

## HOW TO FILM A VIRTUAL SOLAR TOUR:

### WAYS TO FILM A VIRTUAL SOLAR TOUR:

- Film a selfie video - keep it simple and easy!
- Consider asking a spouse, housemate, or your children to help be videographer for you, 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. You may need to do a few takes if you have any interruptions.  
If you have a set of headphones that have a microphone attached use it! The sound will be much better, particularly if you're outside. If you don't have a microphone, don't worry, the built-in microphone on your phone works just fine.
- **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 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 SAY IN YOUR VIRTUAL SOLAR TOUR:

- The typical format for a virtual tour 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!
- Be sure to start off your video with your name, where you are located, and when/why you went solar
  - "My name is (name), I am located in (location). Welcome to the virtual tour of my solar (home, school, nonprofit, business). I/we went solar because (fill in with your solar story)".
- What else to share in your video:
  - 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
  - Why you would encourage other people to go solar
  - What you wish you knew before that you now know about solar

# ASES NATIONAL SOLAR TOUR

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## WHAT TO HIGHLIGHT ON YOUR VIRTUAL SOLAR TOUR:

- Some ideas of what to include on your solar tour, feel free to customize as you see fit:
  - Solar Array
  - Inverter
  - Electricity Bill
  - Any other sustainability features at your home - for example, EV's, battery storage, composting, geothermal, grey water system, gardens, green building materials, etc.
  - Your family, pets, yard, scenery etc. - make it personal to you and your home solar system!

## TIPS FOR YOUR VIRTUAL SOLAR TOUR:

- **KEEP IT SHORT AND SWEET:** Your video should ideally be no longer than 5 minutes but can be as short as 30 seconds. Keeping your video within this length will make it more likely that viewers will watch it all. The average watch time of the 2020 National Solar Tour video was 2 minutes and 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!
  - Do you have an electric vehicle? Show off your solar powered ride. Give folks a quick tour of your charging station and walk through how your electric vehicle works!
  - 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 National Solar Tour Sign for your family to use in a video or make your own sign!

## UPLOAD YOUR VIDEO TO A PLATFORM:

- Upload your video to a platform that will host it. We suggest YOUTUBE or VIMEO.
  - See our How to guides on using these platforms
- Once you have your link to the video, fill out a Solar Site sign up form and fill in your video link when asked

## LIVESTREAM PARTS OR ALL OF YOUR TOUR:

- Go live on Facebook Live or Instagram Live to let your friends and neighbors tune in and engage with you in real time about your solar system.
- If you decide to go live, please let us know on your Solar Site form. We will reach out to you to find out when you plan on going live and to help you with your event! We will add your live stream to our events calendar and post the link to your Tour when you go live!
- Learn how to use Facebook Live and Instagram Live.
- Once you are done going live, save your video (by clicking the box in the bottom left corner) and then upload your video to your Webpage for people who missed it to watch!