Video Basics

trainers

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ACTION
FOR GUN SENSE IN AMERICA

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TRAINERS

EVERYTOWN GRASSROOTS SOCIAL MEDIA TEAM

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GOALS

By the end of this session, you will...

Understand the basic **fundamentals** of videography to bring your smartphone videos to the next level!

&

See concrete examples of what types of videos you can capture to tell the unique **story** of our movement.

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AGENDA

- **Why are videos so powerful**
- **Capturing great videos on our smartphones**
- Telling stories through video
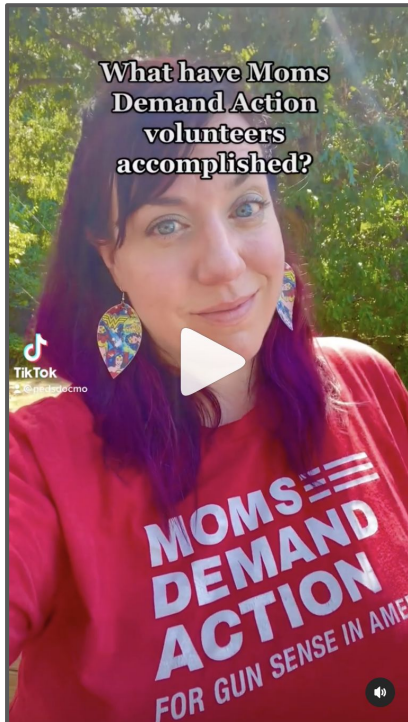- **Questions & practice**

CONTENT WARNING

Some video examples in this training include in-the-moment reactions to real events in the gun violence prevention movement.

Please do not hesitate to protect your peace, and mute the training if you'd prefer not to hear the videos.
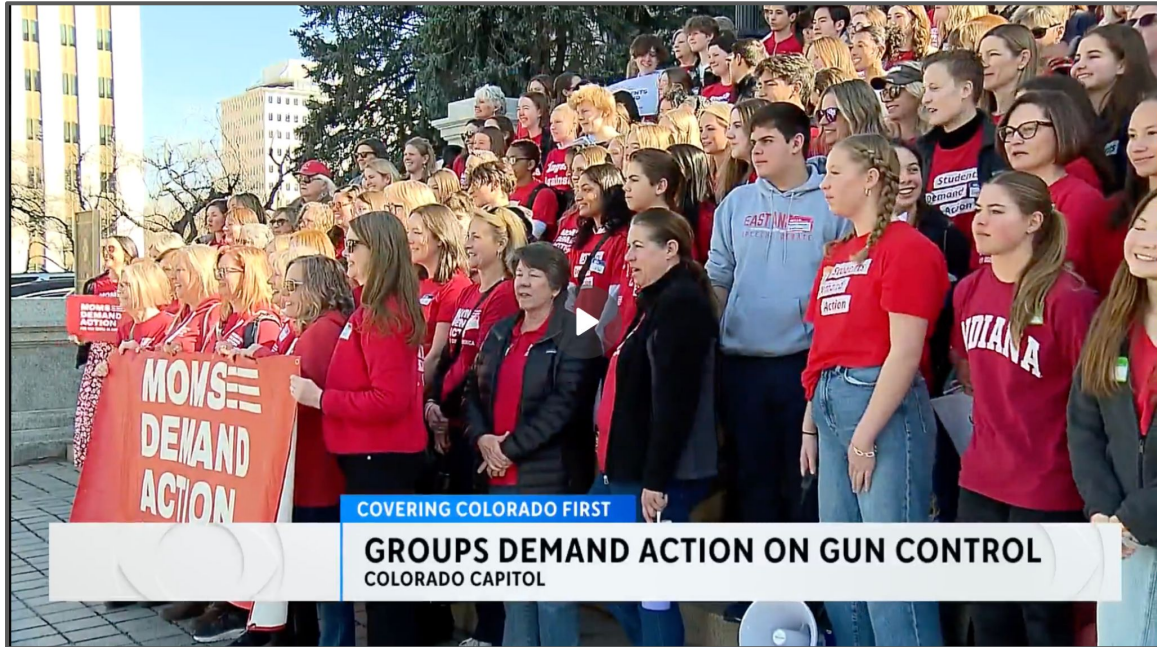
Why are videos so powerful?

CAN WE TALK ABOUT THIS VIDEO?

STORYTELLING vs DOCUMENTING

WHY VIDEO?

#MomsAreEverywhere

- Demonstrate the **power**, **passion,** and **scale** of our movement

- Visually show what it means to **take action**

- Videos help **grow the movement**

- *10 times* the engagement

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WHY VIDEO?

inside scoop

- You've got a **backstage pass**

- Show **different versions** of gun violence prevention in your chapter

- With your smartphone, **you become a videographer** at that event

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Capturing great videos on our smartphones: Lights, Camera, ACTION

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TRAUMA INFORMED CHOICES
impact over intention

- **Consider the impact to survivors when posting :**

  - **Security or bystander footage**

  - **Sounds of gunshots**

  - **Someone in their most vulnerable moment**

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NERVES

anxiety about being on camera

Alternatives: there are *many ways* to tell your story through video

- Use **pictures** instead of live video of yourself
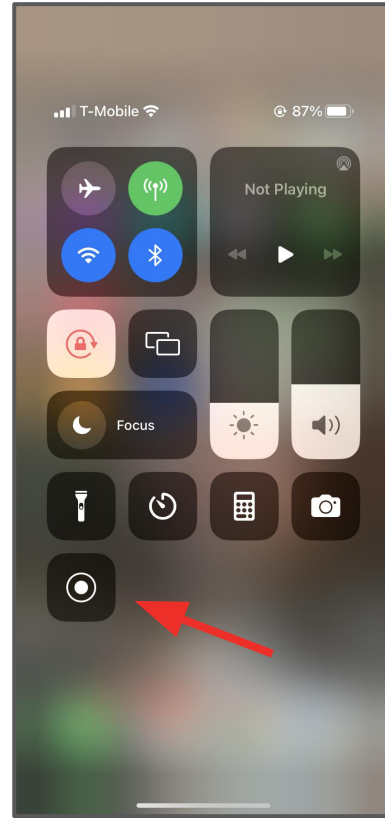- Use **b-roll footage** from events

NERVES
anxiety about being on camera

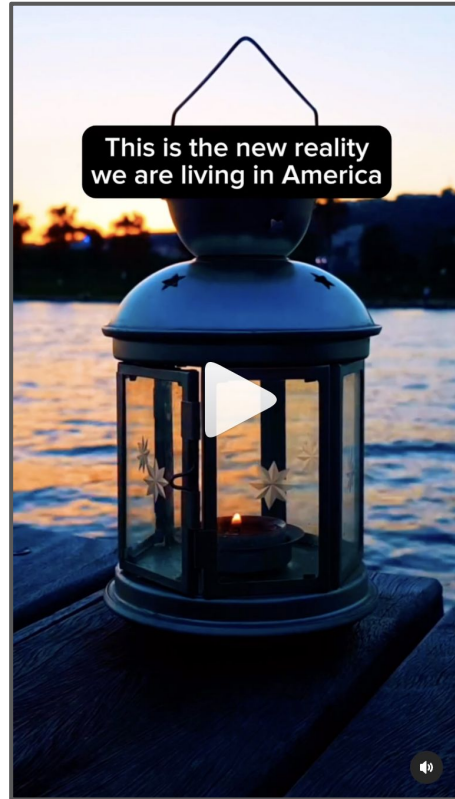**Alternatives**: there are *many ways* to tell your story through video

- Use **screen-recordings**
  - to show how a **resource** works
  - to walk-through a **process**
  - to breakdown a piece of **legislation**

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VISUAL MESSAGES

objects as messengers

Use **objects**, **scenery**, and **music** as symbolic representations of your message.

This is the new reality we are living in America

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NERVES

anxiety about being on camera

How to **overcome** the nerves:

- Admit you're nervous
- Permission to be unpolished
- *Build up* to selfie videos–you don't have to start there
- The goal is *movement* and capturing the eye

SAFETY & SECURITY

be aware of private information

Never post **first and last** names on social media

Identifiable information:

- name tags
- license plates
- house numbers
- street names
- logos for schools

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BEST PRACTICES

LIGHTS!

- Natural light always looks better than artificial light

- Diffuse harsh light with shade

- Avoid backlighting – make your subjects face the light

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BEST PRACTICES
CAMERA!

Research your device:
- model

Editing features :
- while filming
- post-production

BEST PRACTICES
CAMERA!

Check your smartphone's current storage capacity.

BEST PRACTICES
CAMERA!

Clean your lens!

BEST PRACTICES
CAMERA!

Filming in **HD** or **Cinematic** will give you the best quality.

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BEST PRACTICES

BEST PRACTICES
CAMERA!

Be conscious the noise and sounds around you:

- Do you **need the audio** or are you just looking for **video clips**?

- Will you be **replacing the audio** with music or a voice-over?

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BEST PRACTICES
CAMERA!

Example: how does this video use music and volunteer audio?

BEST PRACTICES
ACTION: editing

Check for sounds that are **trending.**

Use the **Shazam** app for identifying great songs out in the wild.

Sometimes audio won't transfer between apps because of copyright issues.

Tap to Shazam

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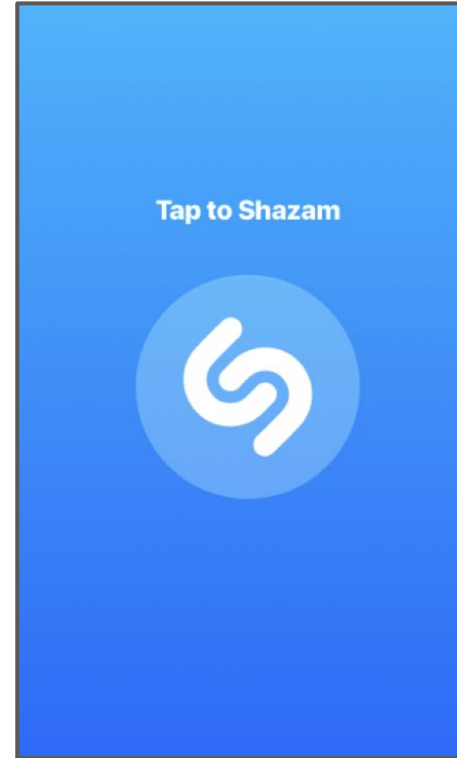
BEST PRACTICES

ACTION: consider the impact of your movement

Move the camera slower than you think you should **when capturing action** or **panning**

Avoid making your audience **motion-sick**

BEST PRACTICES
ACTION: consider the impact of your movement

Stabilize your camera if you're capturing one sustained shot:

- Tripod
- Wall
- Table

BEST PRACTICES

ACTION: fill the frame or leave room for text

BEST PRACTICES

If you *have* to zoom, **steady the shot:**

- Tripod
- Wall
- Table

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GET CREATIVE

ACTION: take several perspectives

close

medium
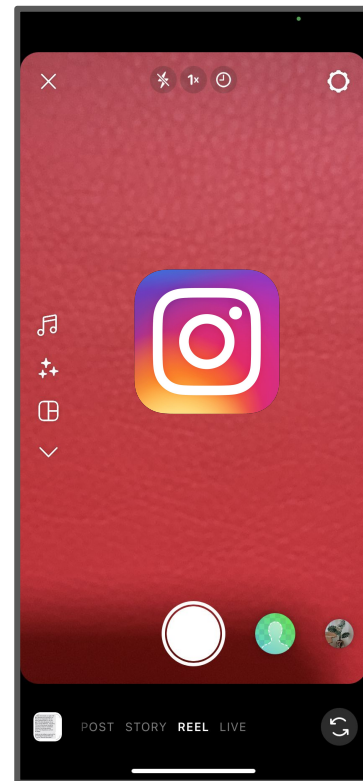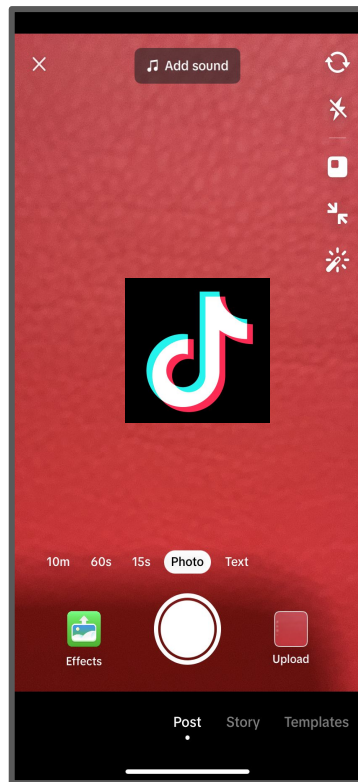

far

BEST PRACTICES

ACTION: string together moments

Example: how does this video use different perspectives to crescendo?
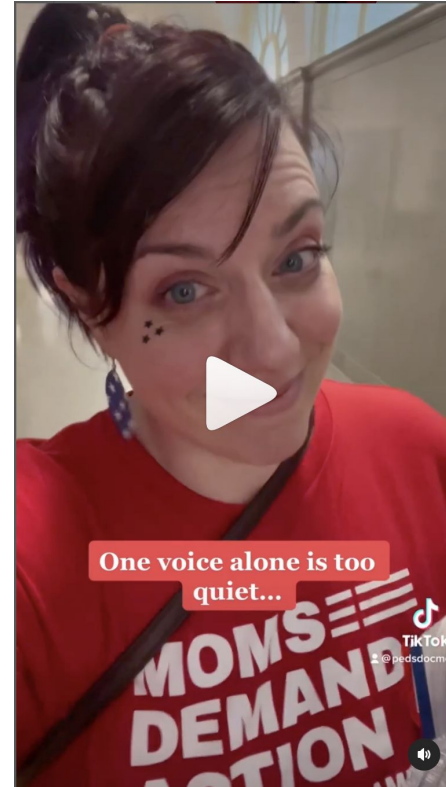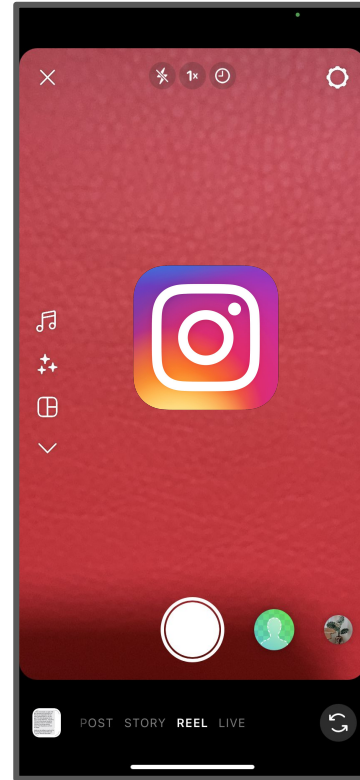
BEST PRACTICES
ACTION: editing

- **Edit in the app you like:**
  - Instagram
  - TikTok

- **Check your device's store for other video editing apps:**
  - CapCut
  - InShot
  - Splice
  - Videoshop

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BEST PRACTICES

- Instagram:
  - You can save **drafts**

  - Note that you can record one or multiple clips that add up to **90 seconds**

  - The **progress bar** at the top shows how long you've recorded

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BEST PRACTICES
ACTION: editing

- **TikTok:**
  - **Videos you create on TikTok can be up to 60 seconds long**

  - **Videos you upload can be up to 3 minutes long**
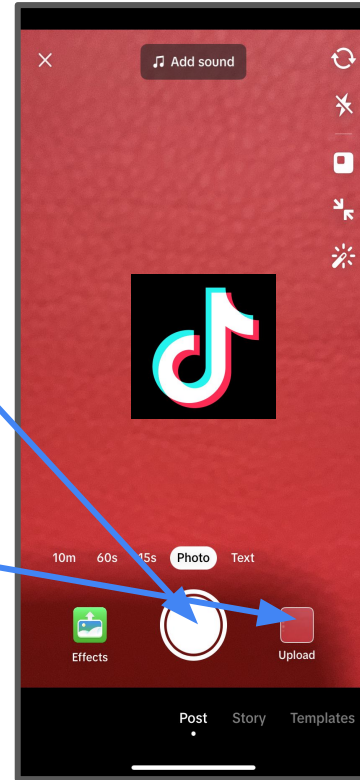
BEST PRACTICES
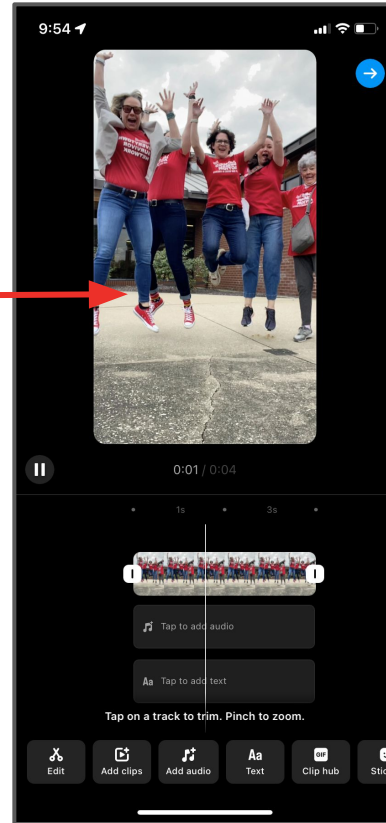## ACTION: editing

Tips from TikTok to Instagram:

- Upload videos as a **post** and it converts to reels but allows you to go past 90 seconds

- If you share as a **reel**, Instagram will cut you off after 90 seconds

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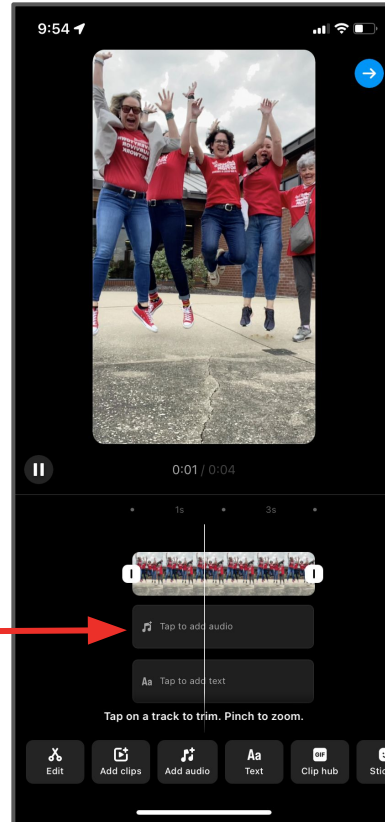
BEST PRACTICES

ACTION: editing

- **Most editing options include:**
  - Add **pictures** or **video clips**
    - Edit out the oopsies
    - Manipulate length
    - Add transitions

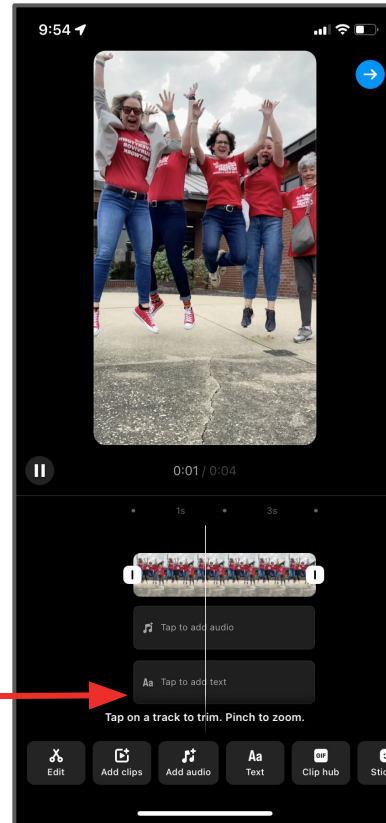# BEST PRACTICES
ACTION: editing

○ **Music/sound choice**
  ■ **Find the beats**
  ■ **Manipulate length**

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BEST PRACTICES
ACTION: editing

- ○ **Text**
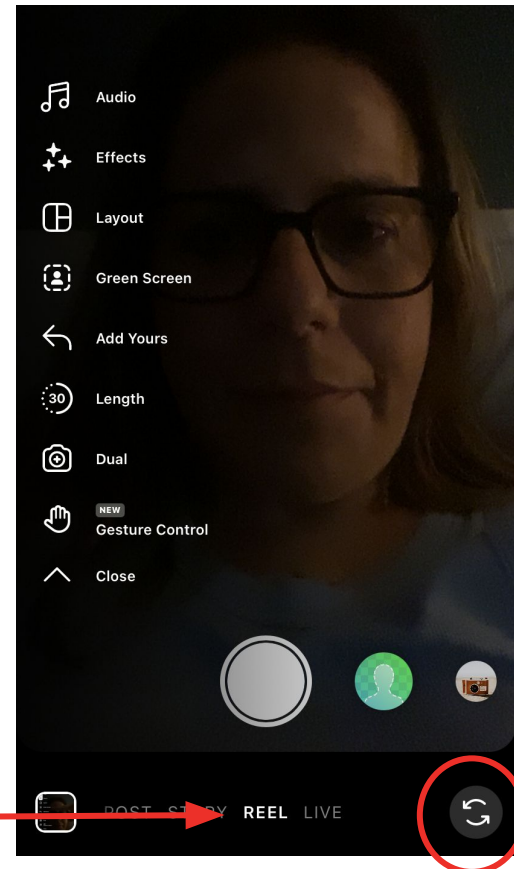   - ■ **When it appears**
    - ■ **Captions**

BEST PRACTICES

ACTION: greenscreen backgrounds

Instagram

1. Have images for your background saved to your camera roll

2. Create a **reel**

3. Select the **camera** option
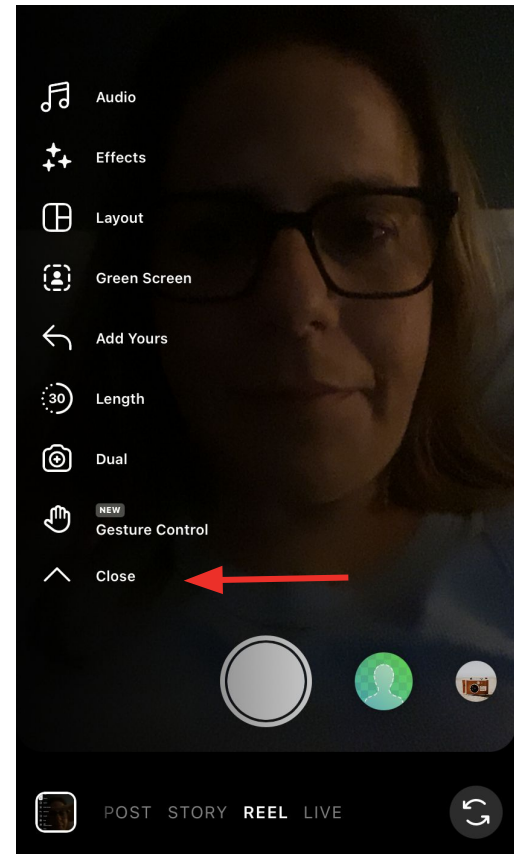
BEST PRACTICES

ACTION: greenscreen backgrounds

Instagram

4. Turn the camera to **selfie** mode

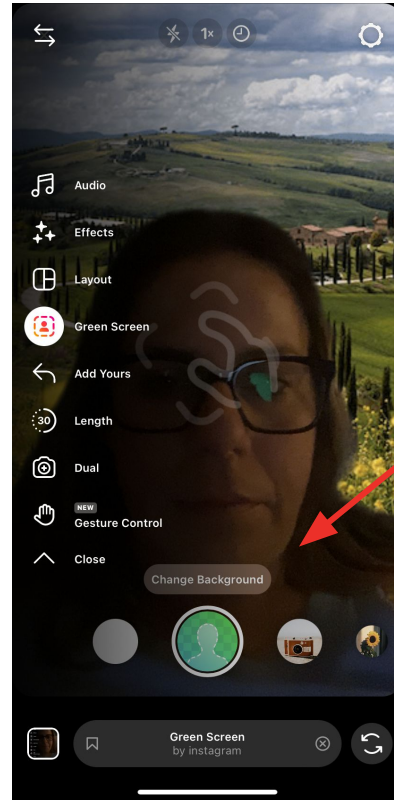5. Click on the drop-down carrot to view all of the selections on the left hand side

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BEST PRACTICES

ACTION: greenscreen backgrounds
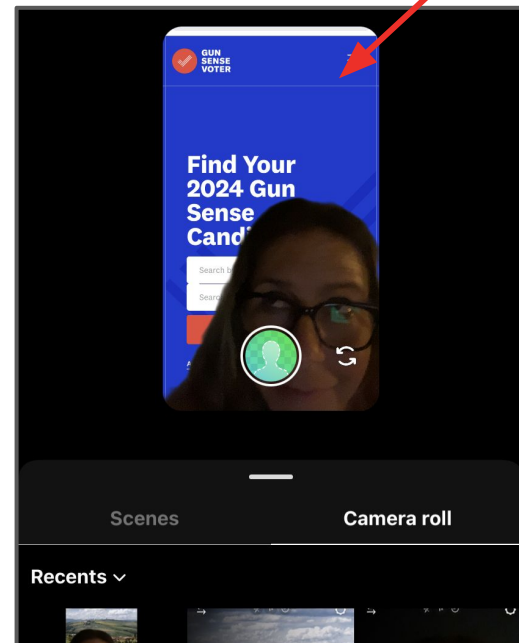
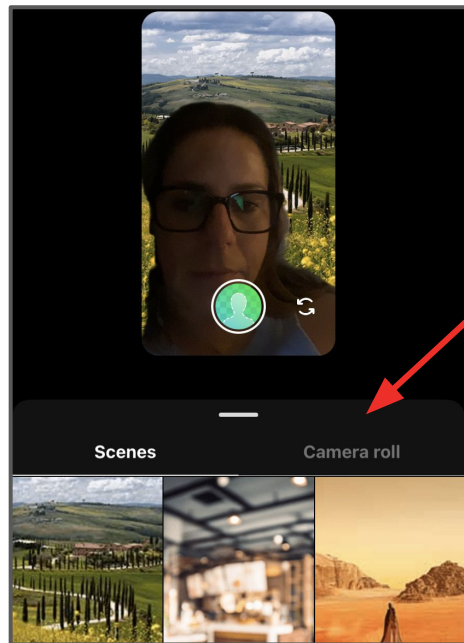6. Select **Green Screen**

7. Click on **Change Background**

BEST PRACTICES

ACTION: greenscreen backgrounds

8. Swipe to **Camera Roll** to select the **image** OR **screen recording** you want to use!

BEST PRACTICES

ACTION: editing

Play with the **functions** of each **platforms**:

- Add captions that transcribe audio
- Text
- Screengrabs
- Green screen backgrounds
- Stickers
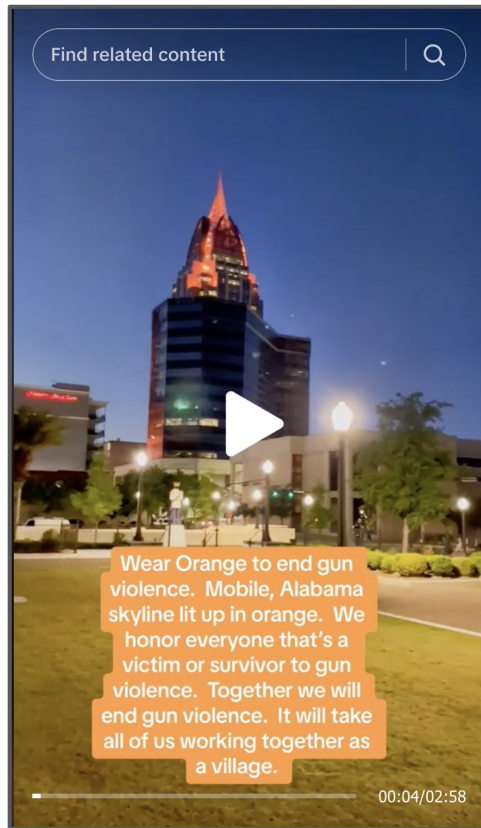
Telling stories through videos:

BEST PRACTICES

tone

Does my footage/music/text match the mood?

Consider:
- your **goal**:
  - honor, motivate, educate
- your **audience**:
  - your family vs elected official
- the **platform**:
  - LinkedIn vs TikTok

Find related content

Wear Orange to end gun violence. Mobile, Alabama skyline lit up in orange. We honor everyone that's a victim or survivor to gun violence. Together we will end gun violence. It will take all of us working together as a village.

00:04/02:58

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BEST PRACTICES
speed

Manipulate **speed when editing**

What content would be powerful cool *sped-up* or *slowed down*?

BEST PRACTICES

use a script

- Record in short spurts and edit together

- Write yourself notes or a script that's close to the viewfinder of the camera:
  - Avoid looking down or to the side

- Sound like yourself!

Gun Sense Champions.

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BEST PRACTICES
include a call to action

Share specific calls to action and **explain** what to expect.

Moms, let this time be the time we are loud enough.
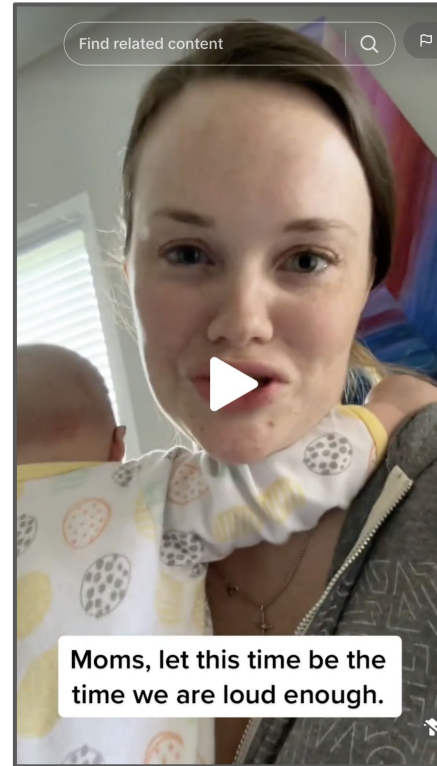
events

speakers

group meetings

at home

meetings

community partners

tabling

grab the details

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Practice

PRACTICE

Film a selfie video!
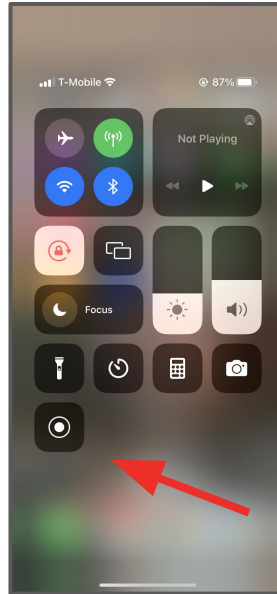
Do a screen-recording

Take a b-roll video!

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PRACTICE

1. Screen recording of how to **change your settings** for political content on Instagram

2. Make a **Wear Orange** or **PRIDE recruitment video** using pictures or video from past years

3. Make an **explainer video** on what it means to table at **Be SMART**

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SHARE WITH US!

#MomsAreEverywhere

@everytown

@momsdemand

@studentsdemand

@besmartforkids

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Questions

Contact us:

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