



Creating A Welcome Video

1. What to wear

Solid colors on clothing are usually safest, as patterns can be distracting to the viewer. Instead of watching you, viewers may be hypnotized by the shimmering clothing.

2. Adjust your phone's camera settings

Most phone settings are set to somewhere between low and mid resolution. We need to supercharge that for this shoot and increase it to as high as possible on your phone. (4k is best).

ANDROID TUTORIAL

IPHONE TUTORIAL

3. Light

Make sure the light hits your face from a direction that lights up your entire face. You don't want video that's too dark or in direct sunlight. Facing a window usually helps the most.

4. Create an outline or script

Introduce yourself:

- Give your name (can choose first name only).
- Use appropriate title: You're an Apartment Life Coordinator (if solo) / Apartment Life Team (if a team of 2).
- Include your property name (make sure it's exactly the way your PM wants you to say it).
- Example: "Hi, I'm Bethe. And I'm Will. We're your Apartment Life Team at The Catalyst on Main."

Tell them what you do:

- Example: "We're here to help you get to know your neighbors, feel connected inside our community, and to make sure you have fun! We throw lots of cool events, so be sure to follow The Catalyst on Main on instagram @thecatalystonmain to get all the details."

Remind residents that you care about them, and you're here if they need anything.

The End:

- Sign off with something quick and inviting. Example: "We can't wait to meet you!"

5. Have fun and relax

Relax! Try and keep it short and simple. A script will keep you on task and mentioning the right things. All you want is the viewer walking away knowing who you are, why you're reaching out, and how they can reach you.

6. Record

Try to do it in one take. If you need to practice with someone, do it. Once you have tried it a few times, it's time to hit record.

7. Upload

Using a site called WeTransfer, you can send your video to colinmukri@apartmentlife.org without even having to set up an account.

UPLOAD VIA WETRANSFER

8. Payment - \$50

Finally, all you need to do is process your payment. Once you click "add to cart" to start payment, you will be prompted to enter the needed community information, and then in about 5-7 days your video will be in your inbox ready to share with the world.

PURCHASE VIA EBP CARD

SEE EXAMPLES FROM OTHER COORDINATORS

Questions? Contact colinmukri@apartmentlife.org