

Guidelines for Creating YouTubes for Posting on Facebook and Extension Website

Developed by Cooperative Extension Marketing

Tips for Self-filming

- Use a selfie stick or have someone else film you; this allows you to get footage with more movement
- Clean your lens with a lens cloth before starting
- Use Landscape (horizontal) orientation—not Portrait (vertical)
- With your camera in video mode, check the settings to ensure you have resolution set to High Definition (HD)--1080 P or better preferred
- Check out what else is in the frame—do you want it there?
- Check your lighting; if you are backlit your face may be hidden in shadows
- Check your audio; if you are far from the camera, can you be heard? Is there too much wind or other ambient noise?
- Show as well as telling! Feel free to turn the camera towards something that helps explain your topic

Branding and Adding Ending Slate

- Wear Master Gardener logo wear if you have it
- The Cooperative Extension logo should go on the bottom right of your video
- U of A has a standard ending slate for YouTubes
- Contact Mary Barnes for more information