

You're On in 3, YouTube, 1

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The Dos and Don'ts of Making a Video

Do

- Smile and make eye contact with the camera.
- Talk slowly and concisely.
- Have things prepared so you're not wasting camera time.
- Show techniques up close.
- Show the finished product at start so viewer can see what you are making.
- Tag your flower shop's name on the video.
- Use a microphone. Good audio is 90% of the video.
- Use a professional area to shoot the video. Use the area that conveys your message.
- A little bit of dead air is OK. You do not have to keep talking to fill time.
- Keep it short. Keep it around 2-5 minutes, if possible. YouTube currently only allows 10-minute uploads, and it is easy to lose the viewer's attention.

Don't

- Don't have a messy background; always have beautiful flowers in the background or a curtain.
- Don't wear the same color clothing as the background curtains. Although a floating head is interesting, it distracts from the message you are trying to teach your audience.
- Don't assume the viewers know anything about techniques. If using an advanced technique, refer to other videos that you have made to help with the basics.
- Don't show techniques that require a close-up unless you have the ability to do a close-up shot of what you are doing.
- Don't wear or show anything that detracts from your message.
- Don't leave the camera to grab something.



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