

# GO TELL IT IN THE MOUNTAINS



## 📱 Short-form Vertical Video Guide for Volunteers 📱

Thank you for volunteering to create content for our social media campaign! Your videos will help us share our message effectively across platforms. These volunteer-shot, vertical clips will give us authentic, on-the-ground perspectives—and play right into the candid style that’s working best on social media.

Follow these guidelines to ensure your videos look professional and engage our audience. And feel free to reach out to me with any questions. -Eric 814-441-7717

## Phone Requirements & Setup

Device Options:

- Most modern phones—if yours records in 1080p (Full HD), you’re good to go.
- iPhone: We recommend iPhone 13 Pro or newer for their superior low-light and stabilization.
- Android: Samsung Galaxy S21 Ultra (or newer) is ideal; Google Pixel 6 Pro (or newer) also delivers great quality.

Before Filming:

- Clean/Wipe your camera lens with a microfiber cloth (or soft clothing)
- Ensure you have adequate storage space (at least 1GB free)
  - iPhone: Settings > General > iPhone Storage
  - Android: Settings > Storage
- Set your camera to the highest video quality available (HD or 4K)
  - iPhone: Settings > Camera > Record Video
  - Android: Open Camera app > Settings > Video quality
- Frame Rate: 24 fps gives a nice cinematic look; 30 fps works great too.
  - iPhone: Settings > Camera > Record Video
  - Android: Camera app > Settings > Advanced/Pro settings

For Live Photos (iPhone):

- Enable Live Photos (circle icon in camera app)
- Hold still for at least 1-2 seconds at the start and end when taking Live Photos
- This provides enough frames to convert to a short motion clip later
- Android users should use Motion Photos or equivalent features

## Video Orientation & Framing

Orientation:

- Film VERTICALLY (9:16 aspect ratio) to fill mobile screens
- Hold your phone as you normally would for scrolling social media
- Avoid horizontal/landscape orientation as our content is for social platforms

Framing Tips:

- Position subjects in the center of the frame
- Leave some space at the top and bottom (platforms may crop these areas)
- For people, use mid-shots or close-ups so they aren't lost in the frame
- If filming yourself, make eye contact with the camera lens, not your script

## Lighting & Sound

Lighting:

- Film in well-lit areas, preferably with natural light
- Avoid backlighting (don't position subjects in front of windows)
- If indoors, turn on lights and position yourself facing a light source

Audio:

- Record in a quiet location with minimal background noise
- Speak clearly and slightly louder than normal conversation
- If possible, use an external microphone or lavalier for better sound
- Remember: 85% of social videos are watched without sound, so visuals matter!

## Content Guidelines

Length & Structure:

- Begin with a brief introduction: "Hi, I'm [Name] from [Location]"
- Keep videos between 60-90 seconds
- While Instagram now allows up to 3-minute Reels, shorter content typically performs better
- Grab attention in the first 3 seconds with a positive attitude

- Be engaging - use facial expressions, hand gestures, and vary your tone - BUT MOST IMPORTANTLY...BE YOURSELF!
- Feel free to KEEP SOME BLOOPERS IN HERE because real, authentic content resonates with people. This isn't a TV Ad!

Pacing Tips:

- Aim for 60-90 seconds to allow for editing flexibility (if longer we can edit/cut)
- Speak at a moderate, conversational pace
- Include brief pauses between sentences to allow for smooth editing

Storytelling:

- Focus on one clear message per video
- Be authentic and conversational
- Share personal connections to our mission
- Add a natural close or personal phrase you might use when signing off from a call or conversation with friends and/or family

## Stability & Movement

Stability:

- (optional) If seated, use a tripod or prop your phone against a stable object if possible
- If holding your phone, keep your arms close to your body for stability
- Avoid excessive movement unless intentional
- If moving the camera, do so slow & steady

## After Recording

Review Your Video:

- Watch your video with sound off to ensure it communicates visually
- Check that you're clearly visible and audible throughout
- Ensure the video stays within the 60-90 second range

Submission Process:

- Don't edit your video (we'll handle that)
- Rename your video file as: YourName\_MTNVideo.mp4 (or .MOV)
- Upload your video to our [shared folder](#) on Google Drive

## Additional Tips

- Practice your message before recording

- Film in multiple takes if needed - we'll use the best one

Thank you for contributing to the Go Tell It In The Mountains Initiative! Your videos will help us spread our message and engage our community. Please feel free to call me with any questions, comments, ideas, or just to chat about the project. I'm here to help make this experience enjoyable and successful for everyone involved!

Thank you!

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