

Tips for Creating Great Videos

Best Practices: What to Do — and What to Avoid

Choose your environment wisely:

Film at your school or at the location of a service project or fundraiser for the most authentic backdrop.

Dress the part:

Wear properly branded Key Leader gear whenever possible. Otherwise, opt for neutral or solid-colored clothing in Key Club colors. Avoid busy patterns, logos from other brands, and wrinkled clothes. Aim for a neat, professional-casual look.

Keep language clear:

Avoid acronyms so your message is easy to understand by everyone. Speak conversationally, as if you're talking to a future Key Leader member.

Check your facts:

Make sure hashtags, dates, and event locations are accurate — these details are tough to fix after filming.

Grab attention fast:

Start with the most important information. You only have a few seconds to hook your audience.

How to Make Better Selfie Promo Videos

Lighting:

Film near large windows, open doors, or use bright lamps or ring lights. Avoid dimly lit rooms, nighttime settings or harsh overhead lighting.

Sound:

Stay close to your phone, choose a quiet, wind-free spot and consider using a mic or Bluetooth headphones for clearer audio. (Our Communications team uses the [Hollyland mic system](#).)

Use a teleprompter app:

For longer scripts or if you want to deliver your message perfectly, download one of the many [free teleprompter apps](#) available.

Background and camera movement:

Keep backgrounds simple and distraction-free—no laundry or clutter. Hold your phone steady or have someone else film for you.

Reviewing Your Video

- Use headphones to carefully listen to your recording.
- Confirm your facts are correct and the message is clear.
- Check the background for distractions.