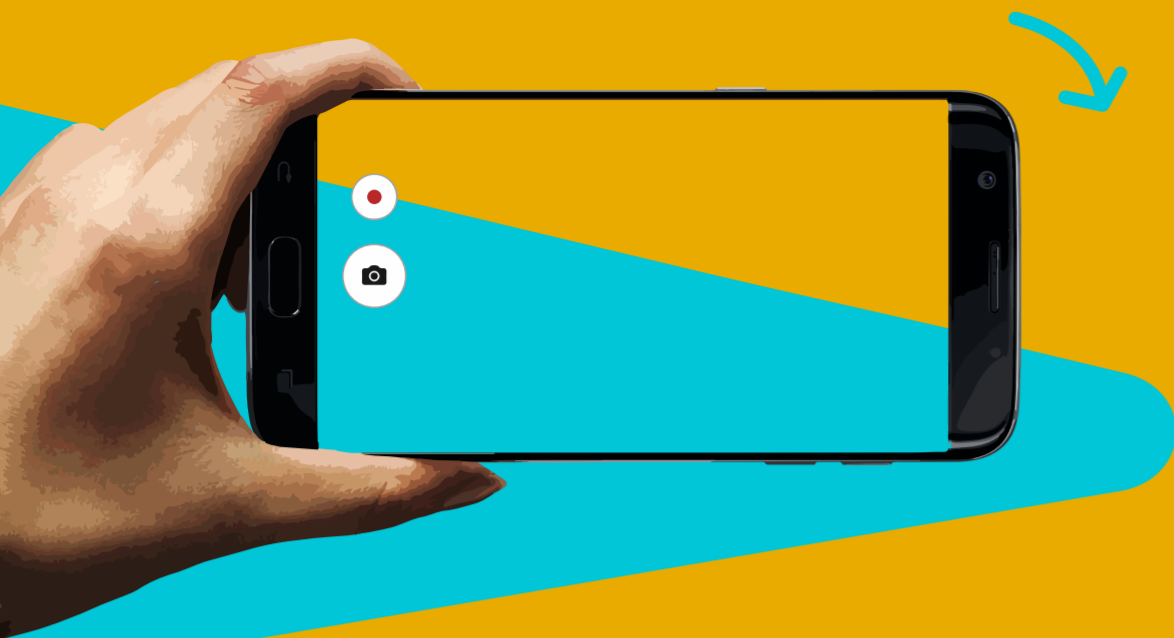


6

**STEPS FOR
FILMING
GREAT
VIDEOS
AT HOME**



FLEISHMANHILLARD



Use your smartphone over your laptop. Make sure you pick the **highest video quality** and film **horizontally**.

PICK THE RIGHT EQUIPMENT



If your smartphone doesn't film in high quality, use **Zoom** or **WebEx**. But make sure you're recording where your **internet connection is the strongest** and turn on the **high definition** video settings.

REDUCE BACKGROUND NOISE

Once your equipment is
ready, find a **quiet
environment.**



FACE A SOURCE OF NATURAL LIGHT

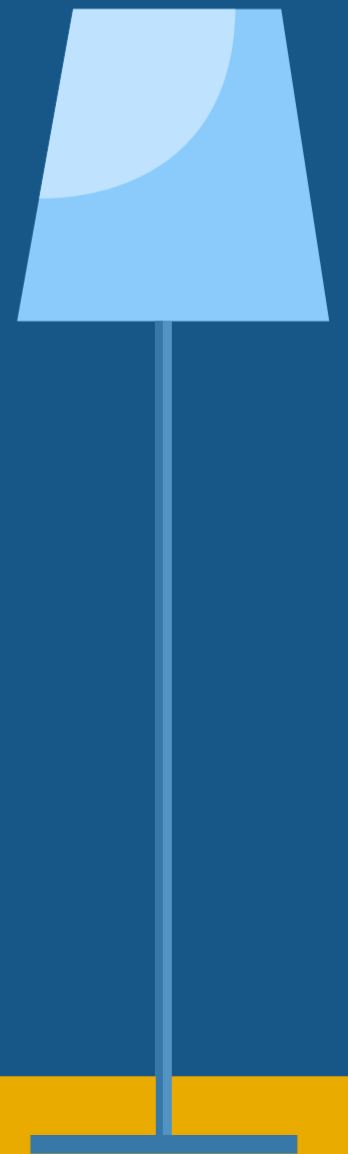
Position your recording device at eye-level and **face a big window**. The best time to film: either **very early in the morning** or **at the very end of the day**.

A plain background
like a wall is fine.



PICK THE RIGHT BACKGROUND

A background with more
depth **like a living room**
is much better.



RECORD A GREAT VIDEO

Remember, you're the **star of the show**. Make sure what you say is interesting and **use your body, voice and hands**. To appear more approachable and friendly, imagine you're talking to a friend.



LONG DON'T MAKE IT TOO



Make sure your video is no longer than **2 minutes**.

People on social usually tune out when videos exceed that limit.

Good job!

