

Videos 101: Winning Video Tips and Techniques

Why Use video?

Video is good for

- Showing people and places
- Showing action, and
- Demonstrating techniques

Six tips for better video footage



1. Shoot in Landscape only.



2. For people - Get closer! Shoot from the Tummy to the top of the head.



3. Use the “Rule of Thirds” for the focal point

Four tips for better video interviews

1. When people answer your questions, have them restate the question. e.g., Question: “What are your biggest problems?” Answer: “I’ve found the biggest problem we face is”
2. Before finishing, ask the person “What didn’t I ask you that I should have?”
3. For accurate records, ask the person to give their title and spell out their first and last name on camera.
4. Hush! You normally won’t need to interrupt the person talking during filming.

One tip for video length

1. **Make videos short.** Current suggestions are: up to 30 sec for Instagram, 45 sec for Twitter, 1 minute for Facebook, and 2 minutes for YouTube.

Three random tips

1. **File size.** Break up for storage and management on your computer and devices.
2. **Respect copyright.** Buy images and music, if necessary
3. **Equipment?** Consider Camera (Phones or tablets work. Max GB, HD video); Tripod (Must have a fluid head to pan); Microphones (Lapel or lavalier plus directional mic); Headphones; TRRS cords and splitters; FilmIC Pro app; External hard drive – Video files are big; Happy Scribe



Shoot in landscape only



4. Pick a Pretty Background



5. Avoid Sound distractions (when recording speech).

e.g., highway noise in the above!



6. Take Stills and B Roll