

HOW TO:

FILM A VIRTUAL SOLAR STORY



DO YOU LOVE YOUR SOLAR?

Tell us why and share your solar story! Keep it short and sweet - bonus points for kids, cute pets, and "We Went Solar" signs.

HOW TO FILM A VIRTUAL SOLAR STORY:

WAYS TO FILM YOUR VIRTUAL SOLAR STORY:

- Film a selfie video - keep it simple and easy!
- Consider asking your spouse, child, or neighbor to help by being your videographer, that way you can focus on sharing your story in front of the camera.

SETTING UP THE SHOT:

- **CHOOSE A GOOD BACKGROUND:** If you or your videographer can get you and your solar panels in the shot that is ideal. If you can't make that shot work, include your electric vehicle, the inverter, an electric bill in your hand, or another green feature in your house. Otherwise, a nice shot of you in front of your house is great!
- **LIGHT IT UP:** Try shooting outside on a sunny day for the best lighting. If you are shooting inside, it's always best to turn on all the lights! Move close to a window or light source and make sure the light is facing you and not behind you.
- **SAY CHEESE:** Make sure to smile. Feel free to include any friendly family and pet faces at home with you.
- **CONSIDER NOISE:** If you choose to film your video outside, make sure to keep noise level in mind - such as traffic and construction. Try to reduce noise other than your voice as much as possible. Keep the distance between you and your videographer pretty close to make sure you can be well heard during your video.
- **GO SIDEWAYS:** Video is normally seen in horizontal (landscape) instead of vertical (portrait). So unlike selfie photos you take, go ahead and turn your phone so your video is being shot in landscape mode.
- **REMINDER:** Be sure to elevate the camera to eye level (put laptop on pile of books or something else if needed) and look in the camera rather than at your computer or phone screen. If filming outside hold your phone up to eye level as though you were having a conversation with a person.

WHAT TO INCLUDE IN YOUR VIRTUAL SOLAR STORY VIDEO:

WHAT TO SAY IN YOUR VIRTUAL SOLAR STORY:

- The typical format for a virtual story is to record an introduction and talk about your solar story and then take the audience on a tour to show off your solar system! Feel free to customize it to what works for you! You can see an example [Virtual Solar Story here](#).
- Be sure to start off your video with **your name, where you are located, and when/why you went solar and a thank you to Hillsborough County!** We want to celebrate the Hillsborough 2019 solar co-op and thank the county for support to Solar United Neighbors.

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- Example of what to say: "My name is (name), I am located in (location). I/we went solar because (fill in with your solar story). Thank you to Hillsborough County for supporting our solar co-op and thank you to all the other co-op partners!"
- What else to share:
 - How many kilowatts your system is or how many kilowatt hours your system produces each month
 - Why you decided to go solar
 - What was the process like going solar
 - What your experience with the co-op was like
 - Why you would encourage other people to go solar
 - What you wish you knew before that you now know about solar

WHAT TO HIGHLIGHT IN YOUR VIRTUAL SOLAR STORY:

- Can't see your panels? Tell your story along with your inverter, EV, kids, pets or your electric bill! Here are some ideas of what to include in your solar story, feel free to customize to your family, business, school, etc.
 - Solar Array
 - Inverter
 - Electricity Bill
 - Your family, children, people working, pets, etc. - make it personal to you and your solar system!

TIPS FOR YOUR VIRTUAL SOLAR STORY:

- **KEEP IT SHORT AND SWEET:** Your video should ideally be no longer than 1 minute but can be as short as 30 seconds.
- **PRACTICE MAKES PERFECT:** Practice what you are going to say in your video a few times before starting to record. You can also record a few takes and choose which one you like best!

WANT TO GET MORE CREATIVE?

- Here are some other ideas to take your video to the next level!
 - Let your kids tell the story of how you went solar
 - Include your pets in the movie
 - Drone videos are a great addition if you have access to that technology
 - Download our ["We Went Solar" Sign](#) for your family to use in a video or make your own "We Went Solar" sign!

[UPLOAD YOUR VIDEO HERE](#)

Thank you for sharing your story!
We can't wait to celebrate the Hillsborough County Co-op with you!