

## Capturing Videos with a Smartphone

- Keep it steady Use both hands to grip your phone and keep your elbows close to your body to avoid shaky footage.
- Shoot horizontally Your first instinct may naturally be to hold your cell phone like you would when making a phone call, but turn your phone so that you're holding it horizontally. Your footage will look much better in the end.

### DO



### DON'T



- Tap to focus Camera software is often configured to set both its focus and exposure based on what area of the frame you tap on. If your footage changes during a shot and you don't like what you're seeing, try tapping and see if the image improves.
- Keep it short It's best to keep your videos brief and to the point so you don't lose your viewers' attention. Try to aim for 1-2 minutes.
- Make sure you have plenty of light The best place to shoot is in a well-lit room (with sunlight if possible). If you're outside, try to avoid direct sunlight. It can make your subject squint or cast hard shadows in the frame.
- Stay close to your subject Make sure your subject is physically close to your phone to reduce background noise that might be distracting.
- Test for volume Shoot a brief test video first to ensure your subject can be heard clearly. If not, change your location or eliminate background noise such as music or lawnmowers while you are recording.

### Project Video Guidelines

- Keep the video focused on 1-2 people. Action can be shown in the background (volunteers hammering, digging, etc.) unless it's distracting.
- If you're filming an associate, make sure he/she is wearing an orange Team Depot shirt. We want Team Depot to become synonymous with our core value of Giving Back.
- Include U.S. flags or other patriotic symbols when possible.
- We love it when the veterans we are helping embrace Team Depot and join us in wearing orange, but it can be difficult to tell the veteran from the volunteers in photos and videos. When featuring a veteran, ask if he/she has something to define his/her service (e.g. hat, medal, flag, etc.). If so, include in the video. If not, consider taking videos before the veteran(s) is wearing a Team Depot shirt.

### Suggested Questions



Before beginning to record, discuss the questions you would like your subject to address. Rather than asking them on camera, ask the question in advance, press record and then have your subject share his/her responses beginning by restating the question in answer form.

For example: If the question is “How will today’s project make a difference in your daily life?” then the subject should begin with something like “What Team Depot is doing here today will make each day easier for me because...”

#### *Interviewing a Veteran*

- Tell me your name, branch of service, and when and where you served.
- Tell me a little bit about yourself and your service to our country.
- Tell me a bit about your transition back to civilian life.
- Tell me about the role your caregiver plays in your life. (If applicable)
- What’s going on here today? How is Team Depot lending a hand?
- How will today’s project make a difference in your daily life?
- What does today’s project mean to you (and your family)?
- What are you most excited about?

#### *Interviewing a Caregiver*

- Tell me your name and a little bit about yourself.
- What is your relationship to [VETERAN’S NAME]?
- Tell me a little about how you support [VETERAN’S NAME] on a day-to-day basis.
- What are the biggest rewards / challenges of being a caregiver?
- What’s going on here today? How is Team Depot lending a hand?
- How will today’s project make a difference in your daily life?
- What does today’s project mean to you?
- What are you most excited about?

#### *Interviewing a Team Depot Volunteer*

- Tell me your name, store, title and how long you’ve worked for The Home Depot.
- Tell me a little bit about yourself and how you got involved in Team Depot.
- What is Team Depot and what does it mean to you?
- Why do you participate in Team Depot?
- Tell me about what’s going on here today. How is Team Depot lending a hand?
- How will today’s project help?
- Why is it important for you to give back to the veterans in your community?
- Are you a veteran? If so, tell me your branch of service, and when and where you served.

#### *Interviewing a Nonprofit Partner*

- Tell me your name, title and organization name.
- Tell me a little bit about yourself and how your organization helps veterans in the community.
- How has Team Depot helped this project come to life?
- What are you most excited about with today’s project?
- How will today’s project impact the daily lives of veterans?