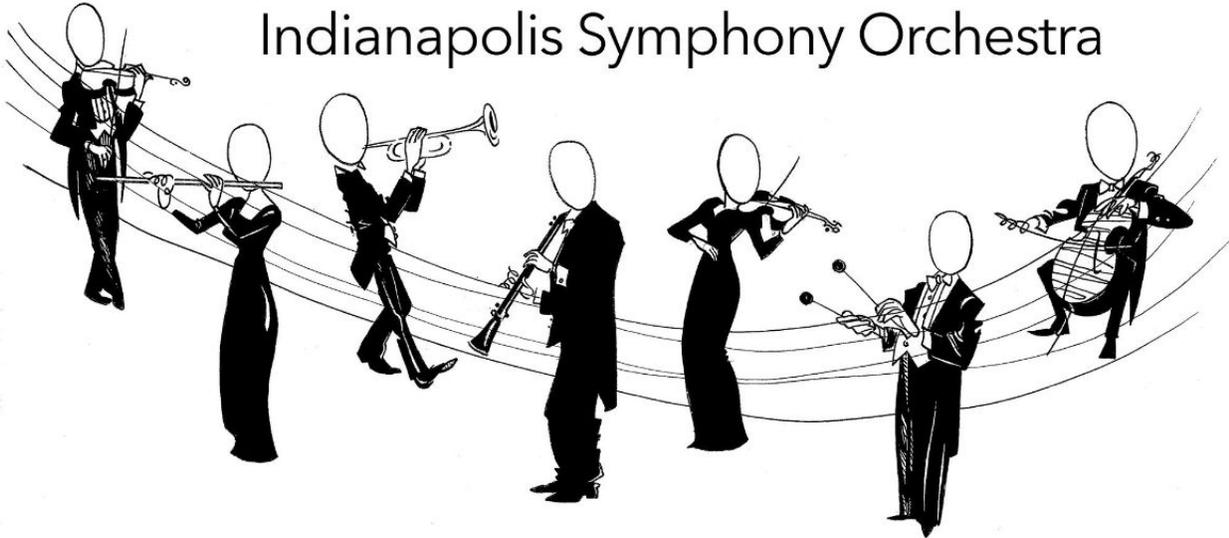


# Musicians of the Indianapolis Symphony Orchestra



## **Social Media Content Guidelines**

The Social Media Committee would like to thank everyone for their submissions to date!

But we'd also like to give some clearer guidelines in order to provide the best possible content across all of our social media platforms.

Please send as much content as you are willing, but also please understand we would like to start stressing quality over quantity. Since musicians across the country are posting so much content, we feel that providing as much quality content as possible will help increase our reach as much as possible.

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While you can continue uploading to Facebook, we have found that this makes it more difficult to get your content spread to more places (Instagram, YouTube, etc). We would like to ask that, if you are able, please share your content directly to us at the following link to our Google Drive:

LINK REDACTED

Once you upload, send a message to [isomusicianssocial@gmail.com](mailto:isomusicianssocial@gmail.com) telling us what you uploaded and any relevant information that we should post along with it! **Please treat this link as private, as it will be changed (or terminated) if we find that it is being accessed by non-orchestra members.**

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**We would like to also provide some guidelines and examples for making great video content:**

1. Generally, current phone models are effective for quality, but if you feel comfortable with a higher quality device, feel free to use that.
2. Use a **horizontal** (landscape) camera orientation rather than vertical (portrait).
3. Place the camera around chest/eye level or slightly above, as this angle is much more flattering.
4. Try to find a good angle where you are visible and not blocked by your music stand. Generally, this means that you need to find a place to put your camera/phone that is not directly in front of you on your stand.
5. Make sure there is enough light on you and generally not behind you. This can cause backlighting and we want our followers to see you and not your silhouette.
6. Pay careful attention that the background is clean.
7. Don't worry about dressing up but please don't be barefoot.

**And also some general Audio Guidelines:**

1. As with video, current phones provide solid audio quality, but if you want to use a better device, please do so!
2. If you record video and audio separately, and you need help putting it back together, we can do that for you.
3. Please make sure that the audio is at an acceptable level. Too loud, and you hear distortion. Too soft, and nobody can hear your playing. If you are worried, ask us.
4. Make sure whatever you record sounds your best and represents us in the best way possible.

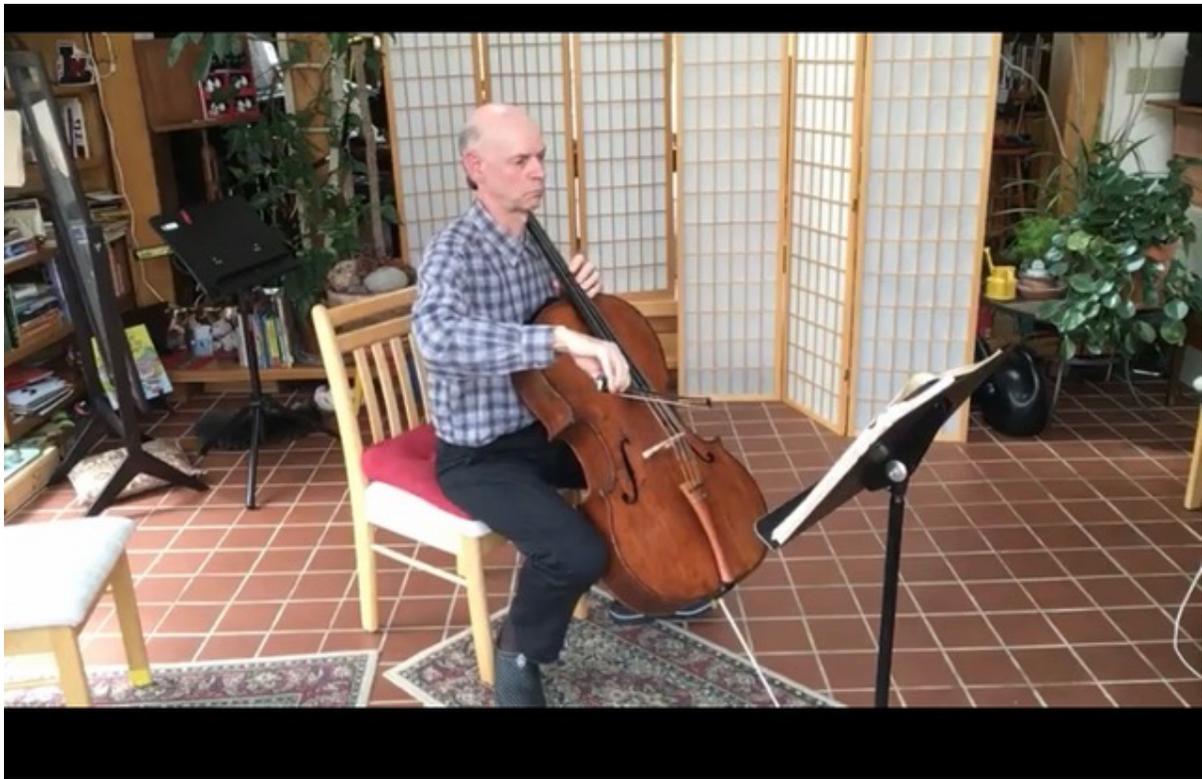
**As a general rule, please listen to and watch your performance with these guidelines in mind.** You may find that testing your setup with a short excerpt may be beneficial in providing a great final product.

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If you have made it this far, here are some examples of good visual quality.

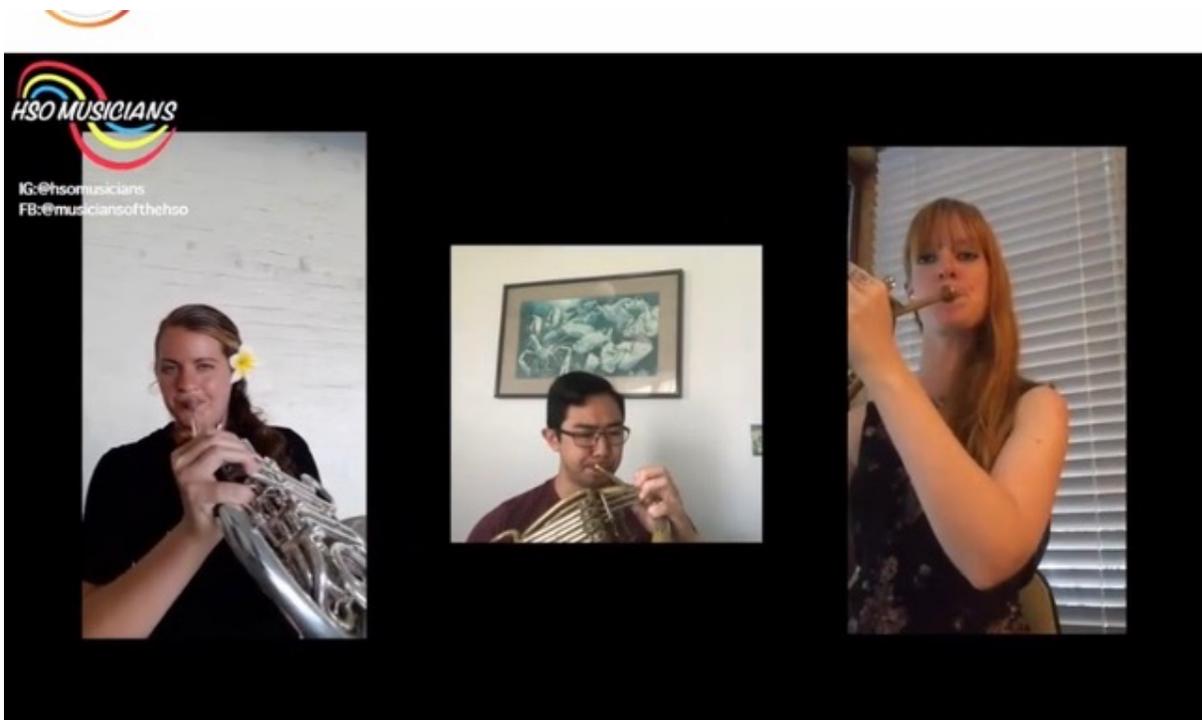


Musician visible, both bow arm and left hand. Beautiful, colorful background with good lighting.

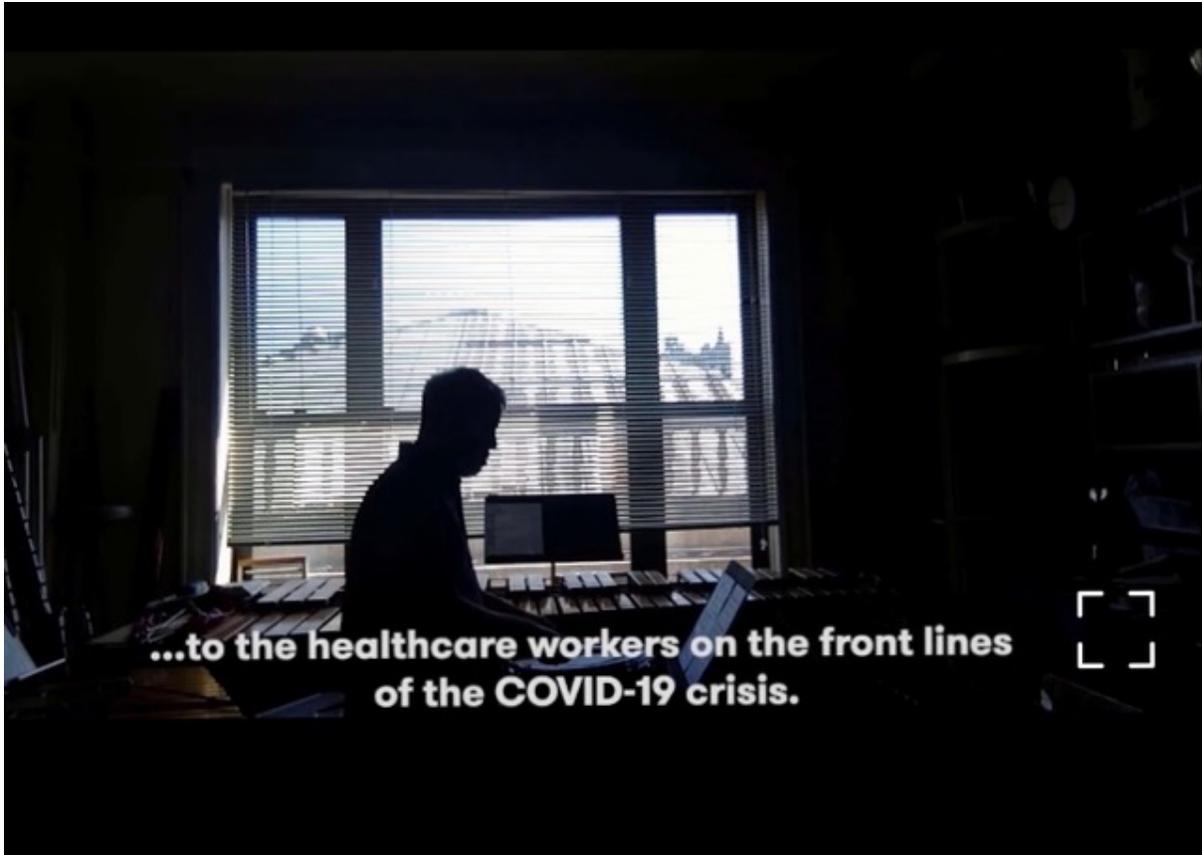


Again a nice background with good lighting. Also clear that this is someone's home workspace with another stand in the background.

And here are some examples of less favorable content



Mostly shot from underneath, generally with a lot of wasted space above. Probably recorded from the stand



Shot in front of a window, the entire subject is dark. Unless this is specifically what you are going for, avoid this as much as possible

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