

HOW TO RECORD VIDEO ON PHONES AND TABLETS

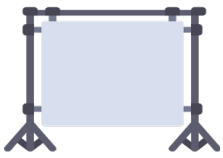


1. SET YOUR VIDEO GOAL.



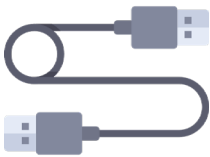
What is the *purpose* of this video? Before preparing for a shoot, make sure that your script and/or video goals have been reviewed and approved.

2. SET THE SCENE.



- ✓ Select location. Pick a place with a nice background, free of any distractions or sensitive information.
- ✓ Confirm participant availability and send out calendar invites. Always schedule more time than you think you need.

3. PREP THE TECH.



- ✓ Charge your phone or tablet
- ✓ Clear extra storage space
- ✓ Bring a tripod
- ✓ Bring a microphone

4. PRACTICE.



- ✓ Test video. We recommend filming **horizontally**.
- ✓ Test audio. We recommend using a microphone.
- ✓ Adjust lighting and camera angles
- ✓ Ask some ice breaker questions
- ✓ Run through the script

5. SHOOT!



- If you *don't* plan on editing your video, try and get everything in one take.
- If you *do* plan on editing your video, make sure to pause inbetween takes for easier editing.
- Take at *least* two full takes - you'll be happy you did.
- If time allows, ask some unscripted questions about your topic, which can lead to more natural responses.

6. SEND.



- Upload your final video to Box, Vimeo, YouTube or preferred platform.
- Share with your audience using a link that has proper security permissions.
- Common video formats: **.AVI** (windows/mac), **.MOV** (mac), **.FLV** (browsers), **.MPG/MPEG** (windows/mac), **.MP4** (windows/mac), **.WMV** (windows), **H.264** (hi-res windows/mac)