

Tips and tricks to record videos and create content

Real stories help show the impact of your work. Follow our recommendations to create content that you can use to promote your sessions, add to your website, social media platforms and more!

Using your phone to film:



- Always make sure to clean the camera
- Record short videos (30 seconds max)
- Hold the camera still, or move it very slowly
- Never use the zoom of your phone
- Film all the content in the same format (landscape or vertical)
- Try to use a microphone or headphones with a mic
- Record interviews in a quiet space

What to film or photograph:



- Interview people to hear their stories and experiences
- Take videos and photos showing people using devices and getting support
- Capture people having fun and chatting
- Film people participating in a session with other people.

When recording, also have in mind:



- Make people feel comfortable and ask them before recording or taking photos
- Have a consent form signed before you start
- If you are doing interviews, ask them to include the question in their answer
- If they don't feel comfortable talking about something, it's alright - don't push them.

When editing your video:



- You can edit the video using free Apps and programs like Canva, Cap Cut, Clipchamp or others
- Try to select a good or inspiring answer from your interviews to start with
- You can also start with a nice image of someone smiling or people laughing
- Or with someone explaining why this program is important and needed
- Include people's names and roles the first time they appear on the video
- Don't overuse effects or transitions
- Include your organisation's logo at the beginning and at the end
- Include a call to action at the end, inviting people to get involved, participate or visit your website
- Add music and make sure you have the rights to use it. Check the volume levels so the interviews are easy to hear.
- Add captions to make your video accessible
- Format the size of your video depending on the specifications of each social media

Doing interviews? Ask these questions!

Interviewing program participants



- Why did you come to this session today?
- Why is learning digital skills important to you?
- What did you learn today?
- How do you feel about using technology?
- What are the things you like to do online?
- Did you enjoy coming to the classes? What do you enjoy the most?
- Do you think you will do more digital skills classes?
- Did you feel more socially connected by coming to this event today? Did you meet new people?
- How did you hear about the sessions?

Interviewing digital mentors



- Why are you interested in supporting older people to use technology?
- Is there something or someone that motivates you to do this? Is there any story behind why you got involved?
- Have you already helped a loved one to use tech?
- What sorts of things did you learn during this training session?
- What do you love about helping older people to learn tech?
- Why do you think this program is important for older people in your community?
- Did you feel more socially connected by being a digital mentor
- What are the qualities a digital mentor needs?
- What are you looking forward to?
- Are you excited to support others?