

CAPTURING VIDEO LIKE A PRO

TIP SHEET



Video is a powerful communications tool. Whether it's driving people to action (e.g., Join us for a *Communities Talk* activity!) or providing context around an issue (e.g., Marijuana use is on the rise among youth in our area), video can be a powerful part of your prevention efforts.

Before you go too far down the video path, make sure it's the right tool for you. Ask yourself:

- Where am I posting this video? Does that platform support video sharing?
- Will the audience I'm trying to reach watch this video?
- Does my activity have enough visual elements to create an interesting video?

DEVELOP A PLAN

Images—and specifically moving images such as video—help people connect the dots on an issue and leave an impression. That's an important combination when it comes to motivating and sustaining prevention activities.

But like any other tool, video requires some planning. Before you pick up a camera, sketch out the video. Determine:

- The purpose of the video;
- The key message you are trying to convey;
- The call to action; and
- A rough outline of how the video will take shape (also known as a storyboard).

ELEMENTS OF A DYNAMIC VIDEO

Most smartphones shoot high-definition video that you can use and share. But shaping your footage into an impactful video requires applying a few best practices:

- Follow the **Rule of Thirds**.
- **Use your feet** (not your zoom) when you want to get closer to something.
- **Show action**; use video to convey more than a picture can (people laughing, someone's hands working).
- **Capture video in a sequence** of wide, medium, and tight shots to diversify the angles and keep the viewer's eye engaged.

THE RULE OF THIRDS

The Rule of Thirds says that if you **divide a screen into thirds** using lines, the points where the lines cross are focus points that the eye is naturally attracted to.

- Avoid filling all the squares. At most, fill 6 of the 9 squares.
- A person's head should only be in the top two horizontal sections.

EASY STEPS TO FILMING A GOOD VIDEO

Videos for a website, YouTube, Twitter, Instagram, or Facebook are different from videos that go on Instagram Stories or IGTV, Facebook Stories, Snapchat, or TikTok. Below are two different ways to film a good video, depending on where your video will live.

Digital Videos

A website, YouTube, Twitter, Instagram, or Facebook

- Open your smartphone camera and select the video option.
 - Hold your phone **horizontally**.
 - Find the focus of your video and follow the Rule of Thirds.
 - Make sure you have your back to a light source (such as a window).
 - Remember to capture footage in a sequence of wide, medium, and tight shots.
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Social Media Videos

Instagram Stories or TV, Facebook Stories, Snapchat, or TikTok

- Open the video feature directly in the social media app where you want to post your video.
- Hold your phone **vertically**.
- Put the focus of your video in the center of your screen.
- Make sure you have your back to a light source (such as a window).
- Film for no more than 15 seconds!

EDITING YOUR VIDEO

Social media videos don't require much editing and you can usually post video clips directly into the platform. Digital videos will require some level of editing, but there are many platforms that can help you do this. Two free options are Lumen5 and InShot. If you are more experienced, you may want to use Final Cut Pro or Premier Pro.

MAKING YOUR VIDEO POP ON SOCIAL MEDIA

Now that you understand the elements of creating a strong video, it's important to promote it strategically.

- **Use the first 1 or 2 seconds of the video wisely.** Social media videos should be designed for quick-watching on a mobile device, so you need to capture attention within the first frame. Avoid having several seconds of content with a logo or uninspiring stock photos.
 - **Display subtitles.** Facebook and Instagram auto-play video without audio. Users will only listen to the audio if the video appears so compelling that they manually turn on the sound.
 - **Deliver on your call to action.** Invite your viewers to sign up for emails, click through to your website, or even just ask for help. Think about how a social media platform can help you deliver on a call to action. If you are asking people to visit your website, is the URL included in the social media post copy?
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ADDITIONAL RESOURCES

- [SOCIAL MEDIA VIDEO TIPS & STRATEGIES](#)—General tips from Sprout Social as well as sub-guides for Instagram, Facebook, YouTube, and Snapchat.
- [THE 6 KEY INGREDIENTS OF A PERFECT SOCIAL VIDEO](#)—Hootsuite's guide to video emphasizes simple graphics.
- [PANDEMIC VIDEO VIEWING TRENDS FROM GOOGLE](#)—Google outlines what kind of video people are searching for the most during the pandemic.
- [VIDEO MARKETING: HOW TO GET STARTED](#)—Lumen5 provides a high-level look at some key research insights and provides a step-by-step guide on how to use video in your promotion efforts.

Filming an interview? If so:

- Find a **quiet place** so that you can hear the person speaking clearly.
- Determine if they are going to **look at you or directly into the camera** (it's easier for the interviewee if they can look at you).
- Make sure your **back is to a light source**.
- If you are doing the interview, make sure to **ask "why" questions**. This allows the interviewee to respond in full sentences and thoughts, which makes for more interesting soundbites.
- If you are filming someone speaking, **ask them to practice a few times** before you start rolling.