

HOW TO BE SUCCESSFUL ON CAMERA

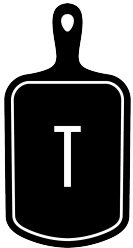


TABLETOP
MEDIA GROUP

Nice to meet you!

Contact us at:

- www.tabletopmediagroup.com
- info@tabletopmediagroup.com
- [@tabletopmediagp](#)



TABLETOP
M E D I A G R O U P

A top-down view of a desk with a wooden grain pattern. In the center is an open laptop. To its right is a white coffee cup on a saucer. Below the coffee cup are two pens and a yellow sticky note. To the left of the laptop are several crumpled pieces of paper. The entire scene is overlaid with a semi-transparent blue filter.

Your turn!
Introduce yourself in the chat box.

Today's Topic: How to be Successful on Camera!

1. Why Video?
2. 10 Best Practices
3. Attire
4. Social Media Outlets
5. Instagram Live
6. IGTV
7. Facebook Live
8. Facebook Videos

1.

Why Video?

Why should we be concerned about video?

- Video is a GREAT way to connect with your audience and allows you to form long-lasting relationships
- COVID changed the landscape for small business owners and video is now KEY!
- Video allows you to livestream, showcase products and just be yourself as a small business owner
- Getting in front of the camera and being the face of your business can help create life-long customers and advocates
- Video calls are NOT going anywhere! Zoom, Google Meet, etc. are still very popular



Poll!

Do you get stressed or worried before a video interview? Be honest!

2.

10 Best Practices: Develop an Outline

10 Best Practices: Develop an Outline

- Create a topic list or outline of your message before the camera starts rolling!
- Reduces your nerves
- Ensures you cover all relevant information
- Allows you to deliver your message naturally

DO NOT create a full script! Unless you're a pro used to teleprompters. Example time!

2.

10 Best Practices: Be Animated and Smile

10 Best Practices: Be Animated and Smile

- You get a better final result if you're animated and full of life
- Come across as genuine
- Be enthusiastic and passionate about your subject matter or small business
- Smile! Helps to create positive attitudes in human communication
 - Take into consideration the mood of your topic

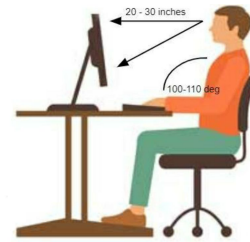


2.

10 Best Practices: Posture is Power!

10 Best Practices: Posture is Power!

- Sit up straight if you're seated or stand up tall
- Face the camera
- Relax your muscles and shoulders down
- Good posture = more authoritative about what subject area you're speaking on
- Avoid distracting gestures and swaying



my posture
when my
camera is on



my posture
normally

2.

10 Best Practices: Slow and Steady

10 Best Practices: Slow and Steady! ... wins the race

- Speak slowly and clearly - especially when recording video content
- Nerves get the best of us!
- Deep breaths and pauses are key
- “Edit points” - leave small pauses in between each one of our sentences and paragraphs

2.

10 Best Practices: Stay Engaged

10 Best Practices: Stay Engaged

- Act like you're speaking to someone, NOT the camera
- Might be helpful to bring a colleague with you if you're going to a TV studio and have them stand in the audience

2.

10 Best Practices: Use Props

10 Best Practices: Use Props

- Incorporate physical product itself or items used during the service you provide
- Allows audience to understand what you're talking about
- Helps you focus on an object, not your nerves!

2.

10 Best Practices: Water, water, water!

10 Best Practices: Stay Hydrated

- Water and more water!
- Best secret to recording vocals
- Allows you to pronounce your words better
- Allows you to speak for longer
- Reduces what is known as “sibilance”
 - Natural hiss sounds when pronouncing T’s, S’s, SH’s, & Z’s

2.

10 Best Practices: Be Aware of Your Surroundings

10 Best Practices: Be Aware of Your Surroundings

- Avoid a bright window or light behind you
 - Face will be into a shadow
- Pay attention to what's in your background
 - No clutter
 - Don't want any distractions or noise
- No doggos or kiddos!

This is important when on a Zoom or livestream interview!

2.

10 Best Practices: Technology Tips

10 Best Practices: Technology Tips

- Invest in a USB microphone
 - Quality sound is key to participation
 - Better than earbuds or the computer microphone
- Restart your computer before an interview
- Look into your webcam, not your computer screen
 - Center your head and shoulders
- Only open your meeting / recording platform and files you need

2.

10 Best Practices: Just Practice!

10 Best Practices: Just Practice!

- Practice makes perfect
- Set up your phone or a video camera at home
- Record yourself and play it back
- Make notes of what you can improve on

3.

Attire

Now that you're a pro at being on camera. Let's consult the wardrobe department!

- Pick clothes that don't wash you out or blend in with your skin tone
- Jewel tones are great! Blue is the safest
- Don't wear white, black or red
 - a. White - glows
 - b. Black - too harsh and sucks up the light
 - c. Red - bleeds on camera, distracting
- Remove jewelry that moves
- Dress in a simple manner
- Don't wear stripes, herringbone or small intricate designs

If you wear anything distracting on TV, people will remember that and nothing you say

4.

Social Media Outlets

What are a few social media outlets using video?

- TikTok
- Instagram
 - Reels
 - IGTV
 - Instagram Stories
- Facebook
 - Facebook Live
 - Facebook Video Uploads
- YouTube
- LinkedIn
- Snapchat
- Twitter
- Video

Encourage you to pick ONE to focus on and practice creating content on this outlet!



Let's Chat!

What social media platform will you focus on and up your video game?

5.

Instagram Live

What is Instagram Live?

- Feature on Instagram Stories that allows users to stream video to followers
- Engage with your followers in real time
- When Instagram users broadcast live video streams on their accounts, a ring highlights their profile picture in Instagram Stories
 - Alerts followers that they can view the live stream

5.

Instagram Live

When to use Instagram Live for your small biz?

- Product marketing: Promote products through demos, tutorials, teasers or launch announcements
- Ecommerce: Alert followers to a limited time offer or sale
- Branding: Show the behind-the-scenes of your company or use branded hashtags

5.

Instagram Live

Features on Instagram Live:

- Stream video in real time
- Save a replay of video to Instagram Stories
- Engage with followers as they send likes or comments
- Pin selected follower comments to top of the video

5.

Instagram Live

How to Use Instagram Live:

Prepare to stream the video: Determine where and when you want to broadcast.

Announce the start time of the live video broadcast **ahead of time** to increase the chance users will view your video.

Set up the products, people or props you'll stream.

5.

Instagram Live

How to Use Instagram Live:

Select the camera icon or swipe right while in your Instagram feed

Choose Live > Start Live Video (optional: Choose filters by tapping on the emoji icon or select the front facing camera icon)

Tap End to stop the stream

5.

Instagram Live

How to pin comments on Instagram Live?

Select Comment > Choose the comment to pin and hold it so it appears on the top.

How to turn off comments?

To disable comments once the video is live, tap the settings wheel icon on iPhone or three dot icon on Android → Turn Off Commenting

How to moderate comments?

Prevent comments you don't want to see appear on your live video before the live broadcast, go to your profile > Select the settings wheel icon on iPhone or three dot icon > Comment Controls > Hide Offensive Comments

5.

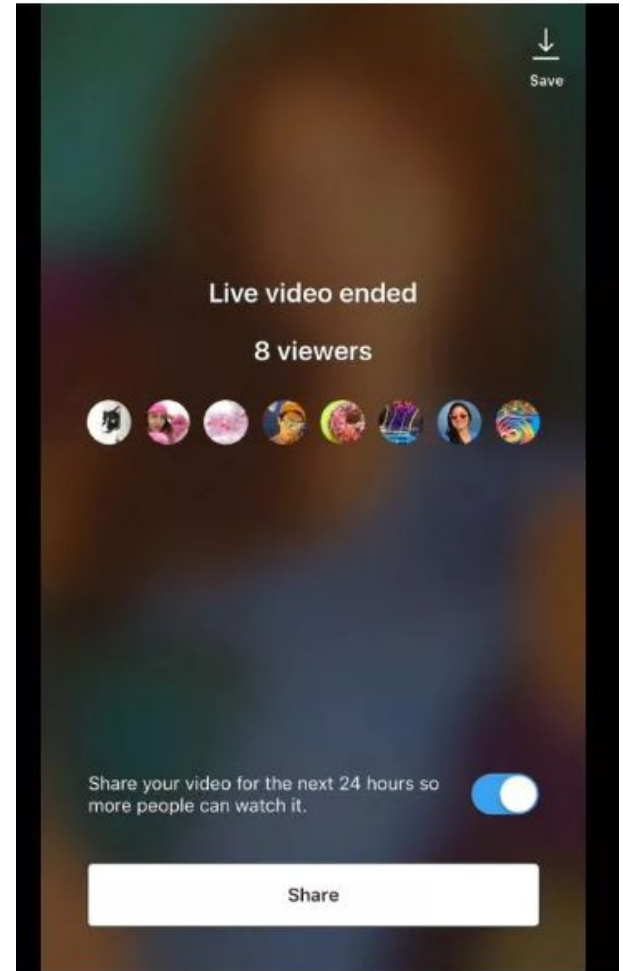
Instagram Live

How do you save and share live videos?

After the video ends, select **Save** at the top right

OR press the **share** button after you stop broadcasting to keep the video in your Story for the next 24 hours

You can also watch other people's live videos after the fact by keeping an eye out for a play button icon under their photo in the Stories bar

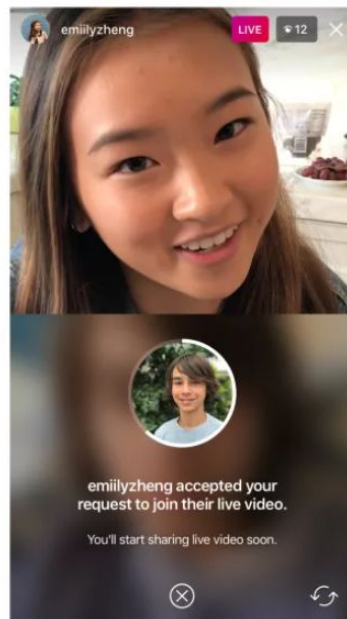


5. Instagram Live

Can also add in one other person / business to join your Instagram Live video

Start your Instagram Live Video

The influencer / follower / co-host will need to start watching your live video, then hit “send a request to be in X live video”



6.

Instagram TV

What is IGTV?

Long-form video channel accessible from Instagram and as a standalone app

Instagram launched the feature in June 2018 - brands now can make videos longer than typical Instagram Stories and posts

- Verified users can post IGTV videos up to 1 hour long
- Regular users can upload 10 minute long videos

Can post one-minute previews of your IGTV videos on your feed to improve discoverability

- Perfect for getting your audience's attention without them having to download the app

6.

Instagram TV

How should I use IGTV for my business?

- Create tutorial videos
- Host a Q&A session
- Go behind the scenes
- Stream an event
- Host a talk show

6. Instagram TV

How to upload a video to IGTV:

Tap the + button at the bottom of your newsfeed.

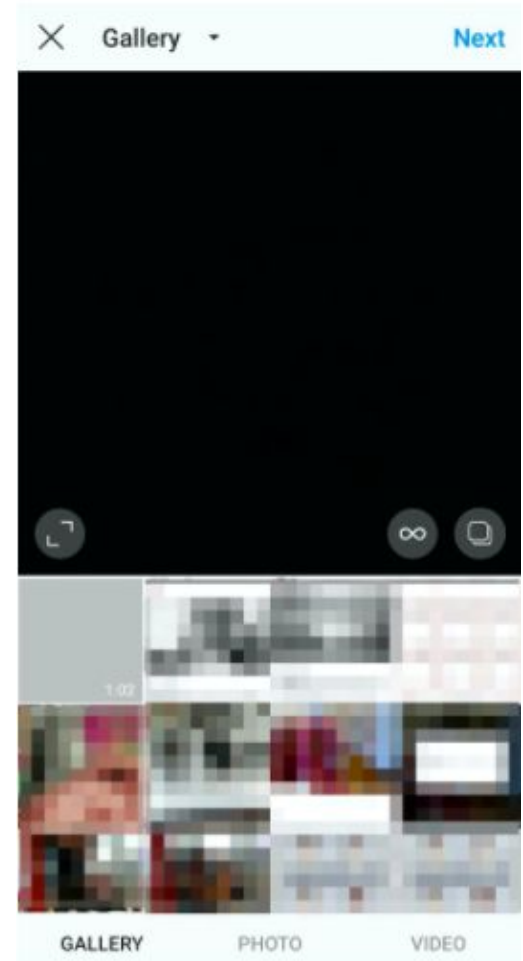


6.

Instagram TV

How to upload a video to IGTV:

Choose a video 60 seconds or longer and tap Next.



6.

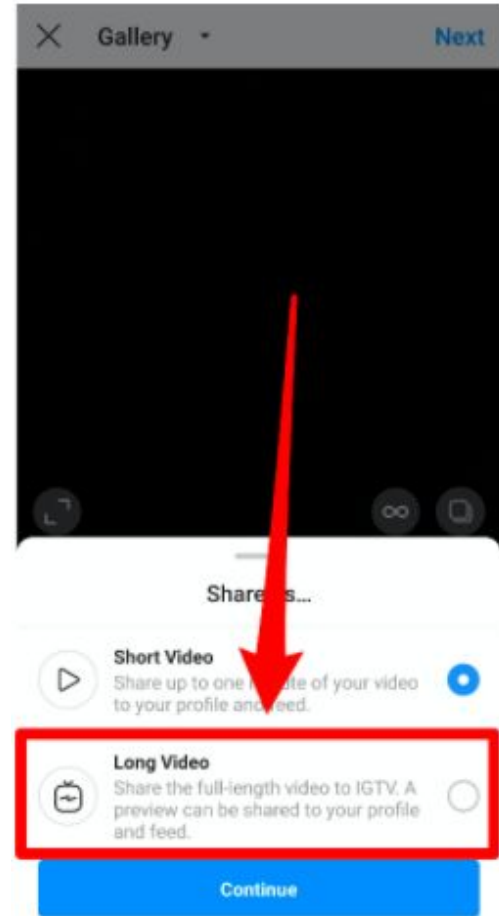
Instagram TV

How to upload a video to IGTV:

Select share as **Long Video**.

This allows you to post the full-length video on IGTV, while a shorter snippet of the video is shared to your Instagram feed.

Tap **Continue**.



6.

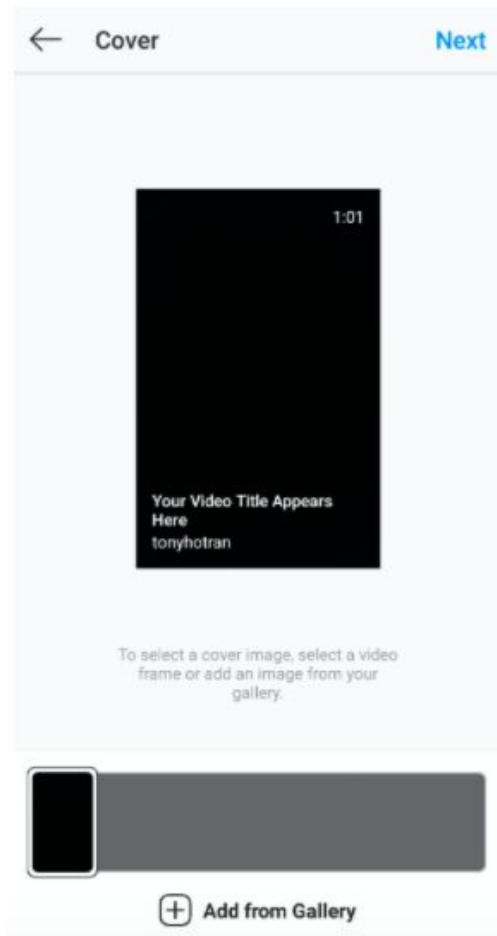
Instagram TV

How to upload a video to IGTV:

Choose your video's cover image from one of its frames

Alternatively, you may choose an image from your gallery.

Tap Next.



6.

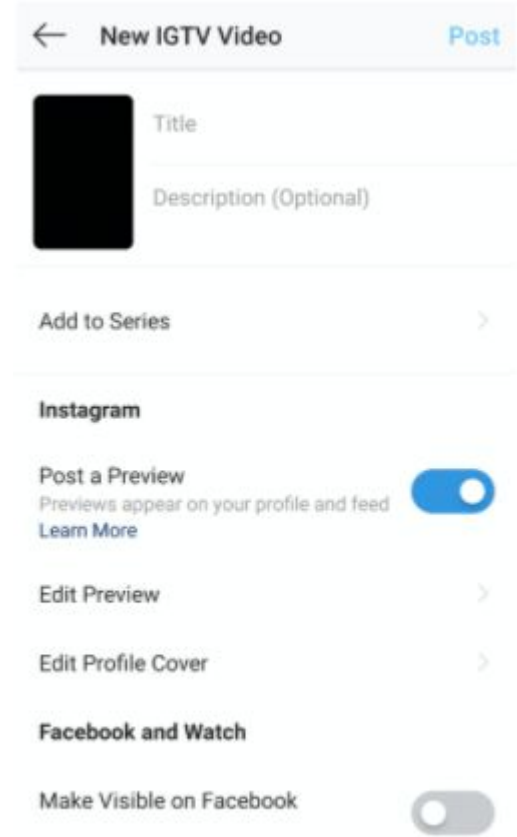
Instagram TV

How to upload a video to IGTV:

Fill out the title and description for your IGTV video.

You also now have the option to Post a Preview of your video on your IG newsfeed

Make Visible on Facebook if you want to cross promote it

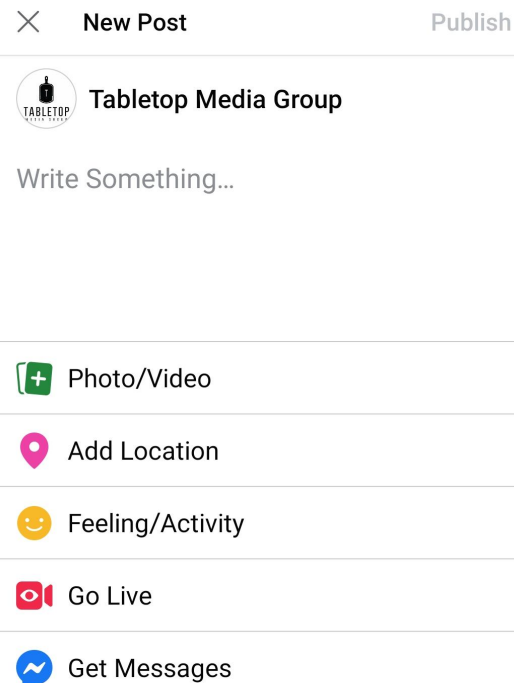


7.

How to use Facebook Live

Step #1: Select the “Live Video Button”

- Select your farm or company’s Facebook Page
- A small button will appear when drafting a post that says “Live Video”
- Select it to get started!

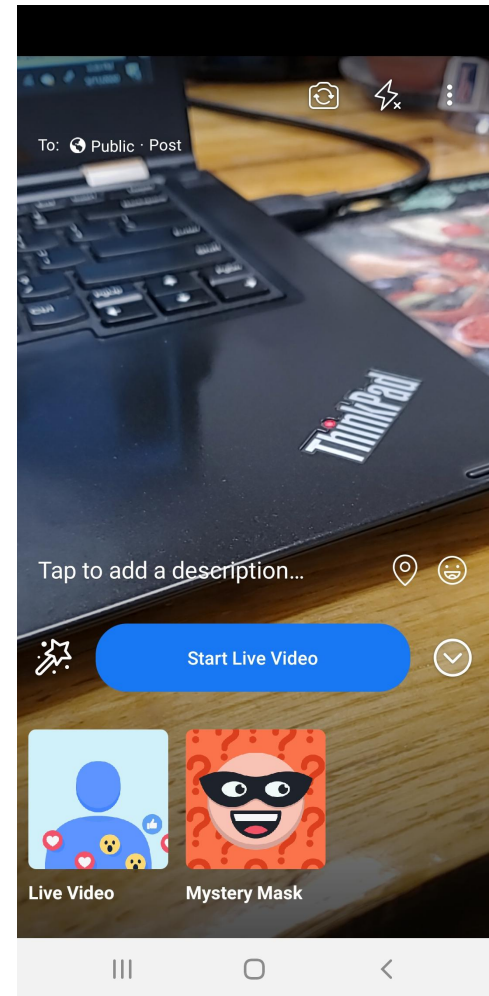


7.

How to use Facebook Live

Step #2: Write a Click-Worthy Description

- Your description and video thumbnail are the far the most important pieces of your video
- Without compelling copy to entice your viewers, your live video isn't going to get much if any traction
- Direct, actionable, and informative, with a hint of mystery to spark curiosity in your viewers



7.

How to use Facebook Live

Step #3: Get in Position & Hit “Go Live!”

- Be casual and authentic
- It may be worth looking into purchasing an external microphone to improve sound

7.

How to use Facebook Live

Step #4: Click “Finish” Once Your Post is Done

- Be aware of where the “finish” button is (at the bottom of the page) so you can give a proper sign-off.

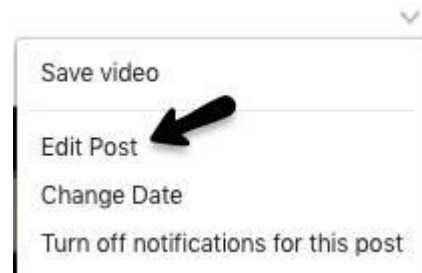


7.

How to use Facebook Live

Step #5: Post Your Live Video on Your Page & Make Any Desired Edits

- Once you're no longer live, your video can still live on for fashionably late viewers to enjoy
- Share your video on your page, and make any edits you need to the description, thumbnail, add caption, etc.!

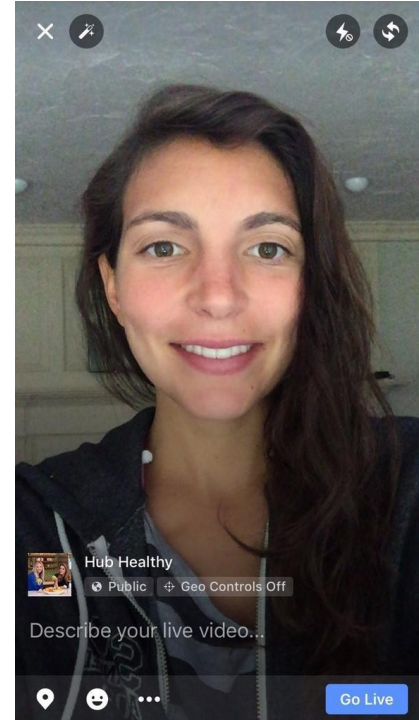
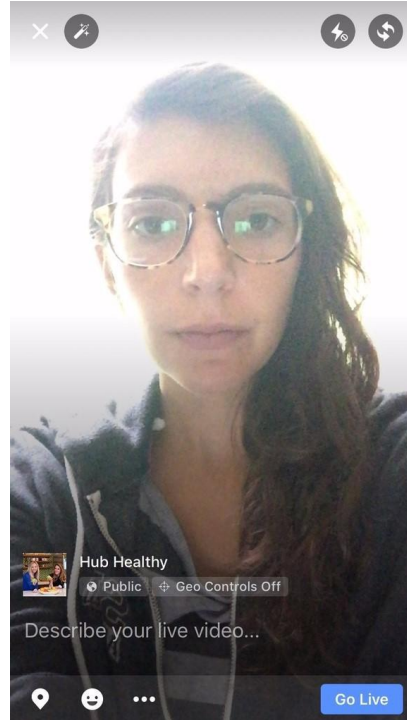


7.

Facebook Live: Best Practices

Facebook Live Best Practices

- Face a window - gives you a great source of natural light!



7.

Facebook Live: Best Practices

Film Horizontally on Your Mobile Device

- Flipping your phone to a horizontal view yields a much nicer sized video
- Horizontal videos look better all around, especially when displayed on the news feed

7.

Facebook Live: Best Practices

Ask Your Viewers to Interact

- Facebook's algorithms recognize popular content, and actually make it even more popular!
- To gain more interaction encourage it from your viewers
- During the broadcast ask questions, and then ask your viewers to reply in the comments

7.

Facebook Live: Best Practices

Have Someone Monitor Comments and Feed You Questions

- With Facebook Live it can be hard to host your video and reply to comments at the same time
- Have a colleague answer your comments in text form, and prompt you to answer the most relevant questions during the actual broadcast

7.

Facebook Live: Best Practices

Call Out Your Commenters by Name

- When answering questions over your broadcast make sure you call out the user by their first name
 - Helps build even more of a connection
 - Makes them feel special that you chose to answer their question live

7.

Facebook Live: Best Practices

Give an Actionable Sign-Off

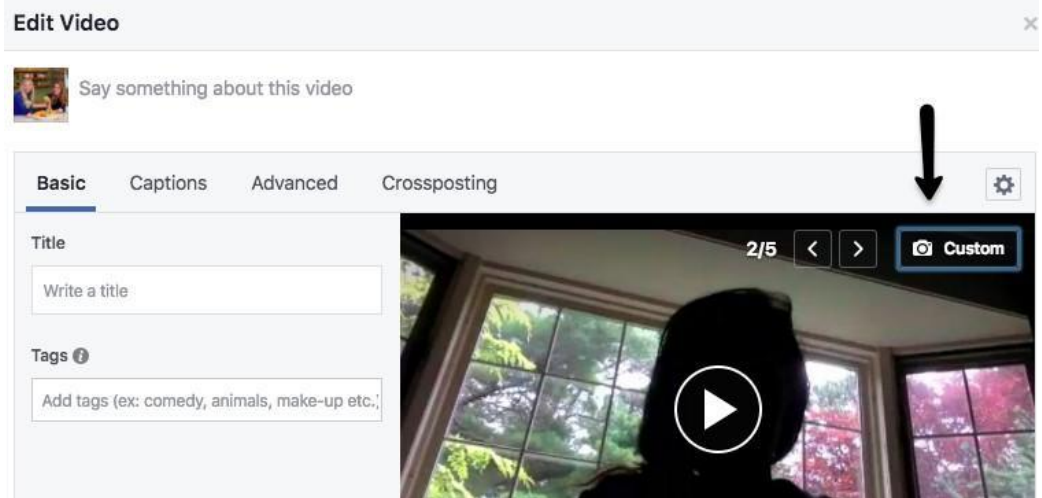
- After the broadcast, what do you want your viewers to do?
 - Subscribe to your live video channel?
 - Visit your Facebook page for a discount code?
 - Share the recording on their page?
- Be sure to end your Facebook Live post with something actionable for your viewers to do

7.

Facebook Live: Best Practices

Upload a Custom Thumbnail

- Your thumbnail image is the first, most prominent thing people will see after your video is live
- Once your video appears on your page after recording, click “edit video”
 - You’ll see an icon that will allow you to upload a custom thumbnail image

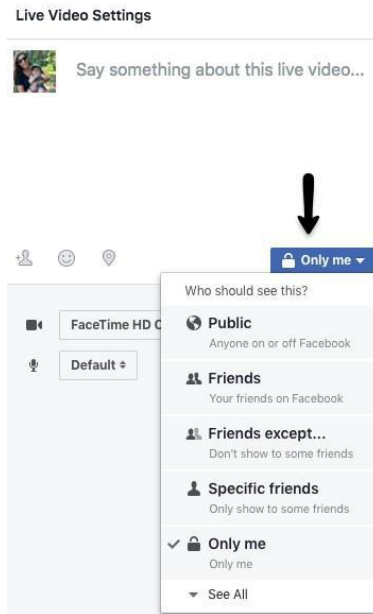


7.

Facebook Live: Best Practices

Create a Few Practice Videos on Your Profile Page

- Test things out by creating a practice video restricted to your eyes only
- You can do this by going to your own Facebook profile, and selecting “Only Me” before recording



7.

Facebook Live:

Scheduling a live video

What is “Live Producer”?

- Live Producer is the new way to go Live on Facebook using higher-end production equipment and streaming software
- Live Producer can be accessed from any entry point to Live from a Page and at facebook.com/live/producer
- Can use it to create polls and questions to be asked during the Live

7.

Facebook Live:

Scheduling a live video

Using “Live Producer”

- Schedule out your live videos
- Will give you information about how you can set up a “stream key” - which you can copy and paste into your streaming software
- Live Video will begin automatically at scheduled start
 - You must go live within 10 minutes of the scheduled time or your video will be canceled
- Make sure your browser is supported - update your browser and download the latest version of Chrome, Firefox, etc.
 - Live Producer is not fully supported in Safari, Internet Explorer, or older versions of Edge

7.

Facebook Live:

Scheduling a live video

Gives you an announcement post preview

- This will be added to your Facebook Business page or personal page - whichever one you're going live on
- Allows your followers to “get a reminder”

Adventures of frugal mom plans to go live. May 7 at 2:38 PM · 🌐

Join me as I chat with Kristen Baughman from Tabletop Media Group as we talk about social media, the services that Tabletop Media Group provides and some of her clients

Chats from the Blog Cabin
adventures of
Frugal Mom

FOOD | TRAVEL | LIFESTYLE | CRAFTS

📺 WEDNESDAY AT 1:00 PM
Chatting with Kristen from Tabletop...

Tune in to watch live



85% watch without sound

Facebook users still prefer to scroll in silence

8.

Videos on Facebook

Mobile-friendly video generates higher engagement!

Videos are becoming increasingly popular post types, accounting for about 11% of Facebook posts

Between video ads, video posts, stories and live streams, Facebook videos garner up to 8 billion views per day

The best results come when you upload your video natively to Facebook, rather than sharing a link

8.

Videos on Facebook

Facebook Feed Video Specs:

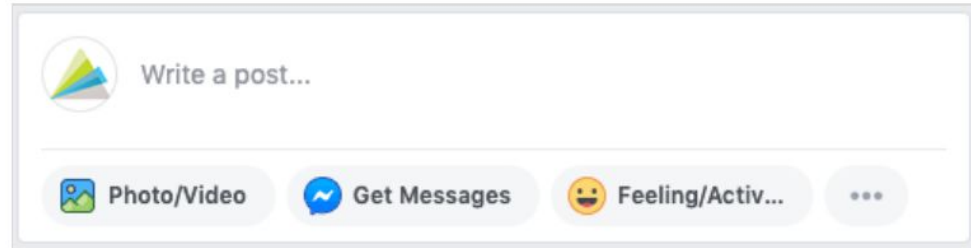
- **Video Ratio:** All aspect ratios between 9:16 and 16:9 are supported, including square (1:1), landscape (16:9), and 2 sizes of vertical (9:16 and 4:5). 9:16 vertical may be masked to 4:5 in the feed, but will play full size when viewers click to watch.
- **File Size:** 4GB max
- **Resolution:** Facebook recommends the maximum resolution that fits both file size and ratio limits. There is no limit on resolution.
- **Video Length:** 1 second minimum to 240 minutes max

8.

Videos on Facebook

How to share a video to a Facebook page:

1. **Go to your Business page**
2. **Upload your video:** From your Page, click on the “Photo/Video” button to upload your video. Once you click on the button, select “Upload Photos/Video” to select the video file you’d like to upload.



8.

Videos on Facebook

How to share a video to a Facebook page:

3. Add your video details: Add a title for your video, along with a description, and tags to make it easier for people to find your video in Facebook search. You can also click to choose a thumbnail for your video, add subtitles & captions, add a poll, and more.

The screenshot shows the 'Add Video' interface on Facebook, specifically the 'Publishing Options' tab. The interface is divided into two main sections: '1. Create Post' and '2. Publishing Options'. The '2. Publishing Options' section is active and contains several options for customizing the video post:

- Title:** A text input field with the placeholder text 'Add a title for your video here...'. A hamburger menu icon is visible to the left of the field.
- Description:** A text area with the placeholder text 'Describe your video so people will know what it's about.' and a small image icon to the left.
- Location:** A row of icons including a person, a smiley face, a location pin, a crosshair, a heart, a gift, and a speech bubble.
- Tags:** A text input field with the placeholder text 'Add keywords to help people find your video' and a tag icon to the left.
- Video Preview:** A video player showing a woman with curly hair. A 'Select Language' dropdown menu is overlaid on the video.
- Video Details:** A section with a blue header and the text 'Add details to your video and create your video post.'.
- Thumbnail:** A section with a thumbnail icon and a small image of a woman in a green vest.
- Subtitles & Captions (CC):** A section with a subtitle icon and the text 'Add subtitles in multiple languages to your video.'.
- Polls:** A section with a poll icon and the text 'Ask questions during your video to find out what your viewers think.'.
- Tracking:** A section with a tracking icon.

At the bottom of the interface, there is a green '100%' progress indicator, an 'Animoto' logo, and a blue 'Next' button.

8.

Videos on Facebook

How to share a video to a Facebook page:

4. Publish! Once you've input all the details, it's time to publish. You can simply click Publish to publish now, or you can schedule your video to post later.

The screenshot shows the 'Add Video' interface on Facebook, divided into two tabs: '1. Create Post' and '2. Publishing Options'. The 'Publishing Options' tab is active. It features a section titled 'Publishing Options' with a sub-section 'Choose How to Publish Your Post'. This section contains five radio button options: 'Publish now' (selected), 'Premiere', 'Schedule', 'Backdate', and 'Save as Draft'. Below this is another section 'Choose Where Your Post will Appear' with a radio button for 'News Feed' (selected) and a checkbox for 'Stop News Feed Distribution'. On the right side, there is a blue sidebar with three warning icons and text: 'Before You Publish' (Make sure your video is set up for success), '3 Minutes Long' (Videos at least this long get shown to more people), and 'Video Description' (Describe what makes your video stand out so people can find it). Below this sidebar is a white box with a red play button icon and the text 'You can now publish videos as Premieres.' At the bottom of the sidebar, there is a paragraph: 'As soon as your video publishes, people will be able to watch, chat and engage with it in real-time. You will also be able to see how many people are watching the video at the same time. Afterwards, it will appear as a regular video post.' At the bottom of the main interface, there is a green progress indicator showing '100%' and the Animoto logo. On the far right, there are 'Back' and 'Publish' buttons.



Thank you very much
for your time!

If you have any questions about this presentation
please don't hesitate to contact us at:

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