

5 Easy Tips for Better Self-Recorded Footage

Hoopla Media

One of the best ways to get your organization or business' story out there is video. In these uncertain and challenging times, video can help you to connect with your community in an authentic and meaningful way.

Videos catch people's attention and can attract great engagement online. But where do you start? With physical distancing, concerns about gatherings and a lot of us working from home, hiring a production crew might be impossible.

The good news? You have the answer right in your pocket. Your phone's camera can create great footage with a few simple tips and tricks.

- 1. Choose a quiet place with minimal background noise/music. If you're outside, be aware of wind, traffic, or other distracting noises.**
- 2. Choose a place with bright lighting.**
- 3. Shoot your videos landscape (horizontal) and set up your phone or camera on a stationary surface.**
- 4. Position yourself with some negative space to either your left or right (or both). This will allow you to add simple copy on screen, logos or graphics if need be.**
- 5. Take your time! Speak as clearly as possible and never be afraid to record a few extra takes.**

While we're taking some time apart physically, it's crucial to continue connecting and telling stories. The good news is that technology is more accessible than ever before so there's no reason to put a pause on storytelling.

Founded in 2015 and located in the heart of Edmonton, [Hoopla Media](#) is an award-winning team of creatives, directors, editors, and storytellers. Hoopla works with small businesses, tech startups, nonprofits, large corporations, branches of government, and everything in between. They work with their clients to identify and communicate their message through video.

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