

≡ **HOW TO CREATE COMPELLING AND
SHAREABLE VIDEO ACROSS THE SOCIAL
SPECTRUM**

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WHO WE ARE



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COST-EFFECTIVE WAYS TO SHOOT VIDEO

OPTIONS

- CAMERAS

- Phones
- Handy camcorders
- DSLRs



PHONE

- Pros
 - You probably have one
 - Mobile
 - Good quality
 - Connection to internet: reactive
- Cons
 - Bad audio
 - Shaky camera
 - Storage
 - Client as subject can perceive as less professional



HANDY CAMCORDERS

- Pros
 - Can be cost effective
 - Higher quality than most phones
 - More options for audio/lighting
- Cons
 - Small learning curve
 - Can be cumbersome
 - Client as subject can perceive as less professional



DSLRs

- Pros
 - Quality matches professional camera kits
 - Can shoot high quality video & photos
- Cons
 - Steep learning curve
 - Cumbersome
 - Expensive



TIPS & TRICKS

LOCATION

- Find a quiet place to film
 - Make sure the AC is off
- Choose appropriate background
 - Sit away from bright lights that illuminate behind you
 - Avoid sitting in front of a solid white wall
 - Avoid anything or anyone extremely distracting behind you



GETTING READY TO SHOOT

- Position yourself in the center of frame so that you're visible from approx. the waist-up
- For best audio, sit 3-5 feet from camera.
- Use camera's zoom function to widen the frame rather than physically placing camera too far
- Adjust tripod height so camera lens is level with your eyes.
 - You should feel like you're looking direct, not up or down



GETTING READY TO SHOOT

- Be mindful of the space between the top of your head and the edge of frame



ACTION!

- Don't pause or stop filming
- Give context in your answers
- Feel at ease
- Be yourself!
- Take your time, there's lots of film
- Do multiple takes!



IN PRACTICE: GENOMIC HEALTH

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- Camera kits sent to KOLs for Breast/Prostate cancer



Not All Breast Cancer Is The Same. Get Your Oncotype DX Score



1,313 views

KEY TAKEAWAYS

- Have a gameplan
 - What will I do with this video?
 - Can I edit this video?
 - Can I put some free music/images in this video?
- Empower your community
- Use resources wisely
- Have Fun!



thank you.

