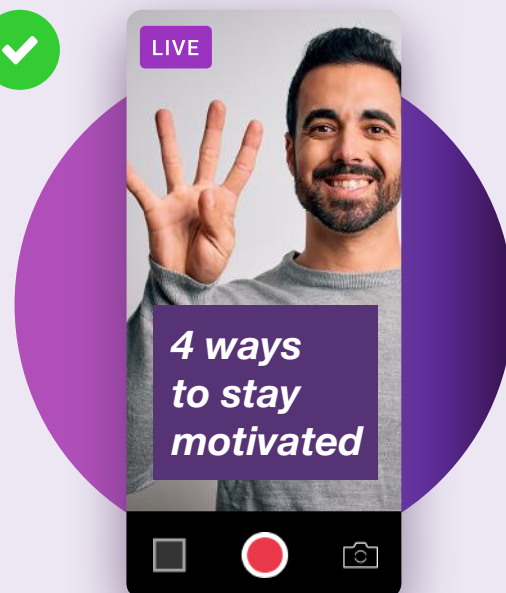
- **Upload horizontal/landscape videos** (they will appear awkward and hard to see)
- Include topics that **go against our prohibited guidelines**



# How To Shoot the Best Money-Making Content

**With Oranum's new upgrades**, our platform now gives you numerous ways to **connect with a variety of audiences!** To be sure that you are utilizing these features, we are providing the following suggestions:

- Keep your phone in **upright portrait mode** while filming
- For best results, **record your content in Instagram or Snapchat** and save to your photos directly to your phone to upload later on the site
- We recommend choosing your **favorite app and go-to filters to make your videos**, stories and photos really pop!



## Recommended apps for video and photo editing

*Camera360*

*iMovie*

*Prequel*

*Adobe Lightroom*

*Snapchat & Instagram*

*VideoGrade*

*Viamaker*

*Magisto*

*VSCO*

*SnapSeed*

*Canva*

*Phone Video Camera*

*Splice*

## Recommended Equipments

*Phone Camera*

*Fugetek Selfie Stick & Tripod - \$20 Amazon*

*Movo Smartphone Video Rig with Shotgun Mic - \$55 Amazon*

*UBeesize 10" Selfie Ring Light with 50" extendable Tripod Stand & Flexible Phone Holder - \$40 Amazon*

# What makes a Magical Video?

If you **incorporate the following elements**, your video is sure to **stand out** from the crowd!

**Lighting!** Dark and poorly lit spaces will make it hard for your viewer to understand what is going on. Be sure you are filming with good lighting, so your viewers can see everything that is going on.

**Easy on the filters!** While filters are a great way to spice up a photo or story, we recommend not using them to change your face.

**Talk about what you are passionate about!**

When you combine your genuine personality and incredible talents, new and old members will notice!

Make sure that your **content is coherent and not scripted**. We want your audience to feel a genuine connection with you! The best way to achieve this is to **pretend you are talking to a friend while filming**.

**If you make a mistake** while talking, that's ok! Just pick up where you left off and **keep going!**

**Eye Contact, Emotion, and Personality** are all key! Make sure all three are present in any content you upload.

