



#WholeKidsBiz Video Best Practices

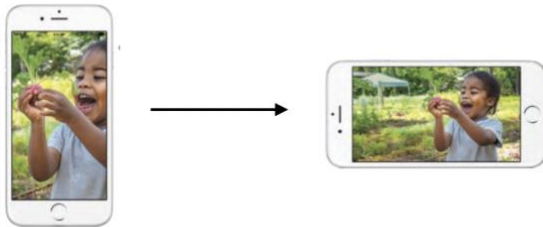
The good news is that you don't need fancy equipment to make your #WholeKidsBiz entry video! We suggest using a mobile phone camera to capture your video with a few best practices below.

LENGTH

Your final video should be no longer than 3 minutes.

RECORD IN LANDSCAPE MODE

Turn your phone horizontally to record your video. This will capture more visually and display the best on the various channels of entry.



CAPTURING BEST AUDIO / PICTURE

1. For the best audio and picture, put the camera close to your subject. Start with a test video to make sure you can hear everything clearly and there is minimal background noise.
2. Try not to face bright lights or the sun – this will make your subject silhouetted and we want to be able to see everything!
3. Stabilize your mobile phone as much as possible to prevent a shaky camera. Borrow a tripod or use an object to prop your phone up against – a selfie stick is also a great option to keep things steady!

VIDEO CHECKLIST

Create a video highlighting a business in the areas of gardening, plant-forward cooking or nutrition education. Create a short script or outline to help make the topics you talk about conversational and fun!

Make sure to include everything below in your video...

- First name, age, school, grade, city and state (or province)
- How your business is changing the way kids eat
- Your tips for success
- Your biggest lessons learned

EDITING

If you have the ability to edit your video on your mobile phone or using video editing software on your computer, great! But remember it's not a requirement to enter. We're looking to hear about amazing businesses, not to watch future professional editors!

UPLOADING

We want to make sure everyone has the opportunity to enter so there are 5 different methods to choose from to upload your video on your channel of choice between March 18 – April 15, 2020.

Only 1 entry per person!

Instagram: Post your video and include #WholeKidsBiz, #Sweepstakes and tag @WholeKidsFoundation in the post caption.

Twitter: Follow us @WholeKidsFnd then tweet your video and include #WholeKidsBiz & #Sweepstakes in the tweet.

Facebook: [Upload video on our Young Entrepreneurs Group Page](#)

YouTube: Upload video to your YouTube account and use "#WholeKidsBiz Sweepstakes" somewhere in the video title. We will then feature all YouTube entries on our [#WholeKidsBiz Playlist](#).

Upload a video submission [here](#) if you're not on social media or if you have a private social account.

RESOURCES

Before pressing record, check out some of our favorite video tips and tricks!

General video guides –

<https://www.nytimes.com/2018/04/17/smarter-living/beginners-guide-phone-video.html>

<https://www.theverge.com/2017/7/26/16026238/smartphone-video-editing-apps-how-to-tips-iphone-android>

iPhone Video Editing - <https://support.apple.com/en-us/HT207587>

Android Video Editing - <https://www.howtogeek.com/201843/how-to-trim-and-cut-videos-on-your-android-device/>

For more info and the official sweeps rules, visit
wholekidsfoundation.org/WholeKidsBiz