

The Most Important Things in Video Production!

Figure these things out BEFORE you start making your video:

1. What's the GOAL?
 - What do you want to accomplish with this video?

2. Who's the AUDIENCE?
 - Who do you want to reach? How you produce your video will change depending on who your audience is?

3. What's your TIME frame?
 - Do you have lots of time or no time at all?

Online Video 101

- Anyone can make a video, just like anyone can write a blog.
- You don't need the best video camera or editing software to make a video. You just need some creativity and a good idea.
- A good video can be made for \$0. It's all out there for the taking, if you know where to look.
- It's all about the message! And the best message is simple!
- Remember, video is a visual medium! Think about what people will SEE before you think about what people will READ/HEAR.
- Anything goes!
- Things to keep in mind before you start making your video:
 - What's the goal? What do you want to accomplish with this video?
 - Who's the audience? Who do you want to reach? How you produce your video will change depending on your audience?
 - What's your time frame? Do you have lots of time or no time at all?

Messaging Tips:

- Keep it Simple
- Make it Timely
- Make it Conversational

- Remember your Audience
- Make it Visual
- Humor Reaches All Audiences
- Don't forget: Use what's already out there.

YouTube tips:

- Keep it short! People have sort attention spans, especially on the web.
- YouTube has a 10 minutes time limit for general posts and a 1GB size limit for all videos.
- Get familiar with ways to compress your video. Windows Media Encoder does a good job and is free. Quicktime also has an encoder in its pro version.
- YouTube accepts videos in most formats: .wmv, .mov, .mpg, .avi, etc. The help section on YouTube is actually quite helpful. Go there if you have questions and you'll probably get an answer.
- YouTube isn't the only place to post videos, it's just the most popular. Vimeo and Daily Motion are other options. Don't forget to also post your video to Facebook, MySpace, and any other social networking site you may use.
- YouTube is a social networking site, don't forget that. If you want others to watch your video and comment on them, go watch their videos and comment on them first.

Editing Option:

Free Software:

- Windows computers: Windows Movie Maker
- Apple computers: iMovie

Professional Options:

- Final Cut Pro
- Adobe Premier Pro

Useful Websites:

Video Site:

- YouTube: www.youtube.com
- Vimeo: www.vimeo.com

Photo Site:

- Flickr: www.flickr.com

Useful:

- Zamzar: www.zamzar.com
- Media Convert: www.media-convert.com
- Sound Effects from Sounddogs: www.sounddogs.com
- Squidoo FreeSounds:
<http://www.squidoo.com/freesounds>
- Free Sound Project:
<http://freesound.iua.upf.edu/>
- Open Source Audio:
[www.archive.org/details/opensource audio](http://www.archive.org/details/opensource_audio)

Social Media Tools:

- Facebook
 - Personal Online Presence
 - Campaign Fan Page
 - Organizational Fan Page

- Twitter
 - Push Info Out:
 - Personal Twitter
 - Campaign Twitter Persona
 - Strong Personality
 - Hash Tag for Broad Conversation
 - Listen to Others

- MySpace
 - Reach a different audience than Facebook
 - Younger people, Hispanics, rural audiences
 - Can target with Google ads

- Websites/Microsites
 - Small and simple targeted websites for a campaign
 - Usually serve a purpose to inform and collect data and drive people to join other social networks as part of the campaign.
 - Specialized URL and branded with campaign art

- Blogs & Bloggers
 - Use like-minded people who already have established blogs to drive information, share your campaign, or help promote your ideas/issues.
 - Use a blogger from an established site to cover your campaign as an outside, but trusted source.
 - Use bloggers to spread the info you want spread, but that you don't want to come from your organization. Let them be the attack dogs.

- YouTube/Online Video Sites
 - Lots of places to share your online videos, some with different strengths and weaknesses.

- YouTube is the place people go, so it's the easiest and in many ways the best. But others sites do better with quality and various content, so just be aware of that.

- Flickr
 - Photo sharing sites or useful for user generated content collection and sharing.
 - Also good for creating powerful photo slide shows.
 - Good place to find images for videos and artwork creation.

- Facebook/Google Ads
 - Targeted Facebook ads are probably the best investment of any ad dollars you will use.
 - You can target them to minutia. They get noticed. And they are trusted. Can use them to promote your Page as well.
 - Google ads are good as well because you can target them pretty specifically.
 - Be clear on your objectives with the ads. Educate? Drive traffic? Create a feeling of buzz and hype?

- Ning
 - Lets you create your own micro social network.
 - You don't collect their data, but you do have a location to go and find the people again.

- Listservs/Google Groups
 - Old school, but probably still the best way to social network.
 - Lots of good groups out there you should already be on or look to get on. Progressive Exchange as an example.
 - Also many invite only lists you should ask around to join.

- Email Lists
 - Use your organizations email list wisely and well.
 - Target, listen to the list, engage them often enough to keep them interested but not too often to become annoying.
 - Your personal email list is also a useful tool.

- Test Messaging
 - The future of outreach and organizing is here...it's just here quite yet.
 - It's still costly and hard.

- But, if you can get people to participate and text you and share their cell phone number, you have a VERY useful tool for organizing.
- This is an especially useful tool for communities who aren't online, but do have a cell phone—youth, Hispanic communities, homeless.