SELFIE VIDEO TIPS

Ready to share your brand story or up your game on social media? Here are a few tips on making simple, high quality videos with nothing more than a smartphone and a smile.

**EQUIPMENT**

a. As fun as it is to see yourself while recording, front-facing cameras have lower resolution, so try using the rear-facing camera for a better final product.
b. Even with the best stabilization settings, videos can turn out shaky. Use a tripod or stable surface to shoot if you can.

**FRAMING**

a. In most cases, you should hold your phone horizontal (a vertical orientation is common or preferred on certain social channels).
b. If you’re using the camera on your laptop or desktop, make sure you’re eye-level with the camera and centered in the frame — oh, and don’t forget to smile!
c. As a general rule, frame yourself from the chest up for the best looking shot.

**SOUND**

a. Try to record in a quiet area to cut down on background noise as much as possible and get nice and close to the camera so you can be heard clearly.
b. Speak a bit louder than you normally would (use your outside voice).
c. Even the pros need a few takes — record a few versions to ensure you get one “keeper.”

**PRESENTATION**

a. Before you hit record, take a look around and ensure your background looks as good as you do.
b. Pay attention to your body language, gestures and posture — Mom was right, stand up straight.
c. Look and speak directly to the camera, be yourself and let your personality shine!

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