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BAR ACADEMY

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R A I S E T H E B A R

THE ULTIMATE GUIDE TO CREATING GREAT VIDEOS AT HOME

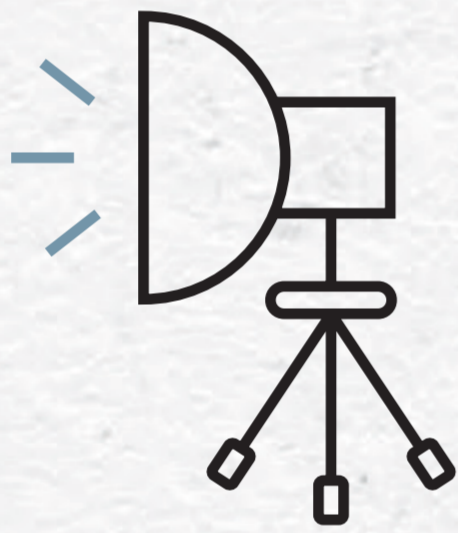
Staying connected with your customers away from the bar can be made easy by sharing videos regularly through your own channels.

Follow our tips on how to successfully create amazing videos at home, be it a simple **recipe** or **virtual quiz**.



- **STRIKE A POSE, THERE'S NOTHING TO IT**

Set up a flattering camera angle and ensure it captures everything you want to include within the video, such as those tasty ingredients.



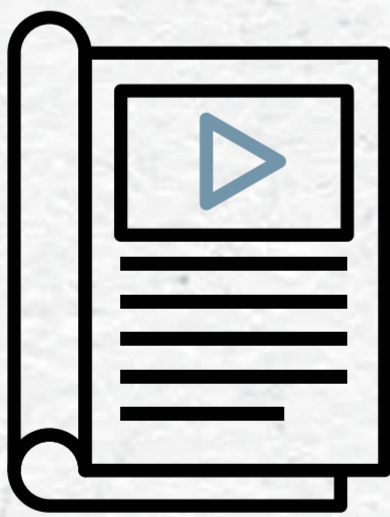
- **LIGHTS, CAMERA, ACTION**

Make sure to record the video in a well-lit area of your house, it's vital that your customers can easily see what you are demonstrating within the video.

ON AIR

- **BE THE DISTRACTION NOT THE DISTRACTED**

Put up that Do Not Enter sign to avoid distractions in the background. Make sure everyone in your household knows not to disturb you or play outrageous music whilst you are recording.



- **BE PREPARED**

Before you hit the record button, write a rough script and practice what you are going to say or do. Consider the social media channel you will use and ensure your video is compatible. For example, shoot a vertical video if using Instagram or Facebook stories.



- **TESTING 1, 2, 3**

Sound is one of the most important features when engaging with your customers online. Make sure you have your mute button off when recording, simple but easily done. Record a test run and watch it back to see if there is room for improvement.