



Grace Victory taken using Sony's ZV-1 as she partners with them to share her top vlogging tips

Aug 13, 2020 08:00 BST

Lockdown sees an uptake in 'Vlogging' as Brits get creative during time at home

Lifestyle vlogger Grace Victory shares top tips for aspiring content creators, using the Sony ZV-1 Vlog Camera

- *Half of Brits are creating video content for social media more than three*

times a week during lockdown. This is an increase of nearly 20% versus pre-lockdown

- *The highest uptake in video content creation can be seen amongst those aged over 55 with a 27% increase since lockdown began*
- *Video consumption is also up with 60% of 18-24 year olds saying they've watched more YouTube content during lockdown and 44% say the same for TikTok*
- *Whilst it's no surprise 18-24 year olds continue to be the biggest social media posters, 1 in 5 are now posting video content at least once a day*
- *As lockdown lifts, Sony has teamed up with Grace Victory to share top tips on creating content, to celebrate the launch of its new ZV-1 vlogging camera; ideal for those wanting to create smooth, high quality video content on-the-go*

2020 has seen many of us taking up hobbies to keep occupied as the UK experiences and emerges from lockdown. Whilst the likes of baking, puzzles and home workouts continue to be popular choices, Sony has exposed a surprising new trend that there's been a 27% (almost a third) increase in those moving from social media scroller, to creating their own video content at least three times a week in lockdown.

Commenting on the trend, lifestyle influencer and YouTuber Grace Victory says:]

"During difficult times, people will often turn towards creativity, so it is no surprise that people are turning to vlogging. Vlogging is a great way to connect with people all over the world and a fun, authentic hobby. I have been working on a video diary for the last few weeks detailing life since lockdown, and can't wait to show everyone what I've been up to."



As Britain starts to return to some sense of normal, Grace Victory shares her top tips to capturing and creating content, encouraging us to keep being creative:

Don't focus on what everyone else is doing. If there was a formula of 'how to be a vlogger' everyone would have millions of followers and worldwide success. Make content that YOU enjoy making and are passionate about. There is an audience out there for anyone and everything - they just need to find you.

Have consistency. It's not easy to be consistent, but it can definitely pay off in the long run. Audiences love fresh and exciting content on a regular basis so giving them that keeps them engaged.

Invest in a camera. I would never tell someone to spend thousands on equipment, but I do recommend investing in a solid, high quality camera that best suits your vlogging needs. I often flick between more professional-looking defocused backgrounds, and fully focused scenes, so the Bokeh switch on the Sony ZV-1 allows me to create both styles really easily.

Take pride in your work. If you're not happy with content you've made, don't upload it because you will regret it. Upload content you are proud of and make sure it's always true to who you are and what you want to portray online.

Keep going. It's easy to just give up when you don't see success straight away, or you perceive your views to be low. You may even get criticism or difficult feedback as this is unfortunately very common in the online world - take it on the chin and continue. The whole point of vlogging is to be creative and connect with people so be sure to remember that.

Be part of a community. There lots of content creator networks out there, all sharing tips and tricks for finding your niche and appealing to your audience. You'll not only learn a lot about technique and marketing your content, but also build a network of similar-minded content creators to sound out ideas with and collaborate.

Get organised. Make sure you set aside a chunk of time in your diary to vlog – it can take longer than you think to get all the shots and edit together and often requires planning to ensure you get all the content you need. Make sure you have a thorough calendar and it's always a good idea to plan ahead to keep yourself on track and ensure your ideas are mapped out'

In response to the growing content creator market, *Sony recently launched its ZV-1 vlogging camera. With its superb image stabilisation and AI technology that helps keep the subject in clear focus when filming on the go, it's easy to create high quality video content.*



– Ends –

Notes to Editors

For more information or images, please contact Hope&Glory:

- SonyDI@hopeandglorypr.com

About the ZV-1

For more information on the ZV-1: head [here](#).

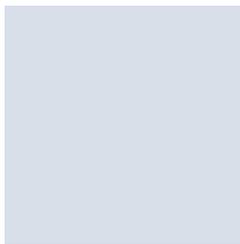
Key features:

- 'Face Priority' keeps your face at the centre of the action and can also smooth out blemishes
 - 'Product Showcase Setting' for focusing products
 - 4K shooting with real-time Eye AF
 - Image stabilisation to perfectly capture moving subjects
-

About Sony Corporation

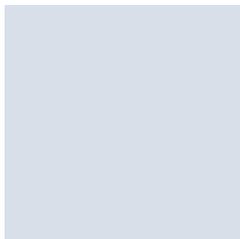
Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

Contacts



UK Customer Support

Press Contact



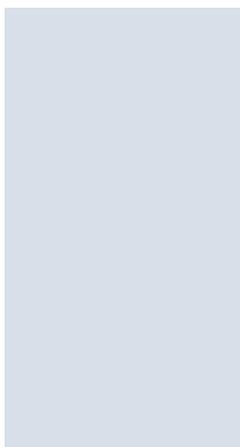
Aimee Lake

Press Contact

PR Head

Aimee.Lake@sony.com

+44 (0)1932 816296



Sony UK & Ireland PR Team

Press Contact

Hope&Glory PR

sony@hopeandglorypr.com

Xperia UK & Ireland PR Team

Press Contact

Hope&Glory PR

xperia@hopeandglorypr.com