



Video Guidelines – 6/1/2020

Marketing and College Relations encourages departments to utilize their phones and computers to convey important messages during the pandemic.

We must adhere to our brand standard guidelines in order to synchronize messaging always working toward the top goal of brand awareness leading to student enrollment.

In order to have all our videos live under the Atlantic Cape YouTube, Facebook, Instagram, Twitter and LinkedIn pages, you will have to involve Erin Mercer, Social Media and PR manager (emercer@atlantic.edu) to help you accomplish your goals.

Here are the guidelines to incorporate into your video plan:

1. **Work with Marketing and College Relations**

Let us know when you are planning to create a video and what the topic is. There might be similar projects around the college that can be combined for a more effective message. We also need to know so we can promote the video appropriately on social media or on the website. Also, keep in mind that most of our videos need to be closed-captioned per the ADA Consent Decree, so we will assist you in making your video compliant.

2. **Plan Ahead**

It's important to have at least a simple outline of what you are going to say, important points to hit and an idea of how to start and end the video. Most viewers will decide to leave or stay depending on what they see in the first 15 seconds of your video. Usually, a video over 4 minutes in length will be too long to keep viewers. You should also have a clear idea of WHO you are talking to – students, future students, community members, etc.

3. **Content Is Key**

Popular videos are ones that concentrate on intriguing content. If you can show a chef cooking a recipe, rather than talking about going to the Academy of Culinary Arts, it makes for a powerful, visual message. If you think your content needs some new ideas, you can always contact Erin Mercer or Laura Batchelor to help develop your content.

4. **Dress Appropriately**

Dress appropriately and professionally. It is best to avoid patterns or stripes, which may be distracting on camera.



5. Be Mindful of Surroundings

Your wall art or decorations should be work-appropriate and your surroundings clean. Open up the camera on your laptop or switch on your external camera and see what is visible in the background before you film to see what others will be seeing.

6. Introduce Yourself

Be sure to open the video with your name and title so that viewers know who you are and what subject matter you will be talking about.

7. Don't Shoot Vertical Video

It is an option to record vertically or horizontally with a smartphone. Make sure to rotate sideways to capture video in widescreen format to have the best look on any screen, TV, computer display, etc. If you are filming with a camera or built-in computer camera there is no need to adjust.

8. Keep The Video As Steady As Possible

Excessively shaky videos are unprofessional and difficult to watch. Whenever possible use a tripod or other stabilizing technique such as propping up or balancing when using a handheld camera or smartphone.

9. Don't Use Digital Zoom

You may consider using the zoom feature on your smartphone to get a closer shot of your subject, but since the lens is not zooming optically, it just makes the subject matter pixelated. If you need to see something more clearly, physically move closer to it.

10. Lighting

Make sure your face is well lit. Natural lighting and side lighting work best, but overhead lights will work well, too. Backlighting can often make it hard to see. If you can't change the backlighting; try to put another light in front and to the side of your face.

11. Keep It Short and Concise

If your topic is complex, you may not be able to keep the video short, but always be as concise as possible. Avoid rambling and over explaining, and remember that you can always include supplemental documents and links. If your topic needs to be over 4 minutes long, consider doing a series over a period of days/weeks.



12. Speak Slowly, Clearly and Loudly

Relax, do not rush, articulate words clearly and speak loudly enough so that viewers can hear. It is a good idea to film a quick video and play it back to test the sound levels and see if it looks/sounds the way you want.

13. Permission

If you are filming with another person such as a friend, family member, colleague, etc. make sure that they understand that the video may be used on the college's website or social media pages and by being in the video, they forfeit rights to be paid. If you are in a situation where you need a formal signed release form please contact emercer@atlantic.edu.