

### Quick Tips for Filming a Video

1. **Be prepared.** Organize your thoughts and know what key points you'd like to make before you start recording. We are happy to provide you with a script/outline but don't forget, people want to hear from you—so make it your own.
1. **Lighting is key.** Stand facing natural light, and never stand with your back to a window or other light source. If the subject is "backlit" they will appear very dark, as it is their back being illuminated, not their front. If possible, face a window or stand/sit in the middle of the light sources in the room.
2. **Film horizontally/landscape.** With a very rare exception, all videos that are posted on social media look best when they are shot horizontally. The only exception is video created for IGTV, an extension of Instagram. Only film in vertical/portrait format if you know your content will only be posted on IGTV, or Instagram Stories (note that Instagram Stories will post video content that is longer than 15 seconds in increments).
3. **Keep it short and concise.** The first 30 seconds are the most important. If you can't cover your main point in this timeframe, let the viewers know what it is and that you'll be speaking about it soon.
4. **Look at the camera.** While it's tempting to watch yourself on the screen, focus on looking into the camera lens. This will simulate direct eye contact and ensure that the viewer will feel as though you are engaging with them directly.
5. **Use a tripod.** If you don't have a tripod or a stable place to set up your camera, you may need to hold the camera yourself. Hold the camera straight out, in line with your shoulder or just above, then put a slight bend in your arm. This will help you to keep a good distance away from the camera while avoiding including too much of your arm in the shot.
6. **Quiet on the set.** Are you in a quiet space? Are there distractions that will interfere with the audio or background setting? While the internal mic on most cellphones can record audio that is of a reasonable quality, ambient noise can be surprisingly distracting. Make sure to avoid recording in areas where fans, air conditioning units, loud traffic, or people talking in the hallway can cause disruption. If these are unavoidable or perhaps even a necessary element to your video, consider using a microphone to be sure that all necessary voices are clearly audible.
7. **Ask for help!** Elizabeth, Rory, and Emily are here to guide you through the process. We are always happy to lend a hand, review a script, help you set up your filming space, and give advice on what makes a great video.

#### Contacts:

Elizabeth Grant  
Associate Director,  
Communications  
[elizabeth.grant@ukings.ca](mailto:elizabeth.grant@ukings.ca)

Rory MacLellan  
Website Manager  
[rory.maclellan@ukings.ca](mailto:rory.maclellan@ukings.ca)

Emily Bent  
Communications Officer  
[emily.bent@ukings.ca](mailto:emily.bent@ukings.ca)