Creating Web Videos for Your Organization

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Davis Community Network

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Why Web Videos

Phase 1. Purpose

- What is the purpose of the video?
  - Introduce your organization to your audience (DCN) http://www2.dcn.org/
  - Document an event (Cisco example) http://youtu.be/tsIKPOFK0Tw
  - Education http://youtu.be/wqm9vVaSmko
  - Fundraising http://www.youtube.com/watch?v=z1gIsTe4I18&feature=player_embedded

Purpose (cont.)

- What is your message, goal and desired action?

- Who is your target audience?

- What tone will be most effective for your target audience? (Formal, informal)

- How long should the video be? (it depends)
  - Best length is between 2 and 5 minutes.
  - Keep length in mind when developing the script.

Phase 2. Make a Plan

- Brainstorm ideas regarding:
  - Topics
  - Testimonials to solicit
  - Images (do you have photos?   Gather them.)
  - Video (shot list)

- Create a Storyboard that shows the words, images, and music choices (if used), and the video you need to shoot.
  - Limits to music choices

Storyboard

SCRIPT	Slide #	SLIDE	Music
ernet is a vast and ul resource. Today, t question, the web is ntial part of any ation's communication y But using it to its full s a challenge for most fits and institutions. y that, today's internet b solutions can nt significant costs.	10	Photo or graphic that conveys something big, vast, powerful	Faded music
	11	A funny or eye-catching photo or graphic that conveys overwhelm.	
	12	A graphic that conveys cost…like dollar bills or dollar signs or stacks of coins…or something.	
where DCN comes in!		DCN Logo	Yes
a local nonprofit ation that		DCN: • Designs tools • Makes them available for free • Teaches classes in the use of those tools	Faded music

Phase 3. Selecting and Acquiring Tools

- Computer (Mac or PC)

- Video camera (should have external microphone jack, but it significantly increases the price.)

- Camera (online images are also a good source)

- Microphone and cord (Radio Shack). Especially if you are doing testimonials.

NOTE: Good audio is just as important as good video.

Tools (cont.)

- Editing software
  - PC: Adobe Premiere, MovieMaker
  - Mac: iMovie (beginner) and FinalCut Pro (advanced)

- Option: http://www.slideshare.net, which enables you to embed a powerpoint slideshow on your website.

Phase 4. Shooting Video

- Practice using your videocamera.

- Shooting outdoors is easiest. If indoors, use as many lights as possible

- Good audio is VERY important. Also avoid unnecessary background noise.

- Hold each shot at least 10 seconds.

Phase 5. Editing the Video

- Watch tutorials about how to create/edit videos using the software you have.
  - http://desktopvideo.about.com/od/desktopediting/Video_Editing_Tutorials.htm

- After your project is done, you export it from iMovie (or whatever) into a .mp4 format. That is the file you upload to YouTube.

Phase 6. Hosting the video

YouTube

- Easy to use, has channels http://www.youtube.com/user/dcndavis?feature=watch
- Works on more platforms and operating systems
- YouTube Nonprofit Program: http://www.youtube.com/nonprofits
- You can't easily control which frame appears on cover of video.

Vimeo

- We tested it and it doesn't work with as many operating systems. It doesn't allow easy sharing.

- It is easier to "lock down".

Phase 7. Embedding the video on your website

- Embedding vs. posting a link?

- DCN Simple Sites support embedding videos.

- It's easy to make a link to your website that is hosted elsewhere.

- DCN offers a class that teaches different ways to post your video on the web.

- Get an easy URL to share.

Phase 8. Spread the word!

- There are many ways to gain an audience for your video, including:
  - Your website
  - Uploading to your Facebook page
  - Emailing to friends and colleagues
  - Posting your video on a variety of video sharing web sites
  - Public Access TV
  - Google Maps

Resources

- How to make videos about a cause:
  - http://csr.cisco.com/pages/resources-for-community-partners#video

  - http://seminars.idealware.org/multimedia/gorilla_video_final.pdf

  - http://www.dosomething.org/u/how-to/how-to-make-videos-about-your-cause

Resources (cont.)

- Why video is important, and how to do online video campaigns:
  - http://www.see3.net/guide

- More examples of nonprofit videos:
  - http://www.nten.org/blog/2011/10/10/nonprofit-video
  - http://www.idealware.org/blog/new-feature-ask-idealware