

Quick Tips for Filming a Video

1. **Be prepared.** Organize your thoughts and know what key points you'd like to make before you start recording. We are happy to provide you with a script/outline but don't forget, people want to hear from you – so make it your own.
2. **Lighting is key.** Stand facing natural light, and never with your back to a window or other light source. This will cast shadows and make the subject of the video very dark. If possible, face a window or stand/sit in the middle of all the light sources in the room.
3. **Film horizontally.** With a very rare exception, all videos that are posted on social media format best when they are shot horizontally. The only exception is for IGTV, an extension of Instagram. Only film in vertical if you know your content will only be posted on Instagram.
4. **Keep it short and concise.** The first 30 seconds are the most important. If you can't speak about your main point in this timeframe, let the viewers know what it is and that you'll be covering it soon.
5. **Look at the camera.** While it's tempting to watch yourself in the screen, focus on looking into the camera lens. This will ensure the viewer will feel as though you are engaging through direct eye contact.
6. **Film at an arms length away.** Hold the camera straight out, inline with your shoulder or just above, then put a slight bend in your arm. This will help you to keep a good distance away from the camera, while avoiding including too much of your arm in the shot. If you choose to set the camera up rather than hold it, ensure you are in the middle of the screen and in focus.
7. **Quiet on the set.** Are you in a quiet space? Are there distractions that will interfere with the audio or background setting? While the internal mics on most cellphone are high enough quality to record audio, make sure there is no ambient noises like fans, air conditioning units, or people talking in the hallway. We can provide you with a mic if necessary.
8. **Ask for help!** Alison, Rory and Emily are here to guide you through the process. We are always happy to lend a hand, review a script, help you set up your filming space and give advice on what makes a great video.

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