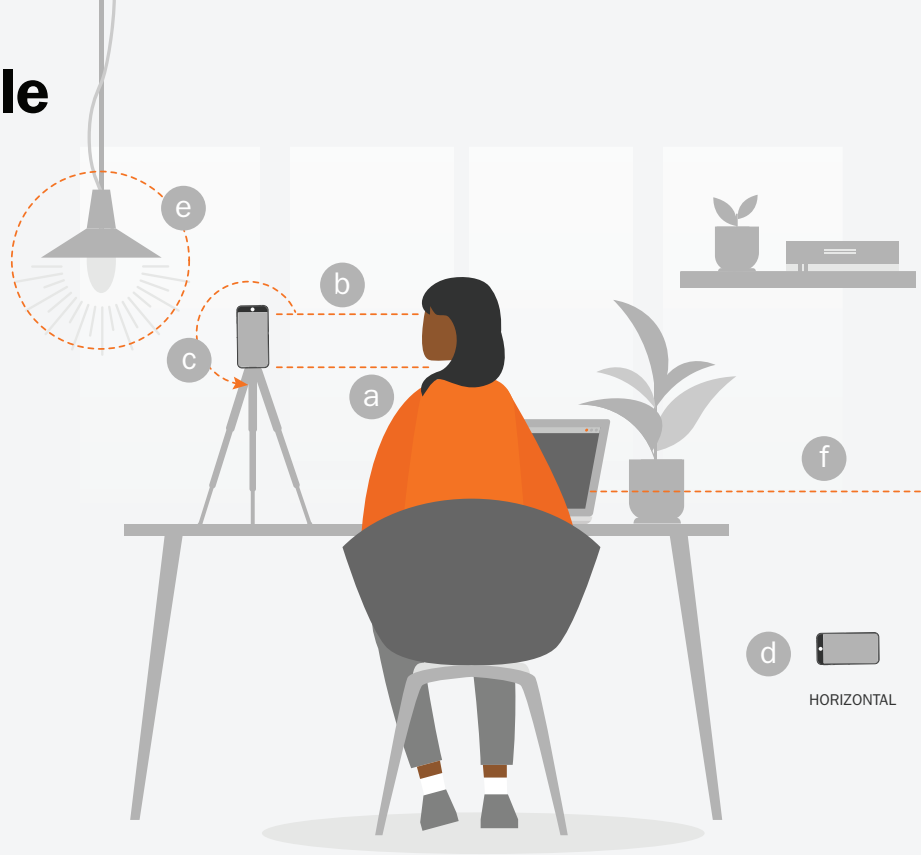


Best Practices: Mobile

- a **Placement:** Ensure that you don't have to look down, your chin and head should be level when looking into the camera.
- b **Eyeline:** Locate the camera and look directly into it. The selfie-oriented camera lens is at the top of your phone, look at this lens and not the middle or bottom of your screen if you are addressing the audience.
- c **Tripod:** Much easier to manage, although propping the iPhone at the correct angle can also work – just be sure it is stable!
- d **Orientation:** Turn the phone horizontally for the most versatile social and broadcast/PSA video usage. Shoot on the highest quality (4k, 24fps) your phone will allow. Leave the “zoom” on the camera to the widest setting so as not to degrade the image.
- e **Lighting:** Make sure the lighting is bright and even on your face and not directly overhead.
- f **Background:** Do not be directly up against a wall, the more depth behind you the better.



Best Practices: Desktop/Laptop

- a **Eyeline:** Locate the camera and look directly into it vs. at your face/face of the interviewer
- b **Placement:** Ensure that you don't have to look down, your chin and head should be level when looking into the camera.
- c **Lighting:** Make sure the lighting is bright and even on your face and not directly overhead.
- d **Background:** Do not be directly up against a wall, the more depth behind you the better.

