



Tips for Video Nominations

Recording video has never been so easy or effortless! Most people have access to a powerful video camera right in their pocket: a cell phone. And with a little practice and access to a few key tips, you can record a compelling, high quality video nomination.

Although some of the tips might seem obvious, following all of them should result in amazing video nomination. If you find yourself struggling with the video nomination, as with any point of struggle, you are strongly encouraged to recruit a knowledgeable partner(s) to safely assist with the video nomination process (plan via video conference, film outdoors from at least a 6 foot distance with masks, etc.).

Videographers and/or the nomination team are strongly encouraged to make time to plan and prepare for video nomination creation. Become familiar with the nomination criteria and eligibility as well as the following tips.

- Familiarize yourself with the [video nomination criteria](#), particularly the video format and length stipulation
- Briefly and clearly include context information (e.g. chapter/council name, geographic area, nominator's title) as the nomination video may be publicly used
- Safely include testimonials, site visits, etc. to describe how the nominee embodies the Spirit of TU by clearly highlighting the nominee's offerings and impact to fully understand the reach and results of the nominee
- Draft notes to organize the overarching video plan
- Have the videographer familiarize themselves with the recording device
- If using a cell phone, remove the phone case to improve sound and visual quality
- Clean off the photo lens to improve visual imagery (t-shirts work well)
- Intentionally choose a compelling background for sound and visual imagery (NOTE: Do not film in a vehicle or next to loud features like babbling brooks)
- Capture a test video to access the light, background noise, auditory capture, etc.
- Shoot the video in landscape by holding the phone horizontally
- Use a tripod or other stable arrangement to minimize a shaking video
- Remind individual speakers to speak slowly and clearly
- If the video includes movement or zoom features, consider a slow zoom or editing unnecessary footage moving from one location to another.
- Have fun!