

RCUSA Videography and Photography Tips

Thank You for Sharing Your Story By Video/Audio/Written Document

As stories are gathered, they will be added to a Social Media Toolkit where you will be able to review how your story is being amplified by RCUSA member organizations and other trusted allies before it is shared in public spaces. Please share your personal email in the [RCUSA #WeWillWelcome Storytelling intake form](#) as a way to send you the toolkit when it is formulated. It will also be amplified on the RCUSA website: [Ally Resources - Refugee Council USA](#)

LOCATION

Find a place with controlled lighting and audio setting away from extra noise or large empty rooms that echo. If using a window/natural light, it is best to film between the afternoon hours so the light doesn't vary.

Film with a simple background behind you that has no visual distractions, recognizable logos, busy wallpaper, artwork that could be licensed, curtains, and mirrors etc. The background should not include any logos/artwork that would need additional clearance or permissions.

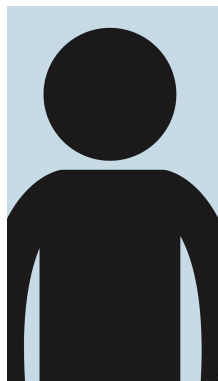
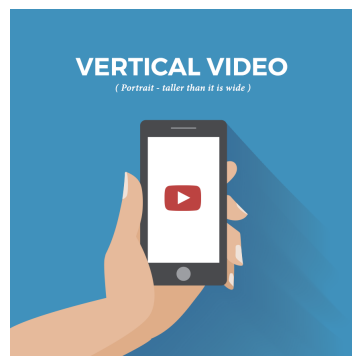
CAMERA

Record the video on your phone using the in-phone camera app.

FRAMING

Record in **vertical ("portrait") mode** on your phone.

Ask someone to film you and to hold the phone or camera steady. If you will be recording yourself, try to find a surface where the recording device will be steady.



Be sure to position yourself in the center of the frame. Stay an arm's length away from the phone, and **make sure there is enough light** so the viewer can clearly see your face. Use natural light if possible.

Once you find yourself centered, mark where you are standing or sitting and make sure not to move out of the frame. You should be able to see your shoulders on the edges of the screen and very little space above your head. Leaving enough room below you makes space for text or other information that can fit on the screen.

If you are looking to share your story anonymously, feel free to speak off camera or have something else be the focus while speaking into the camera.

LIGHTING

You'll want to create a soft, even light on your face and frame. Natural light is best but can be challenging to work with. **DO NOT** sit or stand with the window directly behind you.

Artificial lights, like a ring-light, are great alternatives for keeping your environment controlled while filming. Make sure you and the background are evenly lit and that there are no shadows.

SOUND

Use the built-in microphone or an external microphone/recorder when capturing audio. Make sure that the microphone is not covered and is kept steady while filming.

It is also important that there are no distracting noises while filming. Examples include fans, heating/cooling units, televisions, radios, construction, next-door neighbors talking, airplanes, emergency sirens, doorbells, garbage trucks, and honking cars. If a distracting sound does occur while filming, simply wait for it to finish, then go back for another take.

WARDROBE

Wear solid colors and stay away from any reflective and busy textures. Avoid wearing anything with organizational logos/artwork needing additional clearance or permissions. If you're unsure, please ask.

Once you've recorded your video:

[Please upload your video to this form](#) - it will ask for your name and email address so we can share the final product with you before anything goes on RCUSA or its partners' social media or websites.