**We Need Your Help! A Call for Creative, Recorded Video Content for our Clients**

One wonderful way that volunteers can get involved in supporting our senior clients is by providing recorded video content to add to our video library. Many of our clients are aging in place and it helps stimulate them to utilize media platforms for entertainment, enrichment, and lifelong learning. One of our goals is to continue to expand our library of recorded content for our clients. **Please review this entire document carefully for requirements and how the process works. I have included some tips and tutorials under the resources section.** We appreciate your time and consideration of doing this!

**Required Guidelines, Policies and Filming Suggestions-Please Review**

1. **Appropriate/Professional content:** All videos must be appropriately and professionally created. Please make sure all visual content and spoken word content is done in good taste. Please make sure it is family friendly content.
2. **Please make sure that the following is followed:**

-Speak clearly, enunciate, and speak a bit slower than you normally do. Providing some pauses in between topics or portions of your presentation can help the viewer digest the information.

-Please do not share your last name or any additional personal information about yourself or anyone else during your videos. For example, if you are narrating or leading a video you could say, “Hi, my name is (your first name) and today I will show you around (name of location).”

-Please do not just speak to the camera. Options to enhance your video include showing the camera objects, sharing your screen to display text and visuals, showing the camera scenic views/displays, etc.

-Please make sure your sound levels are good and you have good lighting. Filming outdoors if audio levels are ok can help with the quality of the lighting.

-These videos are better if done generically, so that people can view them anytime. No need to mention the date you are filming, events that are upcoming, or any possible limiting factors like that. Keep things generic, broad and open-ended, and focus on the task at hand of entertaining and informing the viewer.

1. **Quality Equipment/recording tips:** All videos must be taken using quality equipment. Videos cannot be blurry. Some examples of devices you can use to capture content include your smartphone, a video camera, a tablet, or your computer. Please make sure the device you are using when filming has sufficient battery charge. Please make sure your fingers do not cover the camera lens when you are filming. One option is to place your recording device on a holder or flat surface so the camera is steady and not moving around as much.
2. **Please record your video in full screen mode** (no widescreen please). If using a smartphone to record your content, please make sure that you turn your phone sideways before starting your recording. Turning the phone sideways (the example I’m thinking of is with an iPhone) will make sure your video is recorded in full screen mode (and will not have widescreen bars on the sides of it).
3. **Participants:** If you are recording a video with more people in it than just you, please make sure others who are participating in the video are aware of what it will be used for, are ok with the purpose of this video being created, and follow the guidelines listed here.
4. **Limiting Visual & Audio Distractions:** If recording your video in a public setting (such as a park, a museum, etc.) please do your best to record the video in a quieter, less crowded space. In some situations, it may not be possible to have other people who are visiting this venue out of your shot. What we want is for you to find an area where your voice can still be heard clearly and where others who are visiting the same attraction do not take away from the main message and focus of your video. Please silence other devices like your phone during filming to limit any distractions. When filming your video and using your phone, please turn on airplay mode (or do not disturb) so that you won’t receive calls, texts, or other distracting notifications while filming. Please limit any possible distractions so you are focused and others who may be nearby don’t interrupt you from creating your great project.
5. **Videos can be done in a variety of ways.** If you prefer to create a visual picture slideshow that syncs up with the audio that you recorded, that works fine. The key is creating sensory stimulating content that has both pictures (moving or still) and words/music/etc.
6. **Music usage and copywriting** If you choose to use music in your video, please make sure it is your own original music. If you play music that is by a known artist, YouTube may not allow you to upload the content due to copywrite restrictions. You can sing or perform your own versions of music. If you use iMovie or other video editing programs, you can use the soundtracks available in the iMovie program, which are generic audio selections that could enhance your video.

Please note: we cannot guarantee that every video submission will be used.

**Video Recording and Submission Process:**

1. **Make a plan for your video**. Practice, as needed. When you are ready, record your video.
2. **Review and edit your video.** Film another take if needed. Make any changes or technical edits you need to make. Make sure the video flows nicely please. We aren’t expecting submissions to be Oscar worthy, but we do want these to be well thought out with care and consideration. One example of a program you can use for enhancing/editing if using an apple product is iMovie. There are several tutorials available online to help with the basics of editing on iMovie. [Here is a good iMovie tutorial!](https://www.youtube.com/watch?v=AU30dOVLKoo) There are also other simplistic movie editors on smartphones, and another on PC computers is called video editor. Again, you don’t have to be a professional to do this, these types of editing programs are pretty basic and easy to use.
3. **Upload your video to YouTube (choose unlisted as your sharing option please. Unlisted means it will not post publicly online and only those who you share the link with directly will be able to view it).** Submit your video link and your signed media release form to the Volunteer Coordinator by emailing Gabe at gpinkney@jssa.org

**HELPFUL RESOURCES TO EXPLORE**

[**5-minute iMovie video editing tutorial (video)**](https://www.youtube.com/watch?v=AU30dOVLKoo)

[**Uploading video to YouTube Tutorial 1**](https://www.wix.com/blog/2019/02/how-to-upload-video-youtube-guide/) **(please make sure your video is set as “unlisted”)**

[**Uploading video to YouTube Tutorial 2**](https://support.google.com/youtube/answer/57407?hl=en&co=GENIE.Platform%3DDesktop)

[**How to add automatic subtitles and closed captions to your YouTube Video**](https://www.youtube.com/watch?v=tWbNrm7Jo5c)

[**More on adding subtitles and captions to your YouTube video**](https://support.google.com/youtube/answer/2734796?hl=en)

Adding closed captioning into your YouTube Video

1. Click on “subtitles” on the left side of your screen and find the video you have uploaded.
2. Underneath the languages column click on downward arrow, click on that and click on the language you want the subtitles to be in
3. Click on “duplicate and edit” on the right side
4. You will see the subtitles that YouTube generated from your video on the left side. Take a few minutes to proofread the subtitles to make sure they were written correctly and that there aren’t any spelling errors. Please correct the spelling errors as best you can.
5. Please feel free to add some punctuation too because no punctuation is automatically generated.
6. Start your video and make sure that the written captions match the exact areas when you are speaking.
7. Once done with your editing, click the blue link at the top of the page that says “assign timings” You can do some more edits if you would like, but YouTube auto captioning does a very nice job overall of doing captions accurately.
8. When done editing, click on blue “publish” button

**Video Categories, Topics and Ideas:**

Here are some options for types of videos you can create.

**PET TALKS:** Kids can create and share short documentaries about their pets. Education is provided as information about the animal (breed, diet, exercise). For seniors this would engage their memory process to think about pets they had growing up (or have now), while providing educational and soothing material. *(please make sure video is approximately 5 minutes long).*

**WALKING TOURS:** Could be done by people of all ages, includinghigh school and college students. Create walking tours featuring a town, local history, an art gallery, museum, and/or some type of attraction. Information about the history of the location or unique insight about what is being shown is key. If at a museum, selections from the display placards could be read. Unique insight, relevant stories and other anecdotes are encouraged. This will allow homebound seniors to explore and/or revisit their local town or learn about a new destination. Videos could be local, national, or international destinations. *(Approximately 15 minutes long).*

**MUSIC PERFORMANCES:** Volunteers could create recorded videos of them performing music. It could be performances with musical instruments, singing, or both! Performance experience required please. Experienced performers preferred. Solo, small group, or ensemble performances welcome. Please be mindful of the acoustics of the setting you are in and test out the volume of your sound to ensure that it is at an appropriate level. *(5 minutes-30 minutes).*

**LECTURES/PRESENTATIONS:**

Option to create a recorded lecture for a class project/teaching opportunity/subject that you have knowledge or expertise in. Slides, pictures, clips, etc. are strongly encouraged to be utilized by the presenter. (10-45 minutes long).

Some options within this category could include:

-Visual art demonstration

-Show off your collection! Explain when you started collecting and some of your favorites!

-Cooking demonstration (please include a disclaimer at the beginning of your video. Example disclaimer: “this video is for educational purposes. Please only try cooking if you have appropriate safety measures in place and assistance from another person.”

-Magic show (card tricks, juggling, etc.). Option to show how trick is done too!

-History lesson

-Guided meditation or sound meditation

-Short story reading (please display text on the screen also while reading, if possible. Short stories are often available to view online. You could share your screen, enlarge the text, and record that way if possible). The presenter is welcome and encouraged to share their brief analysis of the story after they read it.

-Theater performance

-Talent show

-Narrated slideshow about a trip you went on

-Gardening

-Dance performance

-Poetry

-Trivia or mind challenge (example: Ask a trivia question, wait 15 seconds, then give the answer, repeat)

-Language lesson (with text visuals on screen). Even English language lessons are helpful as some of our clients have a desire to practice or improve their English.

-Basic technology training steps (simplified, focusing on one device, visuals and text incorporated)

Thank you again for your time and creativity! Your participation means you are making a difference for our clients! Please feel free to contact us if you have any questions.