



## Notes from Wellness Wednesday Presentation on Creating Your Own Exercise Videos

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**Camera Angle** – Shoot your video in landscape or horizontal. This will match that aspect on your television. Also, make sure you will be in the frame at all times when shooting.

**Tripod** – Have a tripod or even use a stack of books to keep the shot stable at all times.

**Lighting** – Lighting is important. If you can have extra lights on or even remove the lampshade from a lamp and place behind the camera to brighten up your shot. It is also good to face windows to allow for even more natural light when shooting.

**Background** – Clean up! Especially if you are looking to shoot in your living room you will want to clean up and get rid of any clutter.

**Noises** – Try to limit distractions and any noises. I know this can be challenging right now especially if you have kids at home with you, but you want to try to have little audio distortion if you can. Speaking of audio, cell phone mics pick up all surrounding noise. If you have a portable mic that is ideal for shooting exercise videos.

**Music** – You will want to be careful with this if you are shooting video with music. You want to make sure it is not too loud and the audience cannot hear you. You also want to make sure the music you are using is licensed. If you use an artist's music and you do not have permission, or have not paid royalties and post on Facebook or your website you can be fined.

A couple of popular free music options are:

**Bensound.com** and **freemusicarchive.org**

**Disclaimer** – You should look at protecting yourself from anyone being hurt while attempting any exercises you post, so recommend you have a disclaimer slide at the beginning or have the instructor read a disclaimer prior to doing the video.

A disclaimer can simply read as follows:

**You are responsible for exercising within your limits and assume all risk of injury to your person or property. To the extent permitted by law, FACILITY NAME disclaim any and all liability in connection with the use of this platform or exercises demonstrated.**

**Editing** – There are a lot of video editing software's out there. One of the more popular ones and is simple to use is **iMovie** if you have an Apple product. You can also use **Adobe's Premiere** which is more robust and allows for a lot of effects.

In most instances iMovie is fine and you can simply splice and cut clips to make your video look more professional. Editing does take some time and is usually the most time-consuming aspect of the entire video process.

## **FACEBOOK LIVE**

Facebook has made going live and engaging with viewers a lot easier than in the past. You can go live from either Facebook on your phone or laptop.

All of the basic tips I shared earlier still apply.

- This is great channel for showing exercise demonstrations and does not require any time to edit since it is a live feed.
- Facebook prioritizes videos 3 minutes or more so please be sure to go at least 3 minutes.
- Be sure you have a strong Wi-Fi connection, if not it is better to do a recording instead of live feed.
- Test your connection with a simple video on your own personal Facebook page.
- Outline schedule and share on Facebook and website at least a week ahead.
- Allow instructors or staff to use your facility's Facebook to host their Facebook Live broadcasts.