



Video Filming Tips

Avoid vertical video.

You are not taking a portrait photo; turn the phone on its side to landscape mode to capture a wide, beautiful video.

Avoid noise.

Clean audio is more important than clean video, so turn off cell phones, office phone ringers, let staff know you are about to film. If you are outside and it is windy, or there is loud traffic or construction or airplanes, go inside.

Try to avoid overly backlighted shots.

E.g., in front of a super bright window or outside with the sun behind the subject.

Fill the frame with your subject.

Get nice and close – this will improve the audio as well.

Hold your phone steady, shaky video makes people nauseous.

If possible, perhaps balance the phone on the back of a chair or desk.

Avoid using digital zoom.

Let the filming roll for an additional two seconds before the action begins and two seconds after it ends. This will aid us with the edit.

Patient Testimonials and Interview Tips

When filming an interview or patient testimonial, instruct the subject to pause two or three seconds after you say “go” or after you have finished your question before they start speaking. Also, pause a few seconds after the subject has finished speaking before you ask another question. When you and the subject are speaking on top of each other it makes for a difficult edit.

Avoid conversational interviews.

The audience cannot see you as you are behind the phone. Stick to asking a question and letting the subject answer it.

During interviews or testimonials, have your subjects include your question in their answer, e.g., why did you choose Jones Dental? “I chose Jones Dental because.....”