SESSION 4

Video How-To Guide

W.K. KELLOGG FOUNDATION

Shoot your video

Many video projects can be completed without a professional crew or high-end equipment. Follow the steps below to easily record a video:

1. **Grab your smartphone and open the camera app.**
2. **Rest the phone on a flat surface or stand to produce steady footage.** If you prefer to hold it, keep the phone as still as possible.
3. **With the exception of Instagram stories and TikTok, videos are usually widescreen.** So it's important to make sure the orientation is consistent. Don't switch from landscape to portrait mid-video.
4. **Check your background.** Before you start recording, take a look at your background and make sure there aren't too many distractions. Adjust and move objects as needed.
5. **Find good lighting.** Be sure to face the light source so that the light spreads evenly across your face. Natural light is one of the best light sources for your video. If you can't get that, lamps work great, too. Just make sure we can see your face.
6. **Make sure you are not in a noisy environment.** Background noise could ruin the audio and take attention away from what you are saying.
7. **Speak into a microphone.** A general rule for clear audio is to get your microphone as close to you as possible. If possible, make sure you are in a quiet setting.



8. **Hit record to shoot the video.** Make sure to speak loudly and not too quickly. Hit the record button again when you are ready to stop fflming.
9. **Keep the video short.** To be effective, try and keep your videos around 30 seconds to one minute long.
10. **Save the file.** Give it a recognizable name so you can easily pull it up when uploading.