

Sesame Communications Live Photo Guide

Congratulations on your new Sesame Communications website! We're excited to work with you and your practice. A live photo background is a great option to bring a "WOW factor" to your office and let patients know what you're all about. This guide should help answer common questions you or your videographer may have, as well as offer some tips to get the best result possible.



SO WHAT SHOULD BE IN MY VIDEO?

What represents you best? Feel free to be creative! Is your building unique? Are you high tech? Do you have the coolest staff and happy patients? How do you have fun in the office? We want to present the best version of your office and show off who you are!

If you plan on including people in your video, be sure to have them sign a consent/release form ahead of time in accordance with your state privacy laws.



WHERE CAN I FIND A VIDEOGRAPHER?

Sesame doesn't offer on-site video services, so you'll want to hire someone in your local area. We recommend <https://www.lightswitch.com/> for finding videographers near you.



WHAT IF MY VIDEO WON'T BE READY BEFORE MY LAUNCH DATE?

While we strongly encourage you to have your videographer date set early, Sesame can provide a stock image or live photo as a temporary placeholder. We can purchase one royalty-free license from our partner, <http://www.Dreamstime.com> at no cost to your practice.



VIDEO SPECIFICATIONS

- Length must be no longer than 15-20 seconds (Videos longer than 20 seconds will significantly impact the load time of your website)
- 1280x720 or 1920x1080 resolution
- 30fps or higher
- .mp4 and .mov are acceptable formats (please do not send .wmv files)



SCENE SUGGESTIONS

- Exterior of the office
- Doctor/Staff interacting with patients or each other
- Operatory/Treatment areas
- Reception area
- Patients checking in, receiving treatment
- Anything interesting about your practice



HOMEPAGE VIDEO EXAMPLES

- <https://www.grinzortho.com/>
- <https://www.woodviewdental.com/>
- <https://www.breathedentistry.com/>
- <https://www.palmcoastsmiles.com/>

Keep in mind that we have a maximum of six weeks to work on your project, so schedule your videographer ASAP. Getting the video done first is ideal, as we can better incorporate it into the design of your new site. If you still have questions, please reach out to our onboarding team, or have your questions ready for your Web Producer during your design consultation.