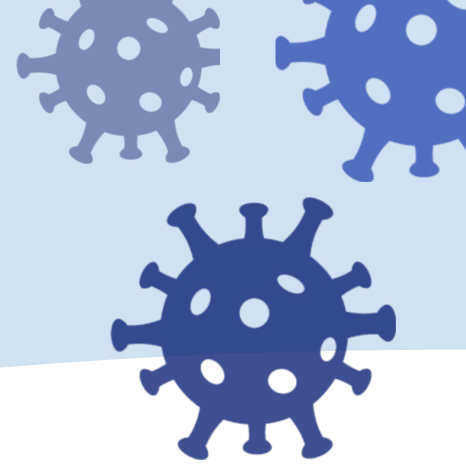


Tips and Talking Points for Filming Social Media Videos



If you're thinking of posting a video encouraging your community to stay safe during COVID, don't stress! Filming videos for social media is easy when you follow a few simple tips and tricks!

- Wear clothing that you're comfortable in, ideally with no patterns or logos
- Avoid noisy jewelry for audio interference
- Face toward a window or a light so you're not backlit
- Don't film people being tested or in the doctor's office without their consent
- Be mindful of your background. Make sure it is clutter-free and not distracting

When filming over Zoom, or another program, there are some things you can do before you start to help make the process smoother:

- Test out WIFI ahead of time
- Use Bluetooth headphones (ideally so no cables show) to improve audio quality
- Download the Teleprompter app to help with reading the scripts

If you're filming yourself with an iPhone, here are some tips:

- Film with the phone horizontal in an upright, stable position. And prop the phone up on a table using a stack of books!
- Record in a smaller room to stop echo.

Please film yourself at least two times so that you can choose the best cut when editing.

 @LACHealthSRVS

Talking Points to guide you when filming:

- Many people are going to work every day and can't stay home. That's why it's important for us to stay at home whenever we can. Over the holidays, keep in-person celebrations to people you live with and help stop the spread of COVID-19.
- COVID rates are higher now than they were in March, and our neighborhoods are getting hit the hardest. This holiday season remember to only celebrate with people you live with and host bigger celebrations through video chat.
- If you or your family need a little extra help during the holidays, you're not alone. COVID-19 has been extra hard on our communities. LA County services can help you find a hot meal, locate a free food pantry or enroll for CalFresh benefits.
- There are more COVID cases than ever before and our communities are getting hit hardest. We MUST do our part to keep our community healthy: Wear a mask, stay six feet apart and wash your hands.
- We're in this together. Take these steps to #SlowTheSpread during the holiday season. Only gather with people that you live with you everyday, wash your hands frequently and wear a mask.
- Free COVID tests are available in LA County for people with COVID symptoms, regardless of immigration status.

Visit covidhelpLA.org to learn more