



# ReadingZone

## Tips for making a great Vlog

By Lucy Powrie

### Why might you want to create a vlog?

It enables you to share your passion, whether that be for books or something else, and explore what you love the most in the world.

I have found that vlogging has made me able to have my voice heard, when sometimes as a young person it can feel difficult to feel like I am being listened to.

It's a good opportunity to learn new skills! In the future, you can use these on your CV, for applications, and in extracurricular activities.

### My top tips for vlogging:

1. If you aren't sure what to talk about, make a list of the things you love most. This could be books or it could be something like sport or animals or fashion (or anything else!). You could even combine a few to make your channel really stand out!
2. Post regularly to your channel. Regularly for you may be once a week or once a fortnight, or however much time you can give to vlogging, but the more you get in to the habit of vlogging, the easier it will become.
3. You don't need to show your face or reveal your name to start a vlog. You could choose to focus the camera on the book you're talking about if you aren't comfortable speaking directly to the camera, or use art or animation skills. And you should never feel pressured in to revealing your name because it's perfectly okay to use a username.
4. Practice makes perfect! I wasn't confident when I first started making videos and when I watch my old videos now, I wonder what I was thinking. But it's perseverance that shows the most improvement, and over time you will get better.



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## What kind of things could you include in a book vlog?

It's a good idea to have the same greeting for all of your videos, such as "Hello!" or "Hi, everyone!" so that people will recognise your videos.

Briefly introduce the topic you've decided to discuss. This may be a single book – like my example of Rainbow Rowell's 'Fangirl' – or you may decide to recommend multiple books.

E.g. "Today, I'm going to discuss ..."

If you're worried about rambling or going off on tangents in your video, you might like to follow a format such as "5 Reasons You Should Read ..." or "7 Book Recommendations for Back to School".

Don't forget to explain what the book you're discussing is about! Even a brief introduction can be very convincing.

If you're stuck on what to talk about, you might like to discuss:

- What are the characters like? Which character do you think you're most and least similar to? Who is the hero/heroine?
- Your favourite scene (without giving away plot spoilers!)
- Did it make you laugh or cry? Were you happy or sad after reading it?
- Have you read any other books by the same author?
- Who do you think would like to read it? Who would you recommend it to?

Make sure to tell people to leave a comment or subscribe to your channel once they've finished watching the video!

Just as it's a good idea to have the same greeting, it's also a good idea to have the same ending to your video. I always like to say "Happy reading!" at the end of my videos.



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## What equipment do you need to vlog?

## Do you need to do anything technical to make YouTube videos?

- You can use anything that's able to record video to make your vlogs – such as your phone. I have an iPhone and can use the video feature to film. Remember: if you're filming for ReadingZone or YouTube to keep your phone landscape; for something like Instagram, portrait is best.
- If you're filming with your face showing, make sure to sit so your face is in the middle of the screen, rather than up too high or too low. If you're focussing on something else, such as a book, also make sure it is centred.
- Lighting is important and can make even a simple video look amazing. Make sure you're not completely in the dark, or in very bright light. Natural lighting from windows is best!
- Speak clearly. You don't want to be too quiet or too loud, which can be awkward to listen to. Using your natural voice as if you were having a conversation with the camera is the nicest to listen to.
- You don't need super fancy or expensive equipment. I used to use a stack of books as a tripod. As long as you keep your camera on something flat and at a straight angle, anything can work.
- To edit your videos, you can use the free iMovie app for iPhone, iMovie if you have a Macbook, or something like Windows Movie Maker or YouTube's in-built editing studio in the Creator Studio.
- Practice really does make perfect – so even if there's something you're not so confident with now, keep trying and you *will* get better!

Good luck and happy vlogging!

*Lucy Powrie*