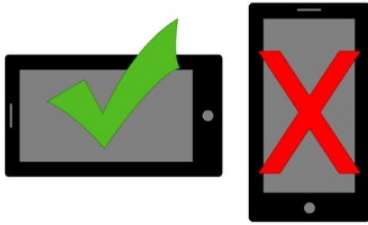


## HIMSS23: Tips for Submitting Video

HIMSS, at its core, is a global community of changemakers who profoundly impact their local communities. Across social platforms, health information and technology influencers like you often use visual storytelling to create connections, share thought leadership and effect change. If you're interested in filming a video to create interest around HIMSS23, here are a few useful tips to get you started.

### Capturing the best video

- Pick a location that has **good lighting**. Avoid dark rooms and spaces.
- **Be mindful of background** – it should be natural and shouldn't include a design.
- Hold your camera horizontally.



- Place the camera at shoulder height.



- **Shoot a steady video.** Use a table, tripod, or anything you have to brace the camera.
- **Avoid any distractions** to maximize sound quality.
- **Give yourself space.** To allow editing points, leave a few seconds before you start to speak, then a few additional seconds after you finish your response. You don't need to introduce yourself. Names can be added to the social message copy.
- **Keep your videos brief.** The ideal and maximum length of a video is about two minutes, while many audiences respond to videos that are about one minute in length.
- **Focus on the topic.** Your video should not be too promotional.
- If possible, we recommend adding captions.