

## Marketing Minute: Computer or Phone Video Tips

You probably find yourself working from home and using your computer's camera to attend meetings more often these days. The coronavirus and stay-at-home orders mean many of us show to virtual meetings via camera. You may also be using video to keep your customers up to date with what's going on with your business.

Here are a few tips to help you improve the quality of your cellphone and conferencing video.

1. **Film in landscape mode:** Hold your cell phone horizontally when you are filming. This will cause your video to fit better on a computer or laptop monitor. It's also the typical format used on platforms like YouTube and Vimeo.
2. **Camera height:** Place your cellphone or camera at eye level to better connect with your viewers. A high camera angle will make you look small and give your viewer a sense of looking down at you. A low camera angle will give your viewer a sense of looking up at you.
3. **Stabilize your camera:** It's very difficult to watch shaky video. Find a way to keep your camera still. Use a tripod, a stack of books, or whatever you have available to keep your camera still.
4. **Light your face:** Turn on a light in front of you or face a window. Do not shoot with a strong light or window behind you. Try different locations to find light that's diffused, and isn't too bright in any one spot. Too bright of light will make the highlights on your face look overexposed.
5. **Declutter your background:** If your shot is cluttered it'll distract from your video. Make sure nothing is sticking out from behind your head like light fixtures and wall art.
6. **Practice:** When shooting a business-related video to post on the web, think about what you want to say ahead of time. Keep your presentation on subject and stick to the point.

Taking these simple steps can help improve the impact your video has on your viewers. They will also help you clearly deliver your message about your business.