How to make compelling videos... on your phone

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By the end of this session, you will know how to:

1. Choose a distribution plan that meets your (clearly defined) audience where they are
2. Find stories that motivate people to complete your ask
3. Film and edit compelling videos with the equipment you already have
Where should you publish your videos?
(aka: where is your audience?)
<table>
<thead>
<tr>
<th>Platform</th>
<th>Live Streaming?</th>
<th>Upload?</th>
<th>Audience</th>
</tr>
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</table>
| YouTube  | ✓ (only if you have verified your channel) ✓ | ✓ | • Age: 49 & below  
  • People looking for information or shows to watch that aren’t on TV  
  • Click through rate: higher |
| Facebook | ✓ ✓ | ✓ | • Age: 25+  
  • People browsing, looking to connect  
  • Click through rate: higher |
| Instagram | X (but you can on Instagram TV) ✓ | ✓ | • Age: 50 & below  
  • Everyone, it’s best to find your niche using hashtags  
  • Click through rate: lower |
| Twitch  | ✓ X | | • Age: 30 & below  
  • Started with gamers, but is growing  
  • Click through rate: lower for non-gaming audiences |
| Twitter | ✓ ✓ | ✓ | • Age: 25+  
  • Influencers, experts in niches, people wanting to network, reporters  
  • Click through rate: lower |
| Vimeo   | ✓ (yes, but you have to pay) ✓ | ✓ | • Age: All  
  • People who were sent the link  
  • Click through rate: lower |
Finding Your Story

(aka: planning)
Styles of Videos

Plandids
- Q&A's
- Interviewing people at an event
- Office chats

Edited
- Documentary
- Fiction
- Explainer
- Whiteboard
- Animation
Use what you have already learned to craft a good story:

- Move people through the know -> care -> do spectrum
- Define a clear and measurable goal
- Have a defined audience & ask for them (related to your goal)
- Know the problem & solution, as well as the story that connects them with your goal & audience
- Flip it & bang
What to look for in a story:

- It is emotional? If so, what emotion?
- Is it relatable?
- Will it show [target audience] why your organization/this campaign is a smart way to reach/important step toward [your goal]?
- Will it leave [target audience] needing something to do after they watch it?

What to look for in a spokesperson:

- Does their personality come across on camera?
- Are they willing to be vulnerable?
- Would they mind also sharing their story in person?
- What visuals can you get of them?
KEEP IT SIMPLE
Questions to ask yourself before you start filming:

- Vertical, horizontal, or both?
- What are my sources for light and sound?
- How will I stabilize my phone?
- What kinds of shots should I get?
Vertical vs. Horizontal

Your TV sits this way

So hold your phone this way when filming
Fra hyttefolk er reaksjonene spesielt sterke. De frykter fall i eiendomsprisene og at feriestedet skal bli ødelagt.
Light

- Any light is better than no light, but look for soft light
- Aim to make the eye light up
Sound

- The closer your subject is to the microphone, the better
- Keep an ear out for echos, traffic noise, or other noises that will distract the audience and move away from them
- *Don’t forget about music*
**Stabilization**

- Find something your phone can stand up against, like a water bottle
- If holding your phone, hold with both hands and keep your elbows locked
- Move your phone slower than you think you should when panning
The Main Shots To Get

- Establishing Shot
- Medium Shot
- Extreme Long Shot
- Close Up
- Long Shot
- Extreme Close Up
Other Things To Consider When Filming:

- Front vs. Rear Facing Camera
- Portrait Mode (newer phones)
- Resolution
- Rule of thirds
Editing

● Your plan is your edit
  ○ Your plan includes, the flip it & bang, message triangle, ask, etc.

● Organization is your best friend
  ○ Make sure you have a plan to get all of your clips onto one phone
  ○ Make folders to keep your clips together

● Cut your clips in the native photos/videos app first, then import them to your editing app

● Keep it simple
  ○ You should be able to say why every single shot and word made it into the final video
Put it all together

iPhone + Mac

Plan
Notes
Google Keep
Google Docs
Evernote
Celtx

Film
Native iPhone camera app
  Go to Settings > Camera to change the framerate & resolution
Pro Movie app
  Change settings on screen as needed

Edit
iMovie app (computer & phone)
GoPro Splice app
InShot app (vertical video)
YouTube Video Editor

Android + PC

Plan
One Note
Google Keep
Google Docs
Evernote
Celtx

Film
Native camera app
  Go to settings to change defaults (will depend on specific phone)
Open Camera app
  Change settings on screen as needed

Edit
Windows Movie Maker (PC)
FilmoraGo
YouTube Video Editor
InShot App (vertical video)
Questions & Brainstorming
It’s the end of the session, do you know how to:

1. Choose a distribution plan that meets your (clearly defined) audience where they are
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More Resources

https://www.dance4life.com/toolkits/stories-for-advocacy/ (bootstrap ways to tell good stories)

https://www.youtube.com/watch?v=vpZvc8vtHvo (film with an iPhone)

https://www.youtube.com/watch?v=qoxihY5Buc8&t=1s (film with an Android)

https://www.youtube.com/channel/UCjFqcJQXGZ6T6sxyFB-5i6A (learn about film theory & composition)

https://www.youtube.com/channel/UCErSSa3CaP_GJxmFpdjG9Jw (learn about film theory & writing)

https://www.youtube.com/playlist?list=PLrXADhP6uzG50rJxwfKg3Gv2tFthhKiM2 (all about filmmaking on your phone, but they try to sell you their products)