

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



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
Climate Nexus



Jessica
Jewell Lanier
Digital Director
Water Hub



Kimiko
Martinez
Director,
Media Strategy
Water Hub





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

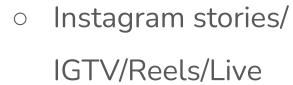
Eloquent, Concise

Able to tell relatable stories

Video formats

- Landscape
 - TV news
 - YouTube
 - Facebook
 - Twitter





- TikTok
- Snapchat



Equipment list

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



Equipment list







Framing



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







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

Marlene Peralta: mperalta@climatenexus.org Jessica Jewell Lanier: jjewell@climatenexus.org Kimiko Martinez: kmartinez@climatenexus.org