



# Virtual Video Shoots

BEST PRACTICES





## Overall best video practices

Welcome Home, Iowa videos may be used to promote the need for and the benefits of housing throughout the state on a variety of statewide platforms, including social media, legislative and community presentations and more. To ensure usability in these mediums, user-submitted videos must follow the following guidelines.

**Please answer the following question in the video from your perspective:**

**Why does your community need more housing options?**

- Keep videos short – 30 seconds to one minute.
- Address one specific topic in each video for clarity, brevity.
- Make it easy for the viewer to immediately understand the meaning of your video.
- Briefly pause before speaking once hitting “record” and briefly pause once you’ve finished speaking before ending the recording.
- Intro and exit pauses can be edited out and allow for a cleaner finished product.
- While speaking, try to maintain eye contact with the camera (or director) as much as possible to appear natural and unscripted.
- If you prefer to reference a script or talk track, there are apps that run like a teleprompter, such as Teleprompter Lite and BigVue App.
- You may choose to download to a separate device, like your iPad, and position it just below the phone you’re using to record.



## Settings & technique for shooting with a smartphone

- Go to Settings > Camera Settings > Record Video, and select 1080 HD at 30 fps or 4K at 30 fps (keep in mind, 4K will take up more storage space and take longer to send). If shooting in 1080 HD or 720 HD, click Format and select Most Compatible.
- Place the talent two or more feet from the wall, in a well-lit area. Check the background for a nice backdrop add a plant or tree to a shelf to add some color. (Do not place them in front of a window).
- Place the phone on an tripod or elevated surface eye level with the talent.
- Choose option for eyeline:

Off camera



Direct to camera



- If the talent is reading off cards, they should be placed at the same level as the camera or it will look obvious that they are reading.
- Listen carefully in the room for any distracting noises (use a microphone lav for better audio quality. Test before you begin the actual recording)
- Place the phone in airplane mode before you begin the interview.

Contact us with any questions:

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Share your video!

Share your video on social media (Facebook, Twitter, Instagram and/or LinkedIn), tag **@iowafinance** and include the hashtag **#WelcomeHomeIowa** and your video could be highlighted in official efforts to highlight the importance of housing in Iowa.