DIY Selfie Video Guide

This guide will help you achieve your video goals and avoid some common mistakes that can come from recording /streaming your own program.

Camera Orientation

Hold your recording device horizontally (landscape mode) as this will translate better if your footage is displayed on a television or large projection screen.

Framing

The subject you film can be on the left, right or center of the frame. The left and right of the frame are preferred when recording a formal interview, where the subject is looking at the interviewer and not directly at the camera. When possible, try to record your video in a visually interesting environment that has some color in the background. This can be achieved with plants, paintings or textured walls.

Lighting

Avoid recording your subject against a bright background such as a window or a lamp placed behind the subject. Try to position your subject so that they are facing the light source in order to get proper exposure.

Audio

Film in a quiet location and keep your subject within 6 feet of the camera. Avoid any extraneous noises by closing nearby doors or windows and turning off air conditioners or fans. If possible, connect an external microphone to the recording device to improve the quality of your audio and wear headphones or earbuds if you are going to be engaged in a live online broadcast.

Shooting Style

Putting your recording device on a stable support like a tripod is preferred over hand-holding the camera. If your device cannot be mounted to a tripod or given a stable support, have someone else hold your recording device. Avoid holding the camera yourself if you are the subject of the video.

Streaming Video

Always hardwire your device to an internet modem or router with an ethernet cable vs. using wifi. This will ensure a stronger/cleaner network signal for online broadcasts via Teams, Zoom, etc.

Exporting Your Video (For pre-recorded material to be edited)

Plug your device into a computer and transfer the material to an internal or external hard drive. This will retain the highest quality of your content versus texting or e-mailing your footage. After plugging in your recording device, navigate to the video file on the device's camera folder. Copy the file(s) to your computer. From your computer, copy the file onto a Realogy shared public folder Addior use OneDrive for Business (Realogy's approved file-sharing service). From there, a member of our team will download your materials for editing/archiving.

Other Audio Considerations

1. Turn off all cell phones or put on silent.
2. Turn off the ringer for landline phones.
3. Turn off notification sounds from your computer.
4. Record your video in a room that doesn't have an echo. Large expansive spaces like hallways and other common areas can produce a heavy echo, which will be distracting to your viewers. Smaller spaces are preferred, especially if they are carpeted.
5. Keep papers in front of you that you need to reference during a presentation, so you can easily see them. Try not to rustle papers during a presentation or have them rub up against a microphone.
6. All virtual meeting participants should start with mic off.

Other Video Considerations

1. Clean your camera lens using lens cleaner and/or a microfiber cloth. Don't use anything that may be abrasive and cause damage to the lens.
2. Lock the door to the room you are presenting from, so you eliminate the risk of having someone else enter the space accidentally.
3. When framing your shot, put yourself in the center. You should be visible from the chest to the top of your head. But, try not to leave so much space between the top of your head and the top of the camera frame. This is called "headroom". Too much of it makes the presenter look small in the frame.
4. Look directly into the camera when talking as opposed to looking at any other presenters or participants on the screen. This direct eye contact with the camera will come across as direct eye contact with your viewers.
5. Most of us using the webcam from our laptop, smartphone or tablet experience the angle of the camera shooting up at our faces from a low angle. This is not a flattering look. The camera lens should be near the same level as your eyes. Raise the angle of your laptop camera by placing it on a stable item like a laptop riser. You could also use household items such as a sturdy box, a series of large books, etc.

And, Most Importantly…

6. Always rehearse your live meeting/virtual event at least 1 hour prior to going "live". For more complex virtual scenarios, have a dry run the day before. This will give you and all your meeting participants a chance to troubleshoot any technical issues and iron out the flow of your show.

Equipment Recommendations

External microphones and headphones can ensure better quality sound for your presentation.

1. Fifine USB microphone from Amazon: AMAZON LINK
   - This microphone is a great option if you already have headphones or earbuds.
2. Plantronics Blackwire 3210 USB headset with microphone: AMAZON LINK

Ethernet Cable for hardwiring your computer to your modem or router.

3. Cable Matters Snagless Cat6a (various lengths can be purchased): AMAZON LINK
If your computer doesn't have an ethernet port, a USB or Thunderbolt adapter can be purchased to allow you to take in an ethernet connection. Here are two examples of possible adapters that could work for you, but double check your system's specs: Apple Thunderbolt Adapter or USB Ethernet Adapter

Tips for presenting with Teams
Teams and the Digital Workplace Experience

1. If you have fewer than 250 attendees, host a Teams Meeting. There are more options for collaboration across your audience.
2. For more than 250 attendees, up to 10,000, choose the Live Event option when scheduling your meeting.

Tips for presenting with Zoom
Link to Zoom Video Tutorials

1. There are several types of Zoom presentations. Setting one up as a Webinar has many advantages:

   - Participant list is hidden to attendees
   - Video sharing is removed for general attendees to avoid rogue presenters
   - Chat, Q&A, and "Raise Your Hand" features are active

2. What to be aware of when hosting a Zoom presentation:

   - The automatic link that gets generated by Zoom into your email program may default each person as a "panelist". Test to make sure the correct "attendee status" link is what gets sent out to everyone.
   - All presenters need to be set up as "Panelists" and can share presentations via the "Share" option when it's time to present. Presenters need to have their PowerPoint file open when they start to share, which means everyone will see it start in the "editing" view before it loads to the first slide. Once the presenter launches the slideshow, it will go full screen on their computer and they will no longer be able to see the Zoom interface or other presenters until they exit the presentation. If presenters have a second monitor connected to their computer, it allows the benefit of seeing "presenter view" on the main screen, but they will need to select the second monitor in the "Share" option. The audience will see the desktop of that screen momentarily until the presenter launches the presentation, so be sure to have an appropriate desktop background picture.
   - Remote "panelists" sharing their presentations will not have the ability to transmit audio from their presentations because the microphone is set as the active source for the presenter; but presentation and video playback being shown at the main location tested perfectly and will have audio.

- Depending on the attendee's device, presentations may be cropped on the left and right side to fit the viewer's screen. This can be corrected by the following options:

    - Add a 15% "safe zone" area on the left and right sides of the presentations, so text won't be cut off.
    - Message attendees to exit the "full screen" mode if they see text cut off. Do this through chat to limit distractions. When a new presenter launches their "Share" button, it also causes the window on most devices to jump to full screen as well.

- All presenters should use headphones or ear buds to ensure the best possible audio experience.

A Few Notes on Looking Your Best On-Camera

Before you go to your closet to select your "favorite" outfit, keep in mind that a camera views colors, patterns and contrast differently than the human eye. Therefore, it's important to dress for the way the camera will "see" you.

Keep your on-camera outfit simple, plain and low key. "Understated" is the operative word. You want the audience to focus on what you have to say, not your wardrobe.

Most importantly, dress for the audience you will be presenting to. If you're going to have a casual meeting with your closest colleagues, then casual attire is fine. If you plan on hosting a large formal virtual event with executives and customers in attendance, then business attire is the appropriate choice.

General Guidelines for Clothes
- Wear colors in the medium range: blue, green (except when filming against a green screen), maroon, pink, gray, etc. Think "muted" colors.
- Unless it's an accent color, avoid white, bright red or neon colored clothing. Black is acceptable, but works best when combined with a pastel color.
- Combinations of extreme contrasting light and dark colors should be avoided.
- Solid colors are best. Avoid patterns like fine checks, stripes and herringbones. On camera, these patterns will "vibrate" and detract from your presentation.
- Avoid any large shiny or glittery jewelry, which can reflect light and clink together causing an issue with sound recording.

For Men
- Pick a tie with a simple design and colors that complement your suit.
- Avoid pin dots and very fine stripes. Solids and broad patterns are best.
- Bring other ties, shirts or blazers to the recording in case your first selection doesn't work on camera.
- A light blue, pink or gray shirt looks great on camera. An ecru or light gray shirt may look like a white shirt on camera.
- If you are scheduled for an afternoon or evening session, it may be necessary to bring a hair trimmer (a razor or electric shaver).

For Women

- Keep your jewelry and accessories simple.
- Avoid large, dangling earrings.
- Bring alternate wardrobe selections to the recording.
- Keep your make-up simple.
- Avoid make-up, which contains glitter or is frosted. Wear less blush than normal.
- Use a lighter shade of lipstick. Stay away from deep reds and glossy types.