

# UGC FILMING GUIDELINES

(User Generated Content)



**If using a phone** (hold the phone in landscape mode (turn it 90°) and use selfie camera to shoot interview - better yet, have a friend record you! The back camera is higher quality than the selfie camera in most instances. Bonus if you have a phone adaptable tripod, steady footage is paramount.



**If using a webcam** get your camera eye level by propping it up on books, yoga blocks, an old amazon box, or your kids legos. Look into the lens instead of looking at the video of yourself for the best eyeline.



**Make sure you are lit by a good soft source** (window, lamp bouncing off white wall), no backlighting if possible.



**Ensure you are in a quiet location** - and try to speak up when delivering your message. Hardwired headsets sound great, but you can't use bluetooth to directly record audio to your video.



**Reading prompts** or bullets to keep yourself on track is great, but try not to write yourself a script that you will have to read on camera - better to try it extemporaneously and with a natural flow at first. Try to encapsulate your message in brief sentences, rather than long responses (when possible).



**Please provide raw footage only**, no edited pieces with music - also, when uploading it is best to synch to dropbox (or similar cloud service) from the phone's camera roll or plug into a laptop/PC to transfer and sync files to the cloud - avoid emailing the video as it compresses the quality for low-bandwidth

**Have fun and show your personality!**