

# Video Production Tips - Shooting Office Videos

## How to Shoot a Great Video

Patients love video as a way to engage with your practice—and with modern technology, it's never been easier to create your own videos in-house! Then, once created, the Zingit platform makes sending videos via text easy, sleek, and the right way to maximize deliverability. Videos can work with your appointment reminders to send to your patients before a visit. You can also create effective videos to send to patients between visits, or on a patient's birthday. Imagine engaging with your patients using video with minimal effort beyond initial setup!

Never created video before? No problem. We've got a few tips to get you started on marketing to your patients using video.



### Location.

- **Welcoming Backdrop.** Find a spot with a nice backdrop. (Avoid windows. You don't want light to come from behind because it will create shadows.) Consider a warm setting—books in the background, plants, or a nice paint color behind.
- **Quiet location.** Don't choose anywhere that you might get photo bombers in the background interrupting the shot.
- **Front-lit.** A spot with lots of light is always best. You want the light to be coming from the front, not the back.
- **Ability to stand.** Try to find a place where the speaker can stand, as that promotes good posture for the video.
- **Practice the shot.** Test the location! Say "Check, one, two, three, and then view the test video."
- **Easily available.** Consider a low-traffic spot where you can keep it set up for any testimonials you might want to get as various patients come through the office.



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### Setup.

- **Use a stand.** To keep the video from being shaky, consider purchasing a phone tripod. Several small portable stands are available on Amazon or from other retailers. This will hold the phone steady to give you the best quality.
- **Horizontal shot.** Always hold the phone horizontally, not vertically. You will be uploading the video to Youtube, where videos play as a wide rectangle.
- **Audio.** As long as you choose a quiet location, your phone's microphone is adequate to get the job done.
- **Initial smile.** When you start shooting, have the speaker smile so you have some good frames available for when it comes time to pick the video's still-shot thumbnail.

### Speaker tips.

- **Be yourself!** Most important, you want to be comfortable. This will translate into the video. So just be you, and you'll do great.
- **What to wear.** Be comfortable and yourself! Patterns and intentional splashes of color are good, but steer away from anything that is distracting. As a rule, stay away from graphics, fluorescent colors and anything too bright.
- **General aesthetics.** Comb your hair, do your makeup, and keep it neat and tidy.
- **Audio matters.** Speak loud and clear. Many people tend to rush, so think slow.
- **Keep it simple.** The first or second take will likely be your best. Consider what you will say ahead of time, and then relax and shoot!

