

How to Create a Good “Selfie” Video

Creating a video should be easy and fun! We’ve put together some helpful tips to get you started on creating a high-quality video with ease.

Feel comfortable

- Be yourself. These videos are not meant to be perfectly polished, so act natural and don’t overthink.
- It is best to keep stories concise. Selfie videos should be under 60 seconds. If you are nervous about what to say, drafting a short script or using the suggested message (if provided) may be helpful.
- Wear something that makes you feel comfortable and confident. Solid colors tend to look best on camera, while solid whites, busy prints, and patterns do not.

Create the right environment

- Choose a location that is as quiet as possible. Turn off background noise including televisions, music, fans, loud A/C, etc. It is typically easier to control background noise in an indoor setting.
- The video background should be uncluttered and should not be brighter than you (or the person you are recording). For example, filming with a bright window behind you will make the front subject dark and hard to see in the video. Plain painted walls are a great background.

Recording

- Vertical videos work best. If possible, hold the phone or camera with both hands or prop it up to keep it as steady as possible. If you have a webcam on your computer, that is also a great option as it ensures the video is steady and frees up your hands.
- Center yourself (or the subject) in the frame at eye-level. Avoid leaving excessive room above the head or cropping off the top of the head.
- Allow about 2 seconds of “buffer time” once recording and before speaking, and then again after you are finished speaking to stop the recording.
- Take your time and record as many times as you need to feel comfortable with the finished product.