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
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

Marlene Peralta
Associate Director, Broadcast Media Relations
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Jessica Jewell Lanier
Digital Director
Water Hub

Kimiko Martinez
Director, Media Strategy
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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
I'm not sure what to do with my hands.
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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