



Tips for “What’s Your M.O.?” Videos

YSA has teamed up with Monique Coleman and GimmeMo to find "What's Your M.O.?" Create a :60 - :90 video telling Monique Coleman and YSA just that. We want to know all the good teens are doing around the world!

- **KISS – Keep It Short and Simple!** Videos should be no longer than 90 seconds.
- **Tag – Remember to tag your video “What’s Your MO?”**
- **Light The Way – Make sure you are shooting in a well-lit area and there is no sun behind the subject.**
- **White is Not Right – Avoid wearing white t-shirts if you can. Bright, bold colors look best – no crazy patterns!**
- **Mix It Up – Use zooms, pans and different shots throughout the video. Remember some people will watch on their computers so no super wide shots – it could look funny on a monitor!**
- **Practice Makes Perfect – Rehearse your video several times before you tape it. Practice speaking slowly; people have a tendency to rush when speaking on camera. “Act out” the video to friends or family before you tape and ask for their feedback.**
- **Take 2, or 3 – Do several takes. Watch the first video, then find ways you can improve and re-tape.**
- **Don’t Forget About Us – Please mention Youth Service America and Monique Coleman.**
- **Have Fun – Tell the world your passion and what you are doing to make a difference!! Good luck!**