



Tips for Recording Your Iowa Pork Proud Video

Record your own short videos and post on social media channels to highlight why pork is important to you personally, or to share a word of encouragement for Iowa's pig farmers. **Be sure to use the hashtag #IowaPorkProud and tag @IowaPork.**

Tell why you're #IowaPorkProud! **Here are some thought-starters:**

- I'm Iowa Pork Proud because I'm a third-generation pig farmer.
- I'm Iowa Pork Proud because I grew up in Iowa and understand the importance of the pork industry to Iowa's economy.
- I'm Iowa Pork Proud because I love bacon!

Ready to Post on Facebook? Here's how:

Adjust your settings to allow the video to be shared publicly.

- Facebook mobile app: Beneath your name at the top of the "Create Post" box, a drop-down menu allows you to "Select Privacy"—click "Public."
- Desktop: In the lower portion of the Create Post box, where "News Feed" is likely selected, look to the right of "News Feed" and click the drop-down menu. Select "Public."

Tips & Tricks

- Find a well-lit space if recording indoors. Be sure the light is illuminating your face, not coming from directly behind you, such as standing with your back to a window.
- Outdoors, position yourself out of direct sunlight if possible. The light works best in the morning and evening. (Mid-day light coming from directly overhead can cast shadows.)
- Turn your phone horizontally and position it at eye-level.
- Use a tripod or prop your phone securely so that it remains steady. It's also okay to record the video "selfie-style" – just be sure to hold the phone as steady as you can.
- Be mindful of what's going on in the background behind you – make sure the space is clean and uncluttered. If filming where other people or animals are around, be sure there is no distracting activity taking place behind you.
- Consider background noise and avoid it if possible. If filming outdoors, the wind may cause problems.
- Slow down slightly when you are talking or saying that you're "Iowa Pork Proud" so that it's clear and easy to understand.
- Film a few takes and then pick your favorite.
- SMILE!



Wardrobe (Okay, now you are really getting serious!)

- Avoid small plaids, fine stripes and solid black or white that may wash you out.
- If filming outside, try to avoid wearing a hat and sunglasses.