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SHARING KNOWLEDE THROUGH SMARTPHONE VIDEO INTERVIEWS

A detailed guide to prepare, conduct and share videos produced with a smartphone for knowledge sharing.

Produced for Helvetas staff, but useful for everyone!

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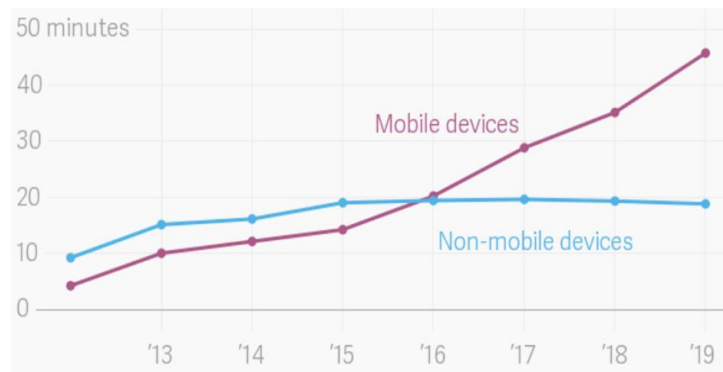


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Why videos?

Consumers worldwide spend on average 47 minutes each day watching videos online

(www.zenitmedia.com)



By 2020, 75% of mobile traffic was estimated to be video content

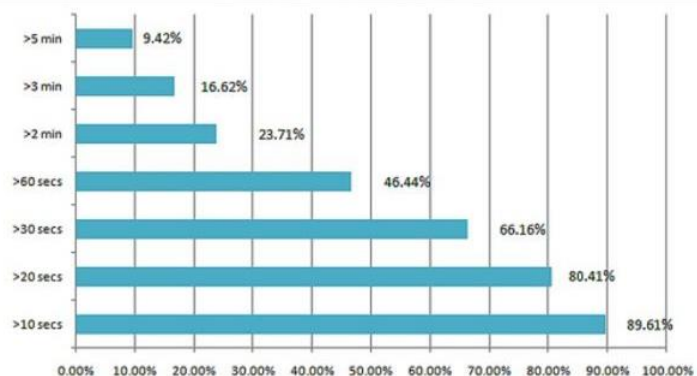
(<https://tubularinsights.com>)



Photo by fauxels from Pexels

Attention span is around 8 seconds per video

(<https://pr-blogger.de>)



TOP TIPS

Top tips to prepare a video:

- Define focus: Too many narratives create chaos. Rather 2 short videos than one long one.
- Narrow message: People tell stories. Abstract things are boring, encourage your interviewee to tell a story beyond dry facts.

Top tips to conduct the video:

- Don't zoom and don't move too much.
- Activate the flight mode on your phone.
- Charge your phone's battery.
- Try it out. Make mistakes. Have fun.
- Better done than perfect.

Top tips to edit:

- 85% of the videos are watched silently on Facebook. Write the core messages as subtitles.
- Hit the big story hard. The first 10 seconds decide. Add the best in the beginning, even if that's not what they said first.
- Don't start with the "background information" (how a project started, etc.), better start with the news, and then add the background. It will make sense, believe us! (you've probably seen tons of videos like this online, but didn't even notice)



Photo: Helvetas Communications Training, Bern, February 2019. Cesar Robles/Helvetas

This guide is useful particularly for those who want to produce a video with interviews from participants at events (e.g. conferences, workshops, etc.) with the aim of sharing their experience, take-aways or learnings.

Video is a powerful tool to share knowledge and reach out strategically and creatively to audiences. At HELVETAS, we often produce videos with the aim of sharing knowledge and insights with a community of development professionals. Simultaneously, we also produce videos that aim at meeting broader communication objectives, for multiple audiences.

Every video interview responds to different needs and therefore the settings and preparatory aspects are different for each

case. The Learning and Innovation (LNI) team at Helvetas has put together a set of generic aspects that can be taken into consideration when preparing, shooting, editing, and sharing a video interview, using a smartphone or a regular video camera. Please note that this list is not exhaustive, and your needs might differ from some of the recommendations below.

This guide is divided into 3 sections, to help you **prepare** (what to organize in advance), **shoot** (what to consider while shooting) and **edit and share** your product.

Contents

1. Before the interview: what to prepare6	3. After the interview: edit, upload share 11
1.1. Key tips.....6	3.1. Key tips to edit..... 11
1.2. Location6	3.2. More tips to edit videos 11
1.3. Time.....6	3.3. Software 12
1.4. Audio6	3.4. Write a video description before uploading or sharing..... 13
1.5. Light.....7	3.5. Uploading and sharing a video: 13
1.6. Memory capacity7	3.5.1. Upload to Youtube: 13
1.7. Tripod7	3.5.2. Sharing in Pamoja 13
1.8. Media Waivers and Consent Forms7	3.5.3. Sharing on YouTube can be restricted / confidential 13
1.9. Prepare storyboard or shot-sequence8	3.5.4. Sharing video on social media and measuring results 13
1.9.1. For single interviews:8	3.6. Inform everyone who was involved 13
1.9.2. For multiple interviews:8	
2. During interview: what to keep in mind9	4. Equipment tips 14
2.1. Key tips:.....9	4.1. Microphones for smartphones:..... 14
2.2. How to hold microphone9	4.2. Extra equipment to make better videos with a smartphone..... 14
2.3. To look or not to look into camera?9	4.3. Tips for regular video camera (instead of smartphone): 14
2.4. Composition: how to frame the interviewee 10	
2.5. Time keeping: keep it short and inform interviewees in advance..... 10	5. More tools and guidelines 15
2.6. Write down interviewee details 11	5.1. How to make a good quality video with a smartphone?..... 15
2.7. Ask interviewees to sign media waivers or consent forms 11	5.2. How to attract and engage more users in Facebook? 15
2.8. Take photos (general and profile)..... 11	5.3. Effective writing in 7 steps..... 15
	6. Support 15

1. Before the interview: what to prepare

1.1. Key tips

- Define the focus: Too many narratives create chaos. Rather 2 short videos than one long one
- Narrow message: People tell stories. Abstract things are boring, encourage your interviewee to tell a story beyond dry facts

Check out point 1.9 for Storyboards or Shot-sequences, to help you prepare the video.

1.2. Location

Find a location that suits the topic's profile for the interview. We recommend choosing a contextual background related to the topic or an environment that speaks about the related topic, e.g. a banner, or people moving around (if it is a conference), or people working (if it is related to the topic), etc. See this video as an example (<https://youtu.be/gaMVsc247II>). Avoid plain white backgrounds. At the same time, be careful that the background is not "backfiring" (e.g., if the topic discussed is sensitive and suddenly something funny is happening in the background, or if there is a lot of movement in the background, which can be visually distracting).

1.3. Time

If you are shooting videos during a conference: avoid interviews at the end of the day (people are usually tired or in a hurry because they need to leave soon) and it's best to do it during the morning for better natural light. If you are interviewing someone in a conference, try to find time in the coffee breaks or other breaks before the end of the day.

If you are not shooting during a specific event, it still makes sense to arrange interviews during the morning for the same reasons as above.

1.4. Audio

Try to find a location/time when there is not a lot of background noise, because it can be disruptive and might even make it difficult to understand the person being interviewed.

If you are using a smartphone: many smartphones can shoot good quality video, but the audio quality is more variable. To get high quality audio with your phone, we recommend acquiring a special microphone for smartphones. We recommend the mics in section 4.1.

If you are using a regular video camera, check that the audio is working (external mic usually works better, our favourite brand is Rode, [see their website here](#)). To check this, record a test video and listen to it carefully to be sure it is correctly recorded without static or background noise.

1.5. Light

Check that there is enough light on the face and bodies of the people that will be in the video (the 'subjects' of the video) and avoid light that comes from directly above, because it creates strong shadows on people's faces. To check this, record a test video to ensure the light is good.

Further tips:

- Even if you "see" (with your eyes) that the location has enough light, do not trust it will be automatically good for the camera -> what we see with the eyes is different compared to what the camera lens records.
- Avoid shadows on faces which are usually created if there is a strong light from behind and above the subject (keep in mind that it is not possible to fix shadows on faces in post-production).
- Get a "light box" for better results. See 4.2 for more details.

1.6. Memory capacity

If you are using smartphone: check that you have enough space on your device. If you don't have enough space and need to free some up, we recommend using the Wetransfer App to send out videos and release space from your smartphone.

If you are using a regular video camera: check that you have enough memory capacity in your camera and have back up memory handy.

1.7. Tripod

For both smartphones and regular video cameras, we highly recommend that you put the camera on a tripod, to avoid a shaky video. See section 4 for specific tripod recommendations.

1.8. Media Waivers and Consent Forms

When doing a video interview or a video of an event, make sure that people who appear in the video sign a "media waiver" or a "photograph consent form" for personal data (legal) protection. This is not only respectful of them, but it is an important legal requirement.

What is the difference between the Media Waiver and the Consent Form? Read below and select the most appropriate for your video:

- Media Waiver is (mostly) for Professional Knowledge-Sharing Videos. A Media Waiver is used mostly when doing interview videos or photos at conferences, for knowledge sharing. There are 2 types of media waivers:
 - o Collective. This is a paragraph that can be added to the participants' list that people sign when attending a conference or workshop. [Download from Pamoja](#).
 - o Individual. This is used when videos feature only specific people, as part of an event or in any other setting (a video for a specific project). [Download from Pamoja](#).
- Photography Consent Form is (mostly) for Fundraising Videos
- A Photography Consent Form is used when doing videos of people from our projects, mostly in the country programs, to create products for fundraising purposes. This form is available in English, French, Spanish, German and Amharic. [Download from Pamoja](#).

1.9. Prepare storyboard or shot-sequence

Storyboard or shot sequences will make your life easier when conducting a video interview or creating a video in general. It helps you narrow the ideas, optimise time when shooting and ultimately helps create the video that you had in mind. See our tips for scripts or shot sequences according to various types of video interviews:

1.9.1. For single interviews

If you are only interviewing one person:

- Prepare the questions and send them in advance to your interviewee for them to think about their answers (it makes them more comfortable to know what they will be asked).
- Ask the questions in a sequence that makes sense for the interviewee: the linear mode. For example, if the goal of the video is to share lessons learnt from a project, start by asking the person to introduce themselves, their role and perhaps their location, then build questions that facilitate the interview to bring up the info of the project.
- Tip: using a linear mode will help the interviewee tell the story of their project but might not be the best way to catch attention of the viewers of the video. When editing the video, we encourage you to play around and see if an interesting answer from the middle of your interview is worth adding to the very beginning (with a key message) so that you catch the attention of the audience.
- Tip: don't forget to ask them to sign a media waiver (point 1.8)

1.9.2. For multiple interviews

If you are interviewing several people and then putting all videos together we recommend thinking of the questions that you will ask each, and the sequence in which you will put them together, so that you can control the narrative of the video.

One of the most common videos of multiple interviewees are “recap” videos from events (e.g. learnings from conferences, workshops, trainings, etc). For this type of video, we recommend doing a storyboard or shot-sequence, for you to plan how many interviews you need to shoot, or how many other videos you need to shoot (e.g. people working in group discussion, or someone presenting).

Here is an example of a sequence of shots for a two-minute video:

VIDEO SEQUENCE EXAMPLE FOR A 2-MINUTE VIDEO		
Time (seconds)	Shot #	Content
15"	Shot 1	Interview of person 1 saying “what the event is”, “where we are”, etc.
15"	Shot 2	Voice over continues while showing footage of the venue and people arriving
15"	Shot 3	Interview of person 2 saying “what we are doing at the conference”, etc.
15"	Shot 4	Voice over continues while showing footage of presenters, group discussions, etc.
20"	Shot 5	Interview of person 3 providing “main take-away/learning from conference”, etc.
15"	Shot 6	Interview of person 4 saying “why this conference is important”, etc.
15"	Shot 7	Interview of person 5 saying “what is next”, etc.
10"	Shot 8	Voice over with footage of people at conference, and fade with link and credits
Total 2 minutes		

See this shot-sequence example in practice in [this video from a conference](#).

Tip: if you are doing this video at an event, identify the people and reach out to them from the beginning of the event, for them to be aware and available during coffee breaks or other breaks. Give them the question you will ask in advance, so they can think of meaningful answers.

Tip: don't forget to ask them to sign a media waiver (see 1.8)

2. During interview: what to keep in mind

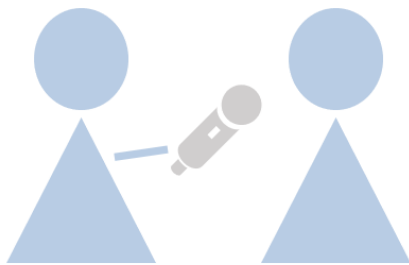
2.1. Key tips

- Don't zoom and don't move too much.
- Activate the flight mode on your phone.
- Charge your phone's battery in advance.
- Try it out, make mistakes, have fun!
- The best part of the info should come at the beginning.
- Better done than perfect.

2.2. How to hold microphone

Don't do the interview without an external microphone, the quality won't be optimal.

Hold the microphone vertically, below the chin as shown in this graphic:



2.3. To look or not to look into camera?

Both options are ok, but it's best if interviewee doesn't look directly into camera, but to the side. To achieve this, have one person holding the camera, and you (as interviewer) stand right next to it, this will help the interviewee look at you instead of the camera.

If there is no one to help you, it's also ok if the interviewee speaks to the camera, but ensure that she or he is not switching their eyes to the camera and to you (to the side or behind) because that confuses the viewers.

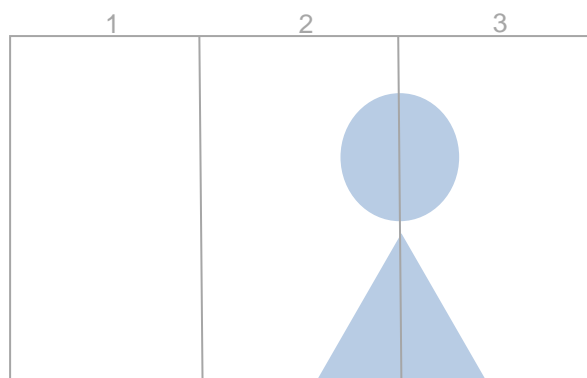


2.4. Composition: how to frame the interviewee

When doing an interview video, position the subject on the right or left side of the frame or visual field (not in the middle); this is called the “rule of thirds” (see graphic reference below). How does it work? Simply imagine that everything you see on camera is divided in 3 blocks, then place the interviewee in between column 1-2 or 2-3, but not in the middle (2), see graphic below.

Zoom in or out depending on your personal wish, and keep in mind the personality of the interviewee (e.g. if the person uses hands a lot to express, you might want to keep that in the frame).

Check out [this website](#) for further details and tips on composition.



2.5. Time-keeping: keep it short and inform interviewees in advance

Some interviewees like to speak more, others less, so try to explain to them in a friendly manner that you expect an answer of about X minutes, to avoid misunderstanding at a later stage (e.g. cutting part of their answer because it was too long for the final product).

Tip: if you give them 3 minutes to speak, tell them that you will raise a card that says 2 minutes when they have reached 2 minutes (or simply raise your hand), so they know they have 1 minute to wrap up; most interviewees are thankful if they receive this type of time-keeping guidance.

2.6. Write down interviewee details

Always write down the name, title and contact details (email, twitter, LinkedIn, etc.) of the person you are interviewing and ask them to check that the spelling is correct.

2.7. Ask interviewees to sign media waivers or consent forms

All people who appear in your video should sign a media waiver or consent form. See point 1.8 in this guideline for details and templates.

2.8. Take photos (general and profile)

Profile photos: try to take a profile photo of the person interviewed. This is often useful especially if your video is part of a larger project.

General photos: try to take photos of the event or context of the video (e.g. a project area, etc.). This resource is an additional element that could be added to the videos. Not all events have photo-coverage, so you might need to take the photos yourself. Appropriate photos are usually action-oriented and contextual: they include people in action, working together, speaking out, giving a speech, showing a presentation, and it is better if the picture also reflects part of the identity of the event, e.g. the backdrop of meeting, a poster, or materials that reflect the topics, locations or date of event. In summary, a useful event-photo is one in which you can see someone taking action while the identity of event is being reflected, to let the picture speak on its own.

See also the guideline for photographs by the marketing and communications team [here](#).

3. After the interview: edit, upload share

3.1. Key tips to edit

- 85% of the videos are watched silently on Facebook. Write the core messages as subtitles.
- Hit the big story hard. The first 10 seconds decide. Add the best in the beginning, even if that's not what they said first.
- Don't start with the "background information" (how a project started, etc.), better start with the news, and then add the background. It will make sense, believe us! (you've probably seen tons of videos like this online, but didn't even notice)

3.2. More tips to edit videos

- Keep the most interesting info at the beginning – that's the hook for viewers.
- Always add an intro title (either right at the beginning or after a first shot from an interviewee)
- Label speakers: add name and title or role in the project or community of everyone speaking in the video.
- Cut the sections that are not needed.
- Add subtitles, especially if there are complex technical words and the target audience of the video are not experts in the topic. If your video will be mostly shared on social media, adding subtitles is key because 85% of videos on Facebook are watched silently. You can also just add key messages as text (not full subtitles), if convenient.

- Use corporate branding: colours, fonts, etc. (this helps the overall identity of your project and organisation). This increases value of credibility, authenticity and ultimately helps the reputation of your project. See all branding resources from Helvetas [here](#).
- Add photos if they help you with the narrative and objective of the video.
- Add a closing shot that shows the date/place, acknowledgements of people who provided support for the overall realization of the video and a contact email for further information (you never know where products end up, or who sees it. If the audience doesn't know who to contact for further info or potential collaboration, it might be a lost opportunity)
- Add disclaimers! (e.g. the views expressed do not necessarily reflect those of the organisation...).
- Add credits for music, photos, graphics and video production.

3.3. Software

Here is a list of different software, apps and other resources to edit your videos and photos:

Video editing apps for smartphones

- For iPhone & Android: "Quick" (Quick - GoPro Video Editor)
- For iPhone – "iMovie", costs ca. 6 USD
- For iPhone – "Wevideo" there is a free version, but it has a watermark
- For Android – Samsung "Movie editor" (newest models)
- For Android – "Wevideo" there is a free version, but it has a watermark
- For iPhone/Android – FilmicPro, costs ca. 15 USD

Video editing programs for desktop

- Camtasia: this is the program that the LNI uses in HO. Camtasia also allows you to do screen recording, which is great for video tutorials. License prices vary.
- Filmora ([here](#))

Libraries of Music, Photos and Icons (free)

- Free music from YouTube Library, free of charge, mostly copyright-free unless indicated otherwise, login required. To access it, go to YouTube.com > login to your account > go to account > YouTube studio (top right) > audio library (left menu)
- Free music: <http://freemusicarchive.org/>
- Free high-quality photos: www.pexels.com, www.unsplash.com – include credits in your video as & when indicated by the websites.
- Free icons: www.flaticon.com (if you use any, provide credit in closing credits of video)
- See more free resources in [this list on Pamoja](#).

Audio Editing Apps for smartphones

- iRig FREE recorder
- Audacity Audio Recorder Editor

Photo Editing Apps for smartphones

- Photo: Snapseed (adding natural filters, blur specific areas)
- Photo: Facetune (retouching or removing parts of a picture)
- Photo: Fotorus (create a collage of picture into 1 image)
- Photo: ProHDR, not free (take high definition pictures or pics where background is lighter than subject)
- Photo: PhotoForge (fix the light –using "curve" function- in case picture is too dark)

3.4. Write a video description before uploading or sharing

Write a standard text description of the video, which can be used across any platform (YouTube, social media, Pamoja, etc.) where the video is shared or posted, or for emails. The description text should include in average:

- a short title of about 70 characters (standard size)
- a short paragraph of about 600 characters.

3.5. Uploading and sharing a video

3.5.1. Upload to YouTube

If your country programme has an official YouTube channel, feel free to upload on this channel. There is an LNI HELVETAS and a HELVETAS channel (contact LNI@helvetas.org if you need support to upload on these channels). Do not upload HELVETAS videos on your personal account. When uploading to YouTube, add details in the “info box”, with the title, dates, context, and contact for further details, credits and disclaimer. Add tags as well (if they video is public) to help people find it or for the video to be displayed when someone looks for similar information on YouTube.

3.5.2. Sharing in Pamoja (for Helvetas Staff)

Videos are not uploaded to Pamoja directly. All videos shared on Pamoja are first uploaded on YouTube (or another streaming platform) and then embedded/displayed in Pamoja. To do it, simply copy the link of the video (from YouTube) and paste it in a Pamoja page (it will display automatically).

3.5.3. Sharing on YouTube can be restricted / confidential

YouTube has the option to upload videos as “unlisted”. The “unlisted” option means that video is visible only to those with the direct link. Furthermore, when a video is uploaded as “unlisted”, it can't be found through search engines (Google, YouTube search option, etc.)

3.5.4. Sharing video on social media and measuring results

Feel free to use your country channels on social media, or reach out to the International Communications team (masha.scholl@helvetas.org) to have access or publish in the HELVETAS official channels (in English or German) or to Cesar.Robles@helvetas.org for further orientation. To monitor impact of your social media, the Marketing & Communications team has recommended web.mention.com, www.talkwalker.com/alerts, or klout.com.

3.6. Inform everyone who was involved

We recommend you inform every stakeholder of the video (people you interviewed, and others involved in the process) of the following details:

- inform them the video is ready
- share the link where they can watch it
- explain how they can share it further
- give acknowledgements
- inform them about the follow up (how it is being shared, disseminated, measured, etc.)

Example of email

Dear *(name)*

We are pleased to inform you that the video about *(topic)*, is now ready. We invite you watch it at: *(add link)*. Please feel free to share with your relevant networks.

I take the opportunity to thank you again for supporting this video, for *(write what they did, e.g. for the interview you did, for the support with the location, for being part of the project around this video, etc.)*.

This video will be also shared in our social media accounts *(add links if you have)*, in our newsletter *(add link if you have)* and on our website *(add link)*.

Best regards,

(your name)

4. Equipment tips

4.1. Microphones for smartphones:

- Handheld for iPhone & iPad devices [here](#).
- Handheld for iPhone, iPad and Android, [here](#).
- Clip (attaches to clothes, usually close to the neck):
 - [Rode smartlav](#)
 - <https://www.ikmultimedia.com/products/irigmiclav/>
- Smartmixer (ideal for group discussions or presenter and people's questions), [here](#).
- More options [here](#).

4.2. Extra equipment to make better videos with a smartphone

- An external battery, to be used if you have lengthy video sessions or will be away from a reliable source of power.
- A longer charging cable, which can be very useful when shooting videos.
- Light box ([see here](#) an example of a model).
- Tripod for smartphone. If you already have a tripod for regular camera, we recommend you to buy an adaptor for the smartphone. We recommend [this adaptor \(bracket\) from Manfrotto](#).

4.3. Tips for regular video camera (instead of smartphone)

If you are thinking of buying a **regular video camera** for the team or project, we recommend that you make sure the selected equipment has the following features:

- Microphone & headphone port
- Microphone holder/bracket (this is usually on top of the camera, where you can place and lock the microphones that are meant to be attached to the camera).
- Built-in USB or USB-C output cable. Some cameras have a direct USB cable that allows you to download your footage. This is a great solution, because often cables get lost or you can't find them!
- Built-in Projector (good solution when there is no way to output video through a TV or projector).
- Tip: Buy a light box ([see here](#) an example of a model).
- Tip: buy a tripod for the camera. The LNI uses the brand "Manfrotto".

- Stabilizer (steady mechanism). Most cameras will have a stabilizer included, but if you are planning on doing more complex shoots, for example while moving, then you might need an external stabilizer to hold the camera.

In addition, it's important that you acquire an external microphone, which will increase the quality of the audio (in-built mics in video cameras are not usually adequate). Our favourite external microphones for video cameras are RODE, [take a look at their website](#).

5. More tools and guidelines

5.1. How to make a good quality video with a smartphone?

See this presentation by the Marketing and Communications team, with quick and short tips on how to make better videos with smartphones. [See on Pamoja](#)

5.2. How to attract and engage more users in Facebook?

Get tips and insights on how to engage your audience on Facebook. [See on Pamoja](#)

5.3. Effective writing in 7 steps.

Learn how to prepare an effective written product, how to write a “punchy” title and engaging content. [See on Pamoja](#)

6. Support

Support for Helvetas staff:

If you need support to prepare, shoot, edit or share your video interviews, contact the LNI team (LNI@helvetas.org). If you are Helvetas Staff, keep in mind that the hours for this task will be booked to your project (upon agreement) and the LNI team will require you to provide a brief Terms of Reference for this task.

Support for partners and others:

If you are interested in receiving support from Helvetas to assist you doing video interviews (for example as part of a conference to document the key results, or as part of a project for dissemination of strategic messages), please get in touch with the Learning & Innovation Team at Helvetas (Riff Fullan or Cesar Robles), providing details of your request. Contact us at lni@helvetas.org.

Owner (Function & Name):	Cesar Robles. (LNI), Senior Advisor Knowledge and Learning
Version (First/Latest):	04.11.2013/08.12.2021
Original Path:	O:\AS\Teams\LNI\Topics\1) FACILITATION\Methods, guides\video\Video interview guidelines