

## Video Tips for Chapterthon 2018

**Start the video with your Chapter logo.** You can find Internet Society branding material [here](#).

**Use landscape orientation.** The two most common types of orientation are portrait and landscape. The term "landscape orientation" visually caters to the natural horizontal alignment of human eyes, and is therefore the right format for videos.

**Keep it 2-3 minutes.** Explain shortly what your project is about. Who is participating and what the project objective is.

**Get to the point quickly.** The opening moments will have people judging your video and deciding if they want to keep going, so hook them early.

**Find the line between informational and inspirational.** Let talk the project beneficiaries about the experience and expectations.

**Focus on audio quality.** If you don't have a microphone and have to use the in-camera audio, get as close to the camera as possible.

**Use captions in English or Spanish to reach a bigger audience.** Use Hind open font, the Internet Society official font. [Free Download](#)

**Upload your video to ZoomGrants.**

Find more tips on our [Easy Guide to Video Making page](#).