

## Video Best Practices

- I. General
  - a. Make sure that your light source is in front of you, rather than behind you.
  - b. When picking your video location, it's best to be in a quiet room without a lot of ambient noise.
  - c. If available, try to use a microphone so that the sound is picked up clearly and ambient noise is minimized.
- II. Recording
  - a. State your name, Credit Union and /or place of business, and position.
  - b. Your recording should be 20 seconds to a minute long.
  - c. Look into the camera.
  - d. Avoid big breaths.
- III. Smart Phone Submissions
  - a. It's best to submit the videos via smartphone to the website.
  - b. When submitting, be sure to turn your phone horizontally so that the frame is not compressed.
  - c. Make sure your notifications are set to silent so that your recording is not interrupted.
- IV. Computer Video Submissions
  - a. Turn off all audio program notifications. This way you will not be interrupted. If possible, close all programs except for your camera when taking your video.
  - b. Dedicated web cameras, that are not built into laptop computers, tend to provide clearer video and audio.
- V. Tablet Submissions
  - a. Like with smartphones, it's best to turn the tablet horizontally so that the video will not compress the frame.

## Sample Questions

- What are the unique needs for members in your area?
- Why are credit unions well suited to serve such a diverse state?
- How do you show commitment to your members and your communities?
- What has your credit union specifically done in response to the COVID-19 pandemic?
- Any stories about helping individual members or community involvement?