



Video Recording Guide

1. Determine What You'll Say.

- Start with a greeting. Be sure to include your first name, what company you work for (if applicable) and that this project is in collaboration with United Way.

Sample Introductions:

- Thank you video:
"Hi, my name is _____ (first name only), and I work for _____ (company name—if applicable) in partnership with United Way. I want to give a special thanks to all of you for everything you do. The work you do is selfless and crucial at this difficult time. Know that I am thinking of you and extremely grateful to have people like you working on the frontline to keep us healthy."
- Song and a Smile video:
"Hi, my name is _____ (first name only), and I work for _____ (company name, if applicable) in partnership with United Way. I want to play/sing "[name of song]" by [name of artist]. I hope this song brings you joy today!"
- Remember to speak slowly and clearly so that viewers can easily follow along
- Keep the thank you videos between 1 and 3 minutes if possible; Songs can be in between 2-4 minutes. It helps to run through your performance or thank you first before you film to get the timing right.
- Your family and friends can join you, too!
- Additional Song and a Smile tips:
 - Bring a sense of playfulness and humor to your videos! They will certainly brighten the day of the student

- If your song is not in English, explaining the lyrics beforehand would be helpful
- Remember to keep your video lighthearted, as your purpose is to bring peace and comfort to the recipient

2. Ready to Film.

- ***Be aware of backgrounds***

Cluttered backgrounds are distracting and take the focus off your subject. Find a clean background. Background objects with similar colors or widths to your subject can merge and make for awkward photos (i.e. plants sprouting from heads).

- ***Good lighting is critical.*** Don't have too much light coming from behind you. If you're near a window, put the camera between you and the window. This will help avoid unnecessary shadows and grainy areas in your video. Be careful not to point the camera directly at bright light sources, which will cause unusable, overexposed footage.
- ***Timing.*** Keep the videos to around 3-5 minutes long. Rehearse your script before filming to make sure your video is within the suggested time limit.
- ***Landscape.*** Be sure to film in landscape vs. portrait mode so that viewers can easily see the exercise.
- ***Audio matters.*** Avoid any background noise when you film to keep the sound quality as clear as possible. Be sure to test the video's sound before submitting. If you live with other people that aren't participating, let them know when and where you are filming. Right before your video starts, remind them to give you space and keep a quiet volume until you are done. It is best that those you live with remain in a separate room than you so you can stay focused.
- ***Relax.*** Before you begin, take a few deep breaths to calm any nerves. Don't forget to smile!

3. Equipment and Filming.

- Make sure your equipment is either completely charged or plugged in
- If you use a smartphone for filming:
 - In Settings, check that your camera is in the highest definition possible.
 - Put phone on airplane or do not disturb mode so you don't have any unexpected interruptions (it's good to do this whether you are using your phone to record or not)
 - Open up the camera app and choose the video option at the bottom.
 - Use landscape mode when recording, if possible.
 - Keep the phone as steady as possible when filming (use a small tripod or secure it on a flat surface) and look at the lens rather than the screen.
- If you use a PC or Mac computer for filming:
 - Use the search box to find the camera application.

- If this is the first time using this program, you may need to give the app some permissions.
- Click on the video icon. Then click the video icon again to start recording.
- Your video will be saved to your camera roll, which you can access by clicking the small thumbnail image in the bottom right corner of your screen.
- You can also use an application like video conferencing application like Zoom to record your performance as well

4. Review.

- Watch the video at least one time to make sure that you are happy with the results and that the image and sound are clear.
- Re-record as many times as you'd like before sending it in.

5. Fill out the online Media Release Form

- Go to <http://bit.ly/UWrelease>
- Anyone who appears in the video must complete this step.
- Fill in the cells below the waiver link to virtually sign.
- Fill in the names of any additional people who appear in the video.

Please remember: Your video cannot be shared if this is not completed.

6. Submit the Video

- Please upload video to these Google Albums
 - Song and Smile: <https://photos.app.goo.gl/xLJ69PpkdhXKQ1eu7>
 - Teacher, First Responder, or Health Professional thank yous: <https://photos.app.goo.gl/uanGTJAG6gQ3UtN98>
- You can also send your file to volunteer@uwnefl.org; please include name and title, and intended recipient group (Teacher, First Responder or Health Professional for thank yous)