

HOW TO:

FILM A VIRTUAL TEST DRIVE



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RECRUIT SOMEONE: Ask your spouse, child, or neighbor to help by being your videographer, that way you can focus on sharing your story and on the road during your virtual test drive.

WHAT TO INCLUDE IN YOUR VIRTUAL TEST DRIVE:

WHAT TO SAY IN YOUR VIRTUAL TEST DRIVE:

- The typical format for a virtual test drive is to:
 - Record an introduction and talk about your Electric Vehicle story (why you decided to get an EV, etc).
 - Walk around your Electric Vehicle and show it off - inside and out! Talk about the features and highlights of your vehicle.
 - Take us on a virtual test drive with the help of a friend! **DO NOT DO THIS ALONE, SELFIE STYLE OR IN ANY WAY THAT MIGHT PUT YOU OR OTHERS IN HARM'S WAY.**
- Be sure to start off your video with **your name, where you are located, and why you have an electric vehicle.** “My name is (name), I am located in (location). Welcome to the virtual test drive of my (car name)...”
- Ideas of what else to share in your video: your charging station, why you decided to get an EV, why you would encourage others to get an EV, what you wish you knew before purchasing an EV, answer common questions you get (How far can you go on one charge? How long does it take to charge?, etc.), if your home is solar powered - share your solar system!

TIPS FOR YOUR VIRTUAL TEST DRIVE:

SETTING UP THE SHOT:

- **CHOOSE A GOOD BACKGROUND:** If you or your videographer can get you and your EV or solar panels (if applicable) in the background of the shot that is ideal. Otherwise, a nice shot of you in front of your electric vehicle is great!
- **LIGHT IT UP:** Try shooting on a sunny day for the best lighting. If you are shooting part of your video 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!
- **CONSIDER NOISE:** Keep noise level in mind – such as traffic and construction. Try to reduce noise other than your voice as much as possible.
- **UP CLOSE AND PERSONAL:** 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 in horizontal (landscape) instead of vertical (portrait). So unlike selfie photos, go ahead and turn your phone so your video is being shot in landscape mode.

REMEMBER:

- **KEEP IT SHORT AND SWEET:** Your video should ideally be no longer than 5 minutes 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!

[UPLOAD YOUR VIDEO HERE](#)

Thank you for creating a Virtual Test Drive video and contributing to helping build the solar movement! If you have any questions or need support, feel free to reach out to solartour@solarunitedneighbors.org