



Help Hospice of Michigan

GIVE A QUARTER BACK

To ensure **EVERYBODY** has access to the best care at **EVERY** stage of life



GIVE A QUARTER BACK VIDEO AND PICTURE GUIDE

When creating GAQB videos or pictures, please keep in mind the following guidelines to make the most effective videos and photos.

IMPORTANT TIPS FOR CREATING VIDEOS AND TAKING PICTURES:

1. **Use your phone's native camera feature on the highest-possible setting** rather than using the camera function on the Facebook, Twitter or Instagram app. Using your phone's camera will allow you to quickly and easily upload high-quality photos and videos to all three social media platforms.
2. To avoid shadows, ensure **that the main light source is behind the PHONE**, not behind YOU or the subject you're filming. Avoid shooting into the sun as the subjects will be harder to see.
3. **Your head should take up no more than half of the screen**—extreme closeups aren't good.
4. **Tap your face on the screen before you hit record/take a picture**—almost all smartphones will adjust to focus on your face.
5. Make sure there's nothing embarrassing or unwanted in the background or on clothing.
6. **Make sure your phone is HORIZONTAL**, rather than VERTICAL. This is especially important for videos. Be sure to hold your phone horizontal **BEFORE** you hit 'record,' rather than afterwards.



Life Matters From Beginning... To End

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MORE TIPS SPECIFICALLY FOR VIDEOS:

1. **Use both hands** while recording to make sure the phone is stable.
 - If possible, set phone or camera on tripod to reduce shaky footage.
 - Ask a friend to film you sharing your hospice “hand-off” story.
2. **Turn your ringer volume on silent** to avoid any noises or buzzes mid-video—you’ll still record sound perfectly fine.
3. **Film your story in a quiet place** to reduce background noise. Avoid taking videos outside when it’s windy.
4. When filming/documenting community efforts to support the campaign, **encourage participants to give soundbites and narrate what they’re doing.**
 - Get at least one wide shot that shows the whole effort, as well as plenty of action close ups.

MORE TIPS SPECIFICALLY FOR PHOTOS:

1. Be mindful about using flash—don’t overcompensate for low light. Take pictures in a well-lit area.
2. **Don’t zoom in too much**—better to get physically closer to the subject for the best quality.

STEPS TO FOLLOW IN POSTING VIDEOS/PHOTOS TO SOCIAL MEDIA:

1. Make sure you use both hashtags: **#GiveAQuarterBack** and **#Handoff4HOM**
2. Tag Hospice of Michigan:
 - **Facebook:** @HospiceofMichigan [click on HOM’s page when it shows in the drop-down menu - it will not tag otherwise]
 - **Twitter:** @HospiceofMI
 - **Instagram:** @HospiceofMI
3. When posting to Facebook, set the privacy setting of the post to “Public,” so we can share it from our public page.

QUESTIONS?

Email Franco at hospice@franco.com



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