



How to look good on video

Tutorial from a TV news veteran

Today's flow

- Welcome + intros
- Who's on camera?
- Framing and lighting
- Going live
- Q&A

Please introduce yourself in the chat:

Name, pronouns, location, title/org ... what you hope to get out of today's training



About us

A woman in a black top and light blue shorts is holding the hand of a baby in a blue dress. They are standing in a desert landscape with wind turbines in the background. The text "CLIMATE NEXUS IS DEDICATED TO CHANGING THE CONVERSATION ON CLIMATE CHANGE AND CLEAN ENERGY." is overlaid on the image.

**CLIMATE NEXUS IS DEDICATED TO CHANGING THE
CONVERSATION ON CLIMATE CHANGE AND CLEAN ENERGY.**

About us

The Water Hub is a project of Climate Nexus.

We work to make water communications more accessible and activism more effective, so the people most impacted by water challenges — largely people of color and tribes — have greater power to set the solutions.



Our experts and host



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**Jessica
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Digital Director
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**Kimiko
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Director,
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Who's on camera?

Where and when?

- What platform?
- (How are you promoting?)
- Are you going live or recording?
- Solo or have someone on camera duty?



Effective spokespeople

Vocal members

Energetic

**Strong
speakers**

**Eloquent,
Concise**

**Able to tell
relatable
stories**

Video formats

- Landscape
 - TV news
 - YouTube
 - Facebook
 - Twitter
- Portrait
 - Instagram stories/
IGTV/Reels/Live
 - TikTok
 - Snapchat



Equipment list

- Cellphone
- Computer
- Camera
- Table lamps/ring lights
- Selfie stick or
cellphone stand



Equipment list





Framing

HORIZONTAL VIDEO

(Landscape - wider than it is tall)



VERTICAL VIDEO

(Portrait - taller than it is wide)



Setting matters

- Rooms are “rated”
- Setting is part of your message
- Setting can reinforce your message



Leslie Jones is also watching





Doors and windows can be risky



Lighting

On camera tips

- What to wear
 - What makes you most comfortable
 - Solids are best, no logos
- How to sit
 - Lean in
 - Don't fidget or spin
 - Don't cross your legs
- Standing
 - Plant yourself, don't shift/rock



clushgifts



GOING
LIVE!

Live Streaming



What's the benefit?

- Being in community in real-time
- Notifications
- 28% of folks on Facebook report watching Lives every month
- LinkedIn Live videos get 7x more reactions and 24x more comments
- Facebook, Instagram offer a donations function

Live video and simulcast tools

- In-platform: Facebook, Twitter, YouTube, LinkedIn, Instagram, TikTok
- Third-party multicast tool examples:
 - StreamYard
 - Restream



To Recap

Final thoughts

- Have an outline
- Set the stage
- Practice
- Record and review
- Practice





In the chat ...

What's working for you?
Questions?



We're here to help

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