

# Virtual Sydney Edible Garden Trail

## pre recorded video guidelines



The virtual Sydney Edible Garden Trail will be composed of content that is both pre recorded and live. If you have been given these guidelines you will be pre recording your content.

Virtual hosts will be able to access all virtual trail content by requesting access to the following closed Facebook group. This is the central place where ticketholders will watch the virtual trail. <https://www.facebook.com/groups/717867072482528/>

Note that you do not need to have a Facebook account to participate in the virtual trail. The Sydney Edible Garden Trail team will be uploading your content for you. See notes about how to send your videos to us below.

Some virtual content may also be used for future marketing purposes on our website, newsletter, YouTube channel or social media accounts. Your address will never be mentioned.

### **Tips on filming your garden**

- Content is most captivating if it includes people who visibly talk to their gardens. For this reason it would be ideal if hosts are able to have someone film them. If this is not possible consider the use of a selfie stick.
- Content should be shot using a smart phone in LANDSCAPE mode. iPads or laptops are not recommended. See below for more specific file formats and size guidelines.
- Have a rough plan of what you will talk about. Your finished video should be between 5-15minutes long.
- If you are unsure or unused to being videoed you could ask your film assistant to prompt you with questions so that the content is of an interview style.
- Consider sound. For example, if you live close to a busy road choose a quieter time of day to record. Discuss this with your film assistant and do a test prior to determine the optimum distance from camera/ whether you may need to raise your voice to be more heard clearly.
- Consider light. Early in the morning or after 5pm is the softest light at this time of year. These times are also most forgiving for those on screen!
- It may be difficult to keep a consistent light as you will be moving around, but as a rule try to keep the sun behind the camera with light on your face/ subject. Backlighting subjects makes it difficult to see.

### **Sending us your video ready to upload**

Go to [www.wetransfer.com](http://www.wetransfer.com)

Click "Send a file?"

Click the + sign to add a file

Choose your video from your Photo Library & click "Done"

Add a message with VIRTUAL CONTENT FROM YOUR GARDEN NAME so we know whose garden it is

Hit "Next"

Choose "Get a link"

Wait for the upload to be done then copy the link.

Email the link to: [info@sydneyediblegarden.com](mailto:info@sydneyediblegarden.com)

### **The deadline for submissions is February 18th 2021**

Please also feel free to join the Sydney Edible Garden Trail host only Facebook group. Here you can ask for further advice/ tips or hear about what others have planned.

<https://www.facebook.com/groups/SydneyEdibleGardenTrailHostOnly> then request to join.

Thanks for participating in what has been a difficult year for events. We're looking forward to seeing more of your garden!

### **The Sydney Edible Garden Trail team**