

## Communications Office Video Tip Sheet

1. Hold the phone or camera sideways (aka “landscape” orientation).
2. If you are filming a testimonial, film yourself indoors, if possible.
3. Avoid standing or sitting in front of a window.
4. Film during the day in a room with nice natural light (but, again, avoid the windows!).
5. Find a place in your home or office that is quiet, well lit, and where you feel comfortable. A clean wall that is white or a solid color is an ideal location to deliver your message.
6. Bad audio will ruin a video. Be aware of your surroundings and avoid sharp spikes in volume.
7. Quiet the space even more. Close all windows and doors. Turn off any fans, heaters, or other noises in the room.
8. Place the phone or camera on a tripod or propped up against some books or other sturdy objects.
9. Feel free to record several versions, all in a row (no need to stop recording). The more options, the better!
10. If you trip over words or get interrupted, don’t worry about stopping the phone or camera; those can be edited out later.
11. Speak loudly and clearly (but not so much that it feels unnatural).
12. Leave room at the beginning and end of your video to help in the editing process. Hit record, count silently to three then start talking. When done, keep recording for three seconds before stopping.
13. Vary your shots and framing. Take a variety of close-ups, wide and medium footage for variety.
14. If there's a question of whether or not you should film something, do it. We can always look at the footage later and assess for how it might be used.