



COVID-19 COMMUNICATIONS MODULE

TOOL 9: FILMING CHECKLIST

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Below is a checklist to ensure the best quality UGC shot from an iPhone or handheld device.

1. Background

Try To Avoid Background with doors or staircases, as people may be coming in and out of the frame while you are filming your video.

2. Lighting

Make Sure you are in a well-lit room with minimal backlighting and that is reasonably quiet

3. Framing

Position Your phone so the camera is at eye level and your face is in the shot. Avoid angling the camera up or down. Hold your camera with your arm fully extended, ideally resting against a stable object, to ensure your video is steady. If you have someone available to film, they should rest their arms against a stable object and use two hands while holding the camera

4. Attire

Do not wear white, or any stripes or busy patterns; wear solid, dark colors. Avoid wearing logos that could be mistaken as a sponsor

5. Remember

Clean Your lens. If you have a microfiber cloth or a piece of cotton handy, a few quick swipes on your camera lens makes a big difference

Important: Before you start filming, check your framing and make sure you are comfortable with everything that can be seen in the shot. After you finish filming, always have your Communications Director review any post before it goes live.