

Video is an increasingly popular communications tool across social media, web and email. For this year’s **National Travel and Tourism Week**, video can help you stay connected to your audience and deliver authenticity. With today’s smartphone technologies, everyone has a video camera. This document will take you through each step of the **process of making your own video**.

1 BRAINSTORM AN IDEA AND MAKE A PLAN

There are many different video concepts that you can utilize. Below are just some examples of how you can use video to engage with your audience.

- **Record yourself** explaining what makes your destination or business special, unique and resilient (a “Top 5” countdown format works well for this)
- **Encourage your colleagues and partners** to record and submit their own takes on why local tourism is so important to your area
- **Develop a script** and email your colleagues a sentence to record and send back to you to splice together for a compilation video
- **Solicit videos from visitors or locals** talking about what they love most about your destination or business

2 RECORD THE VIDEO

When determining where to film, evaluate your options by how it looks on your smartphone. Here are some things to consider:

- **THE BACKGROUND:** Think about what you want to be in the background of the video. Consider taking photos of some different options to evaluate which setting will work best for your video
- **AUDIO:** Select a place or room that does not have loud noise in the background. It’s also important that where you film does not have a loud echo
- **LIGHTING:** When filming indoor videos, make sure there is enough lighting, whether it’s from ceiling lights, lamps or a window—just make sure you don’t film right on front a window or you’ll appear shadowed. If filming outside, make sure the sun is not covering your face. It is easier to film on a cloudy day, so don’t be turned off by the forecast.

3 EDITING THE FINAL PRODUCT

IF YOUR VIDEO FEATURES JUST ONE PERSON: Transfer the recorded clip from your phone to your computer. AirDrop is the easiest if you are on an Apple device, but you can also use [Google Drive](#), [DropBox](#) or [WeTransfer](#). Email and text messages typically do not send the video in high-resolution quality but can work in a pinch.

IF YOUR VIDEO FEATURES MULTIPLE PEOPLE: Set up a folder on [Google Drive](#) or [DropBox](#), and share that link to those who filmed to upload their video. You can then download onto your computer.

EDITING

- The most popular editing software is [Adobe Premiere Pro](#), which is part of the [Adobe Creative Cloud](#), (if you have access to Photoshop, then chances are high that you already have free access to this program). iMovie is a user-friendly program available to Apple users for free.
- This is also an opportunity to add photos, broll and music. See [USEFUL RESOURCES](#) for ideas or use material you already have.

EXPORTING THE VIDEO

- Export the video so that it can be used across your digital channels such as Twitter, Facebook, Instagram, LinkedIn, email and others. The file format that works best for digital channels is an MP4. Ideally, you want to keep the file size as small as possible, no larger than 512MB. See [USEFUL RESOURCES](#) for a free tool that will make your videos smaller, called HandBrake.

If you have questions or run into any issues, you can reach out to Nolan Nichols (nnichols@ustravel.org)

COPYRIGHT-FREE IMAGES, VIDEO AND MUSIC

- **Creative Commons:** This website can be used to find copyright-free images, video and music.

TRIPODS FOR SMART PHONES

- If you want a **tripod for smartphones**, you can find options for \$25 [here](#).
- If you already have a tripod, you can order a **smartphone mount** for \$15 [here](#).

CLIP-ON MICROPHONE

- You can buy a **clip-on microphone** that will plug into your smartphone and greatly increase your audio quality for \$30 [here](#).

USEFUL SMART PHONE APPS

- **ProMovie Recorder:** This application enables you to have additional control over the camera within your smart phone.
- **CutStory:** This application enables you trim your video so that it can fit on Instagram and Snapchat stories.
- **Adobe Premiere Rush:** This app enables users to edit videos on their smartphone.

CONVERTING YOUR FILES TO MP4

- **HandBrake:** This free program will take any video file and condense the file size and deliver the video as a MP4. This tool is great for condensing videos into smaller file sizes while keeping the highly quality format for delivery onto your digital channels.