

A Get Community Guide to GOING VIRTUAL



#GetCommunity

LET'S GET STARTED

When your customers can't come to you, you go to your customers!
Through video, you can showcase your homes and all of their amazing amenities.
Here's a nifty guide to help you get ready for your close-up.



INTRODUCTION



Smartphone

Step one for creating content: get a recording device. Your smartphone has a camera that is just as good (or sometimes better) than an actual camera.

For the best video quality, go to your settings, then to camera settings (both front and back camera) and set your video resolution to 4k or the highest resolution. This will give you crisp footage to use.



[Watch a Tutorial](#)

PHONE STABILIZER



Selfie Stick Options

Unless you're recreating an action movie, avoid recording with your phone in your hand. To get crystal clear footage while moving, use a selfie stick! It's easier to hold while recording, and it will make your model home tours smooth and watchable.

- For a basic option, consider this **\$20 selfie stick/tripod combo**.
- For higher-end quality, consider using an **advanced electric stabilizer** to capture handheld footage.

PHONE STABILIZER

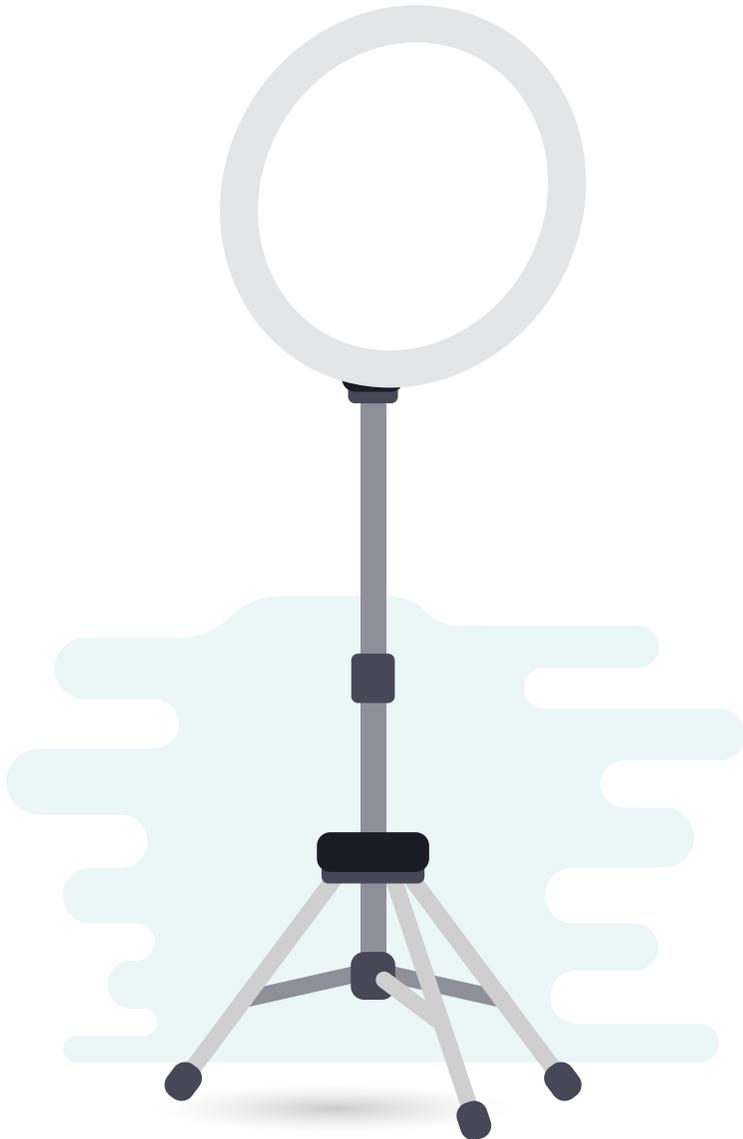


Tripod Options

If you're looking to record in a static location, USE A TRIPOD. A tripod will free up your hands and let you set up your shot, giving your videos a crisp, professional look.

- This **\$30 tripod** is great if you want to record footage onsite. Expanding up to 50", you can make anywhere your background.
- For a smaller option that's great for table-top or hand-held use, consider **this tripod option**. The octopus tripod is optimal if you want to create footage from your desk, or do close-ups of products.
- To enhance your video quality with better lighting, use a **tripod with a built-in ring light** for best results.

LIGHTING



Let The Light Shine In!

For best results, it's important to consider your light source **before recording**. Will you be using natural light, or will you need to have an actual source/device? Good lighting means minimizing darkness and shadows that will render your footage too dark for use.

- This **tripod with an attached light ring** is great for use with a smartphone or a DSLR camera, and includes color filters to add a warmer or cooler tone to your video.
- For a more basic option, consider using a **phone case with lights built in**. This one is optimal if you plan on using the front-facing camera the most.
- A portable light ring is a great source to use and can be attached to any smartphone! Check it out **[HERE](#)**.

EDITING



Apps

- **iMovie or iOS apps** can be used on an iPhone or iPad to trim and brighten footage.
- A great video editing app for both Apple and Android is **InShot**, the Pro version is \$25/year and it makes video editing a snap.
- We also recommend using Power Director as it can be used on both Apple and Android. Watch a demo of this software **HERE**.

RECORDING TIPS



Tip One: Which Way Should You Hold Your Phone?

Vertical Shooting

- Vertical shooting is best if you are recording an Instagram or Facebook Live, or if you are making an IGTV video. When viewing social media content, most people hold their phones **vertically** so that the video fills the entire screen. Additionally, during an Instagram Live, *viewers cannot turn their phones horizontally.*

Horizontal Shooting

- If you are creating pre-recorded content to send to a customer, or to post onto social media or YouTube, **then horizontal shooting is the best.**

RECORDING TIPS



Tip Two: Lighting

As we mentioned before, **always consider your lighting before recording**. Natural or manmade light is O.K. to use, but make sure that your source is never behind you, or you will show up like a dark shadow. Always keep your source either in front of you, or to the side. If you are unsure about how your lighting looks, take a look at what your setting looks like on screen before you start recording!

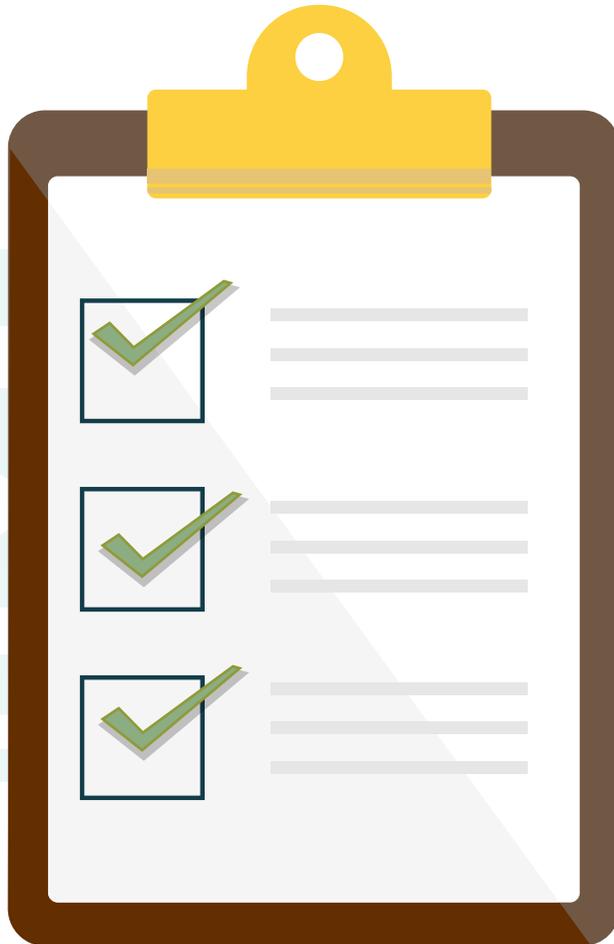
RECORDING TIPS



Tip Three: Talk to the Camera

It may be uncomfortable, but make sure to look and talk directly to the camera when recording. It will give your audience the impression that you are confident in your presentation, as your eyes will not be distracted by something beyond the camera that they cannot see.

THE VIRTUAL TOUR ITSELF

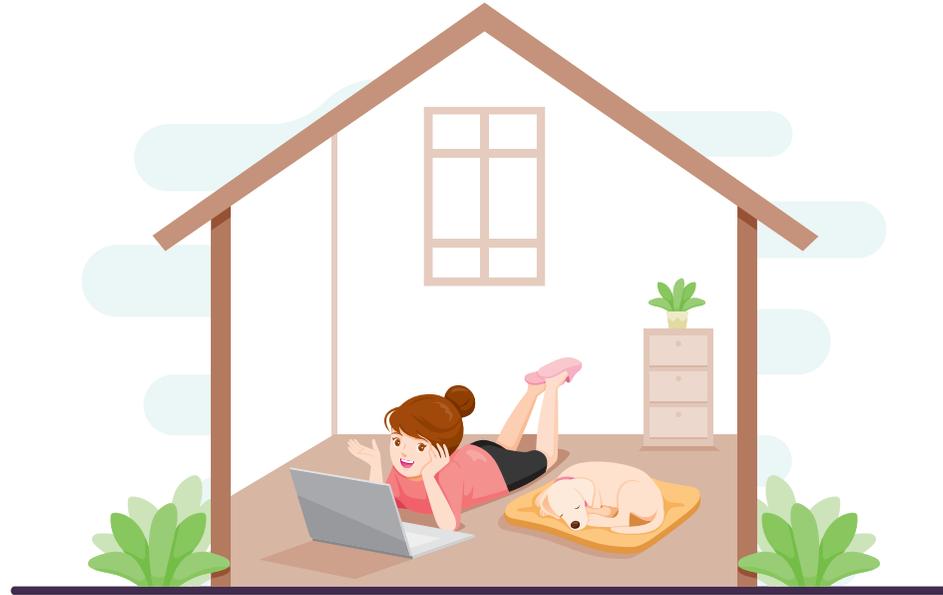


Prep Work

Before you record, **ALWAYS** plot your entire route of the tour:

- Be sure to factor in the backyard and the upstairs area.
- Write down the key points you want to make in every room and then rehearse what you are going to say (make sure you are comfortable on camera!).
- Do a rehearsal walkthrough and send it to other people for feedback!

THE VIRTUAL TOUR ITSELF



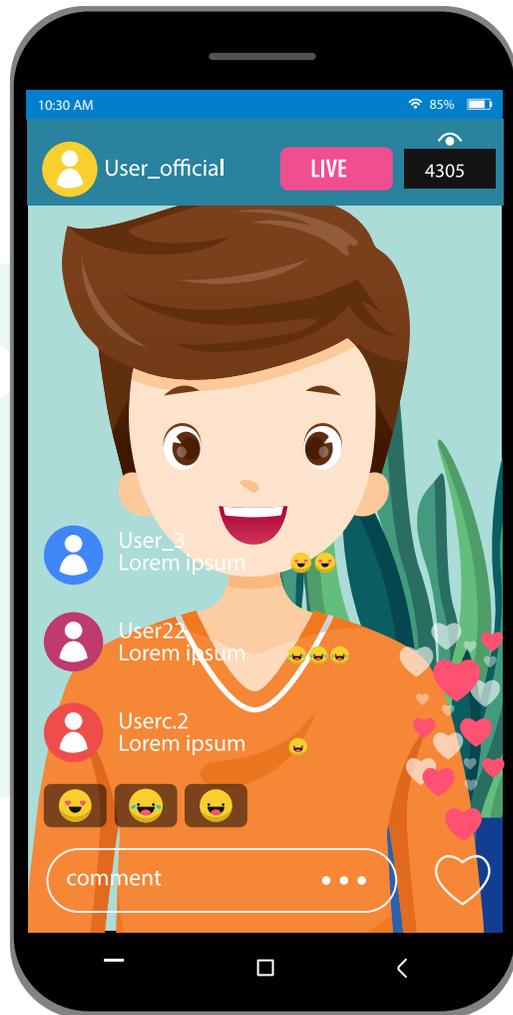
Pro Tip:

If you're planning to do a one-on-one virtual tour with a customer, let them take the reins! You can kick things off with an overview of the home, but allow them to wander and decide where they want to go next.

If they seem unsure on what they would like to see next, give them a couple of options to choose from. Be ready to include any additional details about the space or the community if they ask!



THE VIRTUAL TOUR ITSELF



Going LIVE

Benefits:

- Engaging content for your followers.
- Promote Live videos in advance! Encourage your audience to adjust their notification settings so that they receive a push notification when you go live.

Be Aware:

ALWAYS check your location's Wi-Fi signal **before** a LIVE video, otherwise the quality may be poor and you might have to stop and restart. Try doing a video call with someone to test the signal. If you do have a poor signal, consider pre-recording your video and posting as an IGTV. There are tools that will allow you to post a pre-recorded video as a LIVE video on Facebook and Youtube. This is where a digital agency will come in handy, or the 'phone-a-friend' life line.

THE VIRTUAL TOUR ITSELF

Pre-Recording a Tour



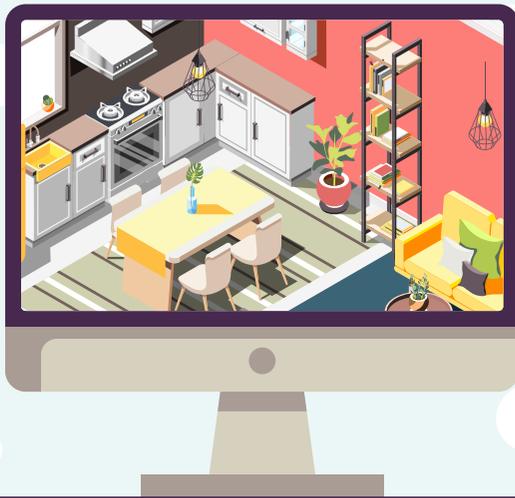
Benefits:

- These videos can be used for social media, email campaigns, and be sent to clients individually.
- Facebook and YouTube allow for pre-recorded videos to be played later as LIVE videos, as there are platforms to make that happen. Your digital agency can also assist you with this process.
- Pre-recorded videos are editable so you can add branded intros/outros and cut out parts you don't like.
- You can also stop and start your video and piece together one cohesive video.

Negatives:

- You WILL need minor editing skills to create a solid video if you do not have a digital agency or professional video editor helping you.

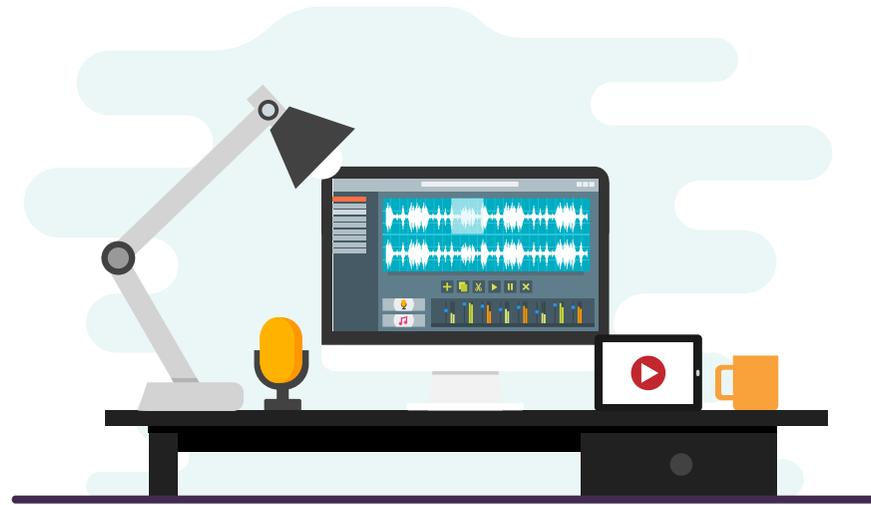
THE VIRTUAL TOUR ITSELF



Pre-Recording Bonus Tips:

- **Keep it slow:** Always move slowly and never zoom in or make fast movements.
- **Keep it stable:** If you are planning to move, use a selfie stick or stabilizer to keep footage from being shaky.
- **Switch it up:** Show a combination of both your smiling face and the room. This will keep the tour personable.
- **Remember your light:** When traveling during the tour, make sure your light source is good in every room. You may need to adjust before recording.
- **Save your battery:** Put your phone on airplane mode while recording. This will also turn off any notifications or calls that could interrupt your recording.
- **Go 360:** Don't just hold your phone at eye level. Be sure to pan to the ceiling and the floors to give a full view of the home.

FINAL EDITING TIPS



You've got the equipment and recorded some great footage, now it's time to put it all together!

- Consider hiring a professional. Professional editors can help make cell phone footage look like high-quality, sophisticated content with stabilization, color correction, and even audio levels.
- Use apps like iMovie or InShot on the iPhone or iPad to trim or brighten footage.
- Always maintain the highest quality possible when importing or exporting videos from any software. This will keep your footage from becoming grainy.



Need Help with Your Virtual Tours?
CONTACT OUR TEAM TODAY!



#GetCommunity

GetCommunity.com
kelly@getcommunity.com