BEST PRACTICES FOR SELF-SHOT VIDEOS
TIPS FOR CREATING ENGAGING VIDEO CONTENT

AUGUST JACKSON
PERHAPS NOW MORE THAN EVER, CREATING ENGAGING VIDEO CONTENT IS IMPERATIVE FOR BASELINE COMMUNICATION, MESSAGE DEVELOPMENT AND TRAINING, LEADERSHIP MESSAGING, AND COMMUNITY CONNECTION.

We are fortunate to live in a world where anyone can create HD footage; being stuck in our homes doesn’t mean video content should go by the wayside; in fact, just the opposite!

Below is a guide on how best to use your phone and computer to self-develop video content, but you, of course, aren’t alone in this process. With your user-generated footage and August Jackson’s editing, animation, and design staff, together, we can create dynamic and engaging content.
TIPS FOR FILMING ON YOUR PHONE OR TABLET
FILMING TIPS

PHONE AND TABLET

TIP ONE
Always Film Horizontally

TIP TWO
Film a Sample Clip
Rehearse your content. You want your video to look and sound great!
FILMING TIPS
PHONE AND TABLET

TIP THREE
Get Good Lighting

- For flat or even lighting, ensure light source is directly in front of you as seen below.
- For dynamic lighting utilize the 3/4 approach and ensure light source is positioned as seen below.

- Dark backgrounds/shadows will make your video look grainy/hard to see.
FILMING TIPS
PHONE AND TABLET

TIP FOUR
Get Good Sound
Speak loudly and limit background noise.
- Mics can pick up a lot of “other” noise. Try to choose a space/room with carpeting/furniture to absorb the ambient sound.
- Make sure you know where the mic is, so you don’t cover it up while filming.

TIP FIVE
Steady
Position your feet solidly on the ground and/or tuck your elbows in toward your sides.
YOU CAN ALSO FILM VIDEO CONTENT USING ANY VIDEO CHAT/MEETING SOFTWARE SUCH AS WEBEX OR ZOOM.

You can also film video content using any video chat/meeting software such as WebEx or Zoom. Directions for how to best record using these mediums is platform-dependent, and we’re happy to help you work through the best ways to utilize your company-specific video-conferencing platform.

In general, the same tips that apply to shooting content on a phone or tablet apply to a video chat platform:

- Rehearse/film a sample for testing
- Check your lighting quality
- Check your sound quality
- Check your background - If you want to get creative you can utilize a portable green screen which will allow our editing team to help you be creative with your virtual surroundings
THANK YOU