

YouTube Guidelines

Your video will be shared with donors as part of their stewardship reporting. These reports may be provided directly to donors, to UTSA and outside agencies/media for possible publication. For this reason, it is vital that your video is professional and appropriate.

Tips and Tricks for setting up a great video

1. Whenever possible, film your video with a phone rather than a webcam. Only use a webcam if it can shoot in HD.
2. When filming on your phone, put it in airplane mode to avoid interruptions.
3. Shoot your videos horizontally. (Put your phone on its side to film in landscape mode.)
4. If you have a tripod, use it! If not, place a stack of books on each side of the phone to hold it in place without covering the camera.
 - Put the camera at about eye level so you are not looking up or down as you record.
5. While the front camera (“selfie side”) is useful for seeing yourself while you record, use the back camera when possible for better quality.
 - On an iPhone, you can film up to 4K (high quality) video on the back camera. Click Settings Camera Record Video. Recommended settings are either 1080p at 30 fps or 4K at 30fps.
 - 4K files are larger, so make sure you have space on your phone if you plan to film in 4K.
6. AE/AF Lock will help you stay in focus and keep the exposure steady.
 - In your camera app, before you start recording, press and hold the spot you want to focus on. You will see a box pop up around the subject, and the top of your screen will say “AE/AF Lock.” This feature keeps the camera’s focus locked on the area it is recording. Don’t move around while talking or you will go out of focus. To remove AE/AF Lock, press and hold the spot you were focusing on and the AE/AF Lock icon at the top of the screen will disappear.
7. Audio
 - Camera microphones aren’t great, but they get the job done. To automatically get better audio with an iPhone, Click Settings Voice Memos Audio Quality. Change it from “compressed” to “lossless.”
 - Test your audio! Figure out how loudly/softly to speak before you start recording.
8. Lighting
 - Use a light source so your audience can see you. This can be a desk lamp, floor lamp or light from a window.
 - Avoid backlighting, which is when the light source is behind you. Instead, try to put the light at a 45-degree angle to your face. You may also want to put it directly in front of you, as long as this doesn’t cause you to squint.

Trips and Tricks for Filming

1. Look into the camera when filming yourself. You are talking directly to the donors.
2. Avoid moving around too much. Do not use a swivel chair. If you are standing, do not sway back and forth. This could cause you to move out of your locked focus area, and it’s distracting to viewers.
3. Speak calmly and clearly, and keep a steady pace throughout the video.

4. Have a script or outline of what you plan to say in front of you, so you can reference it as needed.
5. Record your video in one take, unless you have the skills and software to edit it.