1. Stabilize every shot. Use the Osmo or a tripod and make sure you’re stabilizing all of your shots. Handheld smartphone videos are hard to watch.

2. Remember the rule of thirds. Our eyes are naturally drawn to the thirds of the screen, so frame your subject in these cross-sections for best visual results.

3. When using only natural light, a bank of windows acts as your key, fill and back lights. Never shoot directly into a bright window, especially when using a smartphone.

4. Unless you’re shooting an Instagram story, no vertical video. Ever.

5. Don’t forget to dress your lavalier mic cable. A visible mic cable looks amateurish. The “newsman’s loop” is an easy way to add polish to your video.