



Company Culture Videos

Company Culture videos are short videos that give students an inside look into the culture of your company, shows off your unique work environment and gives students an authentic view of your values from the perspective of a current employee.

In Demand Skills Videos

In Demand Skills videos are short videos that allow a company to discuss why and how one of the following skills are important in today's job market (these are competencies we are reinforcing and building in students) : Critical Thinking/Problem Solving , Oral/Written Communications, Teamwork/Collaboration, Digital Technology, Leadership, Professionalism/Work Ethic, Career Management, Global/Intercultural Fluency. You can read more about the above competencies [here](#).

Alumni Career Spotlight Videos

Alumni Career Spotlight videos are short videos that give students an inside look into the career path of a UO alum. This can include highlighting one of the important skills above or a piece of advice that an alum would give a student interested in pursuing a career in their industry or with their company.

Best Practices for Videos

Keep each video length between 1 – 2 minutes.

Be sure to include the following in each video: Your name, company name, and brief company description. Then include whatever information is pertinent based on the topic of your video (i.e. company culture, in demand skills or alumni career spotlight). **You can see examples [here](#).** (we edit the video to add captioning and company logo so we just need the raw video footage from you)

Speak clearly and at a normal level. We strongly encourage you to do a test video of you talking in the location you are going to shoot to make sure audio is clear. Minimize background noise and outside distractions (turn TV, cell phones, etc. on silent), make sure your location is free from a lot of outside noise etc. Be aware of sounds close to the microphone and make sure the microphone on your device is not covered while recording.

Practice, Practice, Practice. Do test videos and play them back to check that sound and video quality are good.

When recording yourself using the front facing camera, look at your camera, not at the screen.

Be aware of your lighting, positioning, and background. Pay close attention to how you look during setup and test out your lighting on video before you shoot the final take. Ideally, place a source of light in front of you, and avoid sources of bright light (i.e. windows) directly behind you, as this can make it hard to see your face. Be aware of items that are visible behind you.

Shoot horizontal (landscape), not upright (portrait). Shooting a video clip with your phone upright doesn't seem like an issue at the time because you're watching it on a device with a vertical screen, but as soon as we want to play the video anywhere else, the clip will be fighting for space with two black bars on either side of the screen.

Keep it smooth and steady. Try to avoid shaky hands, sudden jolts etc. If you are recording, you can set your phone on something solid to record. If you have someone else recording, recommend they use both hand while recording.

Make sure you are centered in the video and in focus. Activate the AE/AF Lock function. With a smartphone, you do this by pressing and holding on an area of the screen (i.e. you). For cameras, using auto focus settings should do the trick.

For more pro tips, check out this article: <https://wave.video/blog/12-simple-tips-for-making-your-videos-look-more-professional/>