



Simplified for Business

VIDEO TIPS

Location and Lighting

Be in a brightly lit room or outdoors

Be in a quiet place [with minimal noise / distractions]

Have either a plain background behind you or something that looks clean and nice. Plants or art are a nice touch!

Portrait vs Landscape [aka vertical vs horizontal]

Think about where you'll be using the videos:

IGTV - should be vertical

Instagram - can be vertical, square or horizontal

Facebook - square is ideal as it takes up the most space on the screen

How to shoot

Have someone shoot the video so that it's not super up close but set back just a little - upper body and face would be ideal.

If you don't have someone to help you, I have personally done videos by setting my phone up on a shelf or table, and putting some books behind it to help balance it (and underneath if I needed to bring the camera up a little). Or use a tripod!

Remember to smile

Speak loudly enough so that people can hear you!

Give yourself a few seconds of recording - without speaking and to settle in - on both the beginning and end and then using a video editor, you can cut those parts out.

If you make a mistake, give yourself a few seconds before starting over - that part can be edited out too!