



HOW TO: SELFIE VIDEO

- Open the camera and frame the shot around you. If you have access to a tripod, use it.
- Place the phone at eye level (or a bit higher if you can), so that the front of your face is in focus.
- Sit/stand up straight and keep movement to a minimum.
- Face the light source or window.
- Instagram: shoot **vertically** (camera upright).
- Facebook: shoot **horizontally** (phone on its side).
- Be in a clean and quiet space so there are no distractions.
- Turn off anything that could make noise (a/c, phone).
- Think through what you'd like to say.
- Record a test video and play it back to ensure the camera and microphone are working properly.
- Be yourself! Remember to introduce yourself and smile.
- At the end of the video, ask viewers, "What are your thoughts about this? Let me know." Increasing traffic around your video will increase your audience.

Here's an example of a "selfie style" video: <https://bit.ly/33RZb2Y>

Here's an example of a "face to camera" style video: <https://bit.ly/3aktfXp>

We hope this will allow you to continue to connect with your constituents! If you made a video, [share it with us!](#)