



Girlguiding Scotland Video Tips

Videos are a great way to show people the fun of guiding and being able to shoot and edit your videos will make them even better. We've put together a list of useful tips and hints to help you make the best video.

5 Top Tips

- Use the right equipment. So we don't all have high range video recorders or cameras but using a smart phone will do the trick, as long as it is compatible for uploading to computers/laptops for editing.
- Pay attention to the audio. Whether its wind blowing into the microphone or too much background noise, bad audio can ruin a good video. If your phone/camera has a headphone jack, plug in and do some sound checks. Make sure you can clearly hear what you want your audience to hear.
- Check your lighting. Beginner videographers should never shoot with a window in the background. The camera, other people and objects could reflect off the glass, making for an awkward video. Light may also come through the window causing your subject to be backlit - meaning that the object or person you're shooting will look like they have a shadow cast over them. Lighting is important, but it doesn't have to be perfect. Just make sure what you're filming isn't backlit or so bright that they're reflecting light back to the camera.
- Remember to edit. There's a reason why YouTube gets over 2 billion views a day. People want to watch videos, but they have short attention spans; so, they skip from video to video until they find something interesting. If you're not shooting a one-take video, be ready to take some time out of your day to edit. Rarely will someone watch a 5-minute plus video all the way through if they don't know what it's about. Keep it short and find ways to engage your audience so they understand the message you're trying to get across right away.
- Upload and Share! Once you're satisfied with your piece, export the video and upload it onto your unit/county social media sites. You can't expect the world to fall in love with your video if you just let it sit there; so, tweet out the link to all your Twitter followers (@GirlguidingScot), post the video on your Facebook page, and email it out to anyone who you know would be interested.

Examples of when you might want to make a video:

- Record a promise ceremony/ meaningful event for your unit so you can save memories for your unit/girls.
- Pack Holidays/Camps -why not film short clips of your weekend away, edit it and make a film of all the best bits.
- Film your girls whilst they're doing a fun activity e.g. zip line, abseil etc.

- Get the girls involved in a fun craft (for a great video the messier the craft the better).
- Film a fundraiser (sharing it on social media might get you a few extra donations)

Do's and Don'ts

- Do be as creative as possible
- Do make sure everyone in the video is having fun
- Do focus on a key theme/activity
- Do be aware of what is going on in the background/lighting/audio
- Do crop and edit your videos to make them even better
- Do plan your shoot.
- Do use a tripod (if possible) or other image stabilization device. For handheld stability, imagine that your camcorder is a very full cup of hot coffee.
- Do be as discreet as possible when filming to make the video look as natural as possible.
- Don't be too static - it's a video so movement is good, but don't make any drastic movements as this doesn't make pleasant viewing.
- Don't say everything - Let the visuals tell some of the story. If you can show it, don't say it. It makes for more interesting video.
- Don't shoot from a million miles away - Get close up to the subject. Fill the frame. Be aware of every inch of space. Don't let anything into the frame that distracts from the subject or scene focus.

Techy Tips for filming

To film, edit and upload your video...

- All smartphones give you the option to edit videos once they are filmed, you will be able to crop the length and unwanted sections of your video. All smartphones also give you the option to adjust the brightness and change the filter (lighting) of your videos to make them look even better.
- iPhones/Ipads. Remember that the iPhone's two cameras were not created equal (the same goes for the iPod Touch and iPad). Be sure to use the rear-facing camera whenever possible to maximize your quality. When you're exporting your final video, keep in mind that while 720p will look great for most cases, it still isn't quite full 1080p HD video that professional film making equipment uses and therefore might be a little disappointing if you're planning on watching it back on a large screen such as a TV. For uploading to social media sites 720p will be fine.
- Androids. All Android smartphones manufactured today can record video, as long as they feature a camera, and the vast majority will let you shoot at least in 720p (720 x 1280 pixels, aka HD) which is the recommended pixel for uploading so this shouldn't need adjusted.

When uploading your videos through an email, a messenger service or an online storage such as Dropbox, always make sure that the resolution format is the highest possible to make your video as clear as possible.

Please make sure all photo and videography permission forms are up to date and that everybody is happy and willing to participate in your videos.

If you are looking for more support or advice on photography or videography promotions? The communications and marketing team at Girlguiding Scotland are happy to help. Call us on 0131 226 4511 or email marketing@girlguiding-scot.org.uk