



Why We All Care about Child Care: Video Tips

Watch the clock.

Keep your video at a maximum of 1 minute. The shorter the video, the better it will perform on social media. Most importantly, most social media platforms only allow a video upload up to a minute.

No vertical images.

Try to hold your camera horizontally when filming video. This will work better on social media and nothing is worse than watching a video with a large vertical black border around it.

Incorporate SCAN branding.

Make sure there is clear, evident and appropriate SCAN branding present in the shot.

Keep an eye on the background.

Try to film in a spot without any disruptions behind you, like a TV screen or offensive or distracting posters.

Try to be as stable as possible.

It helps to prop your camera against something like a wall, a shelf or a desk. Even if you think you have steady hands, the smallest movements are noticeable. We encourage you to use a mobile device stand to help, if you are able.

Be quiet.

When you're filming on an iPhone or similar device, background noise is easily picked up. Do your best to find a quiet spot if you are filming a statement from a volunteer.

Avoid direct sunlight or fluorescent lighting.

When you shoot inside, try to find a place without fluorescent lighting and make sure your face isn't covered with shadows. When you are outside, try to avoid the sun shining in your eyes or directly into the camera.

Use the "rule of thirds."

If someone will be helping you film, make sure to try to position the subject on the right or left side of the screen, rather than in the center. This is more visually appealing for the viewer. If you're filming as a selfie, stay in the center.

Give yourself a close-up!

Don't be afraid to hold the camera close to you. This will make it easier to see and hear.

How to send?

Once you've recorded your video, be sure to post it on your social media using #Care4ChildCare. Don't forget to send a copy to your state manager so SCAN can re-share it too!