

# QUICK TIPS ON CREATING VIDEO CLIPS FOR CLUB INTERVIEWS



**THE CONTENT:** Videos should be quick. People are likely to only give you 30 seconds, so short is better. Feel free to include a note about yourself/your business, your relationship with the club, and why the club is valuable to you. Thank you!

Read now to learn what is **WRONG** with this photo!

## SHOOTING THE VIDEO:

You can do a video recording in several ways, it's up to you.



Zoom



Your phone



Video camera on a tripod

## OTHER TIPS FOR SHOOTING A VIDEO

### 1 LIGHTING

Facing a window or source of light is ideal. A clip-on light is often recommended. Adjusting the light so that it allows mild shadows to be cast on your face and the wall behind you may be ideal. A-Frog lights and ring lights are very useful in terms of light setup

### 4 THE OBVIOUS

Please shut off the notifications and silence your phone during your recording. A phone going off during anything is immensely distracting.

### 7 SHOOTING WITH A CAMERA ON A TRIPOD

In all honesty, if you choose this option, you probably know how to do this in a competent manner.

### 2 SPEAKING

Loosen up your mouth with some speaking exercises before recording. Whatever you plan to say should be easy to say and to understand. You may want to jot down some bullet points and do multiple takes before finding the version you like.

### 5 RECORDING WITH ZOOM

First, you'll need to download zoom and make an account if you don't already have one. Then, create a new Zoom meeting and open up the preferences. There, select "Recording" and check off the following: 'keep temporary recording files' and 'optimize for 3rd party editor.' When you're ready, click 'record' and select 'record to this computer.' When you're done, your video should appear in a 'zoom' folder in your documents as an MP4.

### 3 EYES

Decide beforehand whether or not your focus will be on the camera or the screen. Having your eye line change too much can break immersion. It is recommended that you do not read off a script while recording. People can tell that you're reading off a script and it's distracting. Your eyes will be moving too much and the camera will catch it.

### 6 SHOOTING ON YOUR PHONE

While recording methods may vary depending on the phone, it's likely you've figured out how to do it at this point. When recording, you shouldn't be holding your phone. "Selfie style" not only looks odd, but it's also restrictive for your movements and posture. It's better to prop up your phone. Make sure it can't slide or fall over easily. Despite the urge to record with the camera on the screen side, the better quality camera is actually on the backside. The file format of the video will vary depending on the phone.

When you are finished, send it to us at [hbsancsocial@gmail.com](mailto:hbsancsocial@gmail.com)