

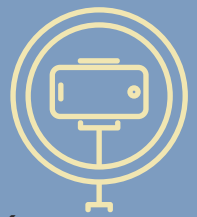


# Best Practices

## for Creating Amazing Videos

### Your Set

#### Prepare Your Space



- Lighting
  - If possible, make sure you have natural sunlight (and have windows face you and not be behind you)
  - If you are using indoor lighting, make sure you have plenty of it and use a ring light if you need additional lighting
  - Do a test recording and ensure there are no shadows
- Clean environment
  - Remove clutter and distractions
- Quiet space
  - Select a quiet recording space and minimize background noises by turning off notifications, heaters or anything else that the microphone will pick up
- Phone, Laptop or Camera on Tripod or Stable Surface
  - Record in Landscape or Horizontal

*\*Pro Tip: Include light company branding such as wearing a branded polo or placing a branded coffee mug in frame*

### Your Sound

#### "Check 1, 2, 3..."

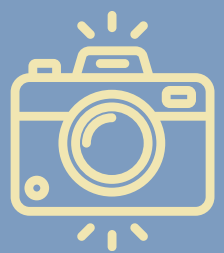


- Sound check
  - Do a test recording and playback to ensure audio is coming through as intended without echoes
- Consider inexpensive microphones for a crisper audio recording
- Practice your notes or script ahead of time
- Place a Laptop or Tablet Screen near the camera with your notes in large font as a confidence monitor

*\*Pro Tip: Consider a Teleprompter App such as CuePrompter, PromptDog and Promptsmart*

### Your Smile

#### Connecting Through the Camera



- Dress to impress
  - Avoid blending in with background
  - Avoid busy patterns
  - Avoid lots of jewelry
  - Avoid visible labels (unless company logo)
- Mind body language
  - Keep shoulders down and back, sitting up straight
  - Keep hand movements to a minimum
  - Keep hands at side or folded in front of you
  - Keep your eyes on the camera at all times
  - Remember to smile! Especially at the beginning and end of responses
- Cadence and Pauses
  - Speak more slowly than what might come naturally
  - When answering questions, be sure to rephrase the question at the beginning of response
  - Leave a few seconds of pause before beginning and after ending a response (this allows for editing ease)
  - If you make a mistake, it's ok! Pause for a few seconds and try again from the beginning of your response or sentence

*\*Pro Tip: Remove chewing gum and cough drops, but keep a glass of water out of frame just in case!*