

# HOW TO CREATE A WORLD-CLASS PODCAST OR VIDEO CLIP ON YOUR PHONE

The world of communication has changed fundamentally. As a result of social distancing, the way we communicate and the channels we use ultimately will decide if our message lands effectively and the intended audience responds in the way that we hope it will.

## Reading must fall

So, it has become important to find efficient, time-saving ways to communicate with our clients and colleagues, that don't involve too much reading.

**Podcasts and video clips are fast becoming our go-to communication methods, but there are a few things to know before you hit 'Record'.**



**There really are no hard and fast rules regarding when to use video or a podcast to communicate your content. However, be aware of the following:**

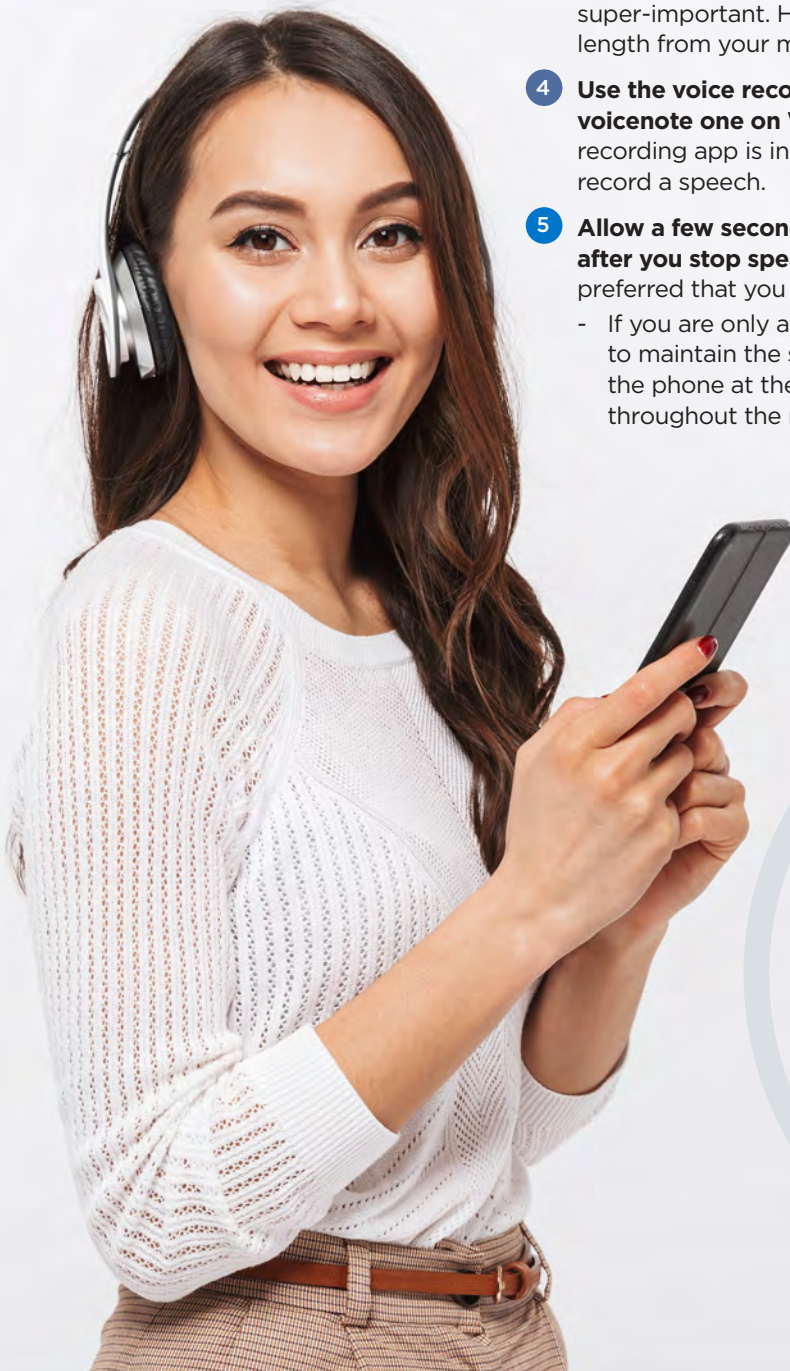
- 1 Video clips and podcasts provide really personal tools to convey your message.** It's your voice or your face on somebody's device. The trick is to ensure that what you have to say is meaningful and has maximum impact in a very short period of time.
- 2 It's quite easy to produce videos and podcasts** – as easy as a few swipes on your phone. They provide good alternatives to written mailers and pdfs.
- 3 Video uses much more bandwidth than a podcast,** and bandwidth uses a lot of data. With data costs being as high as they are, especially for private individuals who don't have access to unlimited data, you may need to opt for a podcast over a video.
- 4 Keep your message short** whatever method you decide on. Anything longer than 2.5 minutes for a podcast, or 5 minutes for a video is simply too long. Very few people are able to pay attention to a single voice through their speaker or a single face talking to their screen for longer than a few minutes. If you cannot avoid the video being longer than 5 minutes, you may need to include other scenes to cut to, like presentation slides or photos.
- 5 An educational or informational video is a different communication tool.** This would probably be a significantly longer video – in excess of 20 minutes. It would need to be handled a little differently, with a lot more action and cutting to other resources. The use of slides, demonstrations and even interviews with experts would add to holding your audience's attention.



## TIPS TO CREATE A PODCAST



- 1 The script is important.** It shouldn't be longer than around 500 words, which is around 2 minutes to read. Sentences should be shorter than in an article. This helps you when recording and for listener comprehension. The sentences should be short enough, so that when you record, you don't get stuck halfway through (or run out of breath!) and have to re-record.
- 2 Do a test run** of the read and practice words that don't naturally roll off the tongue. Practice your speed. Clear, measured articulation is best, but not so slow that it becomes monotonous. Voice inflection keeps the listener engaged, so read with some expression.
- 3 Find a quiet spot with NO background noise.** This is super-important. Hold the phone about half a ruler's length from your mouth.
- 4 Use the voice recording app on your phone and not the voicenote one on Whatsapp.** On an iPhone the voice recording app is in "Extras". It's what you would use to record a speech.
- 5 Allow a few seconds of silence before you speak and after you stop speaking,** for editing purposes. It's preferred that you do one recording of the whole piece.
  - If you are only able to record in pieces, it is important to maintain the same pitch throughout, and hold the phone at the same distance from your mouth throughout the multiple recordings.



## TIPS TO CREATE A VIDEO CLIP



- 1 **Who's talking?** The person who speaks on a particular subject in a video, should ideally resemble the audience for whom that message is intended. If the message is for 30 somethings, use a 30 something to do the recording. This allows the audience to identify better with the speaker, and consequently, the content.
- 2 **Dress for success.** You need to dress as you if you will be doing the presentation in person. Try and avoid stripes and huge prints. Opt for solid colours but avoid red, except if it's a tie.
- 3 **Practice what you want to say, but don't over-rehearse so that it sounds unnatural.**
- 4 **Shoot the video in a neat, minimalistic 'home setting'** that has a plain wall with natural light and no distracting backgrounds. It is ideal if natural light is in front of you if possible. Be wary of reading from a computer screen, the reflection can be seen if you wear reading glasses and this is distracting to the audience in the final product. Rather, switch off your screen and read from paper. Remember to look into the camera as often as you can to create a connection with the audience.
- 5 **Use the back camera on your phone,** to ensure good visual quality.
- 6 **Don't shoot too close to your face.** You should have your head, shoulders and part of your torso in the shot to allow space for subtitles on the bottom of the frame if required.
- 7 **Your phone must be stable and at eye level,** so it may be best to ask someone to hold it for you. Don't rest your phone on the desk below you, as this angle will force you to look down, which is not the best angle to record a video.
- 8 **Shoot the video in landscape orientation** (not portrait) and look directly into camera. This will allow the editor space to crop to square for social media or mobile cuts. Hold the phone in one position and don't move around.
- 9 **Speak naturally (not too fast or slow) and with expression** as if you are talking to someone you like, and smile.
- 10 **Speak in the first person (I, we).** It must feel like you are relating something of your own life. Show empathy, relatability and avoid 'advice' or corporate speak. Pretend you are having a conversation with a friend or peer who has asked you for some expert insights. Use your cue cards only to remind yourself that you've covered all the points you intended to. You know your content, so tell the audience about it.
- 11 **You need to get to the point quickly.** It's important for you to frame the issue, to avoid losing your audience.
- 12 **The length of a video clip** for general messages should be no longer than five minutes. See the comments above around educational content.