



Best practices for recording **A USER-GENERATED (SELFIE) VIDEO**

BEFORE YOU START RECORDING:

- Review your message points and practice ahead of time for smooth delivery.
- Avoid patterned clothing; solids always look best on video.
- Clean your screen surface and camera lens with a soft cloth or screen-cleaning wipes.
- Find a tidy, well-lit place to record (windows and natural light are best).
- Avoid setting up with your back to a window or bright light, as this will make you look dark by comparison. Instead turn around and face the window, or bright light. This will ensure your face is well-illuminated.
- Check your interview area for anything you wouldn't want on camera.
- Your recording area also should be quiet, preferably with a closed door and minimal echoing.
- If you need to, use household items to prop up your device so that the angle of the shot is favorable (not up your nose!).
- Frame the shot so you are centered and in view from the chest up, with minimal space above your head.

TO START RECORDING:

- Turn your device horizontally (landscape), like a TV screen. Not vertically (unless you're recording for a platform where vertical video is best, e.g. Instagram Stories).
- Open the camera app.
- Change mode to "Video," and switch to the front-facing camera.
- With your finger, press down on the screen where you see your face until you see "AE Lock" on top (this will ensure the focus and exposure is locked on your face).
- Click the center red button to begin and end your recording.

See page two for examples and tips.



WHILE RECORDING:

- Speak clearly and with an even pace.
- Look toward the camera lens on your device (not at the screen), and try not to look away while recording.
- If you're using a script or notes, make sure the script is positioned just above your phone's camera (so your eyes are still looking toward the camera lens, not away from it).
- Smile!

DON'T FORGET:

- Try to maintain a positive, upbeat tone of voice and engaging facial expression while speaking.
- If you mess up the recording, that's OK! Take a pause, gather your thoughts and start over when you're ready.

EXAMPLES



Bad lighting (back facing the source of light)



Good lighting (face toward the source of light) and angle



Not ideal angle (up nose)



Try not to record vertically (unless for a platform that uses vertical video, like Instagram Stories)



Don't look away from camera lens while recording