



# PRODUCING SOCIAL MEDIA VIDEOS



## BEST PRACTICES FOR FILMING TESTIMONIALS

### ➤ MAKE SURE THERE'S ENOUGH LIGHT

Brighter is better! If the image looks blotchy or degraded, you're probably not in enough light. This rule is simple but frequently neglected by first-time self-videographers. Filming in an area with sufficient light will make the film look more pleasant to watch.

### ➤ FILM IN FRONT OF A RELATIVELY PLAIN BACKGROUND

A plain colored wall will work well. Try not to record in front of anything more complicated than a bookcase. A messy or visually overstuffed background will distract the eye.

### ➤ FILM SOMEWHERE CLEAN

Cluttered backgrounds can be distracting – tidy up before filming.

### ➤ BE THOUGHTFUL ABOUT THE CAMERA'S POSITION

Record from the chest-up. Make sure your entire head is in the frame, and look straight or nearly straight into the camera.

### ➤ TRY TO AVOID TOO MUCH CAMERA JOSTLING

You can ask someone to film you or even pose/lean your phone on top of a table or stack of books. It's also fine to record selfie style, with your arm extended and the camera pointed towards your face, as long as you don't move your arm/wrist too much.

## FREE AND EASY-TO-USE VIDEO EDITING TOOLS

### ➤ DESKTOP VIDEO EDITING TOOLS

Machete Lite (Windows only), Avidemux (Windows, Mac, Linux), iMovie (Mac), OpenShot (Windows, Mac, Linux)

### ➤ MOBILE VIDEO EDITING TOOLS

Splice (iOS), Quik (iOS, Android), Adobe Premiere Clip (iOS, Android)



## AUDIO BEST PRACTICES

### > **FILM IN A QUIET PLACE WITH LIMITED NOISE**

This will help us capture the best possible audio without muddled speech or intruding sounds.

### > **RECORD SOMEWHERE WITH AUDIO INSULATION**

If you're indoors, record in an area with a lot of furniture; too much empty space will cause echoes.

## INTERVIEW BEST PRACTICES

### > **BETTER TO RECORD TOO MUCH THAN TOO LITTLE**

You can always edit the footage down, so don't be nervous about rambling, recording multiple takes, or sharing too many files. Relatedly, multiple takes should be the rule more than the exception.

### > **REVIEW WHAT YOU'VE FILMED**

If it seems a little off, film it again. We can edit together different pieces from multiple takes. For example, if you stutter or there's an awkward pause, feel free to re-film.

### > **BE CASUAL**

Use colloquial language and talk to the camera as if it were a friend. Don't be afraid to get emotional! People aren't watching a 30-second video for its conventionally-conceived eloquence. They're watching for the immediacy of your experiences and point of view.

### > **INCLUDE THE QUESTION IN YOUR ANSWER**

Remember, when we edit this footage together, we won't necessarily know what you're talking about unless your answer references the question. For example, if the interview question is, "What is your favorite color?" your answer should begin, "My favorite color is...". If all we had on film were you saying the word, "Blue," audiences wouldn't know how to make sense of it.

