

February 2025

What Lights You Up?

A video creation guide



Passion is what fuels us, keeps us motivated, and enables us to turn ambitious ideas into reality. It's what drives positive change, especially in times of crisis.

Our strength lies in community, and project management is the framework that keeps us organized in chaos.

Please take a moment to record a 90-second video on any one of your devices to share what lights you up and brings you purpose as Project Professionals to share on your social media channels.

The next couple of slides share tips to help with recording the video and sharing your impactful stories.



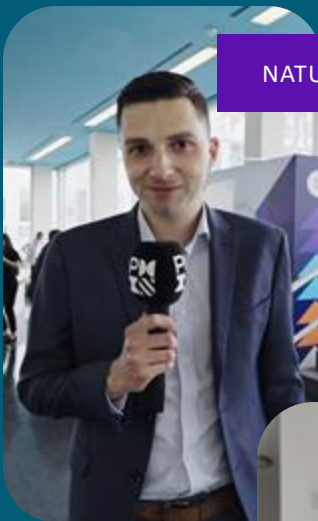
Setting Up the Shot



- Rule of Thirds: a composition guideline that places the subject in the left or right third of an image and/or the upper or lower third of an image. This generally leads to compelling and well-composed shots. (see example)
- While recording, be mindful to keep a buffer space on the top, sides, and bottom of the frame to allow captions and titling
- If you're recording on your phone, make sure to disable HDR and set your resolution to at least 1080p HD.
 - [How to for iPhones](#)
 - [How to for Android](#)
- Be sure to wipe your camera lens prior to recording to make sure it's smudge free.
- Go through as many recording attempts as you need to feel comfortable with the final product.



Lighting & Audio



NATURAL LIGHTING



STUDIO LIGHTING

- Opt for natural lighting (sitting in front of a window with natural lighting is the best practice), but panel lights and other lighting equipment can be used as long as they can be balanced to be slightly warm in tone.
- Make sure you are lit from the front—your main light source should not be behind you and ensure it remains consistent throughout your video.
- Before you record your first shot, do a test record to make sure your sound doesn't echo.
- Be mindful of any background or ambient noise that would distract from you speaking or the visuals of the video. This includes things like:
 - Street noise
 - Fans and Air Conditioners
 - Children and pets
 - Music

Content ideas and suggested prompts for social media

“**What lights you up as a project professional?** Share a moment where your work brought an idea to life and made an impact.”

“Think of a time **when your leadership made a difference on a project**. What kept you going, and how did it shape your career?”

“**How has earning your PMP helped you advance** and contribute to project success?”

“**What motivates you in your project management journey?** Whether it’s driving change, helping your team succeed, or personal growth, share what keeps you energized.”

Don't forget to tag PMI in your posts!



Instagram:
[@pmi_org](https://www.instagram.com/pmi_org)



X (formerly Twitter):
[@pminstitute](https://twitter.com/pminstitute)



LinkedIn:
[Project Management Institute](https://www.linkedin.com/company/project-management-institute)



Facebook:
[@PMInstitute](https://www.facebook.com/PMInstitute)



TikTok:
[@pminstitute](https://www.tiktok.com/@pminstitute)



Top social media tips for maximizing reach:

Create a post: Share how your work connects with your purpose and drives you forward. Be sure to use the #PMIImpact and tag PMI and your local chapter to broaden the impact of your story.

Be consistent with #PMIImpact: Ensure any post includes the #PMIImpact hashtag. This helps our campaign gain momentum and allows the broader PMI community to easily find and engage with your content.

Did you know that posts with relevant hashtags on LinkedIn receive up to **12.6% more** engagement than those without?

Tag PMI, your chapter, and colleagues: Remember to tag PMI, your chapter, and other members in your posts. This increases the chances of your content being reshared and appearing in the feeds of those tagged, expanding reach.

Tag your chapter to start conversations: Tag your own chapters and leaders to kickstart discussions. By tagging key accounts and figures, you can draw attention to the campaign and encourage more participation.

Engage with content: Once you post, engage with other content by liking, commenting, and sharing from other accounts. The more interaction, the more visible and engaging your posts will be.