AT-HOME VIDEO
QUICK TIPS

1. Make sure your background looks professional and clean. A home office and a home plant strategically placed can work well, as can a built-in bookshelf.

2. Make sure your phone is oriented horizontally when taking videos. This will make cell phone videos and videos taken by video cameras look the same.

3. Since you are talking directly to the people in our social media audience, look directly into the camera. Position your camera between shoulder and eye level to ensure you are looking straight into the camera, not up or down at it. Position yourself in the center of the screen with a slight amount of room between the top of your head and the top of the screen.

4. Position yourself in a location with good lighting and do your best to face the light source so you are clearly lit up by the light source, and not darkened out by it.

5. If taking the video yourself, use a tripod or find another way to stabilize your phone. If someone else is recording, ask them to use two hands when recording to help stabilize the camera.

6. Make sure you (the subject) are in focus by tapping the screen where the subject is, and the phone will correct itself.

7. To get the best audio, record in a low-noise area. Sit or stand far enough away so that some of your shoulders and chest appear in the frame, but close enough so your audio sounds clear.

8. Turn on "Do not Disturb" while you are recording the video, so calls and texts don't disrupt your recording.

ABOUT
FRANCO

Founded in 1964, Franco is an integrated communications agency that builds strategic programs for B2B and B2C clients in a variety of industries. The company's integrated programs include a wide range of PR, marketing, digital and crisis communications counsel. Franco serves organizations in the automotive, technology, healthcare, consumer, nonprofit and professional service industries. Contact President Tina Kozak at FrancoCares@franco.com or visit www.franco.com for more information.