

Six Tips for Shooting Leadership Videos

Short leadership videos are an excellent way to help employees put a face to the name of your CEO and other top executives. But we're not talking about hour-long presentations on finances. Try 60- to 90- second videos on topics that have some relevance to the culture of the company, like your values or a new sustainability effort.

Here are a handful of tips to make leadership videos simple and affordable:

1 SHOOT MULTIPLE VIDEOS ALL AT THE SAME TIME

To get the most bang for the buck, it's helpful to plan a series of videos and shoot them together. That may mean shooting six videos that are each a conversation with one member of the leadership team. Or it could mean creating a dozen videos that each include responses from several different members of the management team.

2 POSITION THE INTERVIEWER OFF CAMERA

Rather than a talk-show setup with an on-camera interviewer, keep it simple. Position the interviewer off camera, and cut that person's questions in the edit. The interviewer is there just to prompt the interviewees to cover the desired topics.

3 USE A GREEN SCREEN

Especially if you'll be shooting in different locations, this allows you to keep the lighting similar and slip in any background you want. Just position the green screen far enough behind the interviewee that the green won't reflect on their skin.

4 USE A SECOND CAMERA

This can be a locked-down camera on a tripod without a camera operator. The purpose of this footage is to provide cutaway shots, particularly when you're planning to use just one person in each video.

5 BE EFFICIENT WITH YOUR EXECUTIVES' TIME

Even if you're shooting a dozen videos with six or eight different members of the leadership team, try to get the footage you need in 30 minutes each.

6 THINK THROUGH THE EDIT BEFORE THE SHOOT

You won't want to create scripts for these sorts of videos because you want to keep it a conversation rather than a recitation. But know how you plan to structure the piece and think through how you plan to cut the footage together so you make sure to cover everything you'll need to shoot.

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