

# Video Presenting Guidelines

## Creating great video content

To produce a great video using a camera or your smartphone, we suggest following these tips.

### Where

Film facing towards good natural light or a light source so no shadows on your face

No background distractions

Good quality sound such as a quiet background with no wind

### How

If you're using your smartphone, use it so on its side and your face appears in the middle of the screen

Keep your camera or smartphone level to your face. If you can, use a tripod

Once you hit record, get into position and take a pause before launching into your speech. Repeat for the finish. This allows you to nicely edit your video

### What

Keep the video under 1min - no more than 2mins

Practice

### Suggested Video Outline

Introduce yourself with your name, the company, business, brand you represent and a top career highlight

Give a quick outline of what your video is about

Mention key points for what someone watching can expect to learn, discover and take away

Finish with a sign off statement that includes a Call To Action such as "Subscribe Here", "Click the link to find out more", "Follow our page for more videos like this" etc.

## Happy Video-ing!