

RECORDING TIPS

Recording Videos

Videos are a fun way to connect directly with your audience before or during Giving Day to generate interest and excitement. In 60 seconds or less, inspire your viewers to act now!

Content:

- ✓ Introduce yourself and your connection to UBC.
- ✓ Tell the viewer why you're passionate about UBC and the Giving Day cause that matters to you - and why they should be too.
- ✓ Ask the viewer to give and spread the news about Giving Day.

Technical:

- ✓ Choose a quiet location with well-balanced light.
- ✓ Keep your device close for good sound quality, but far enough away that you are the focus. If you're posting on social media, consider using portrait mode.
- ✓ Avoid wearing super bright colours that will wash you out on camera.

