



# Moving pictures



## VISUAL STORYTELLING

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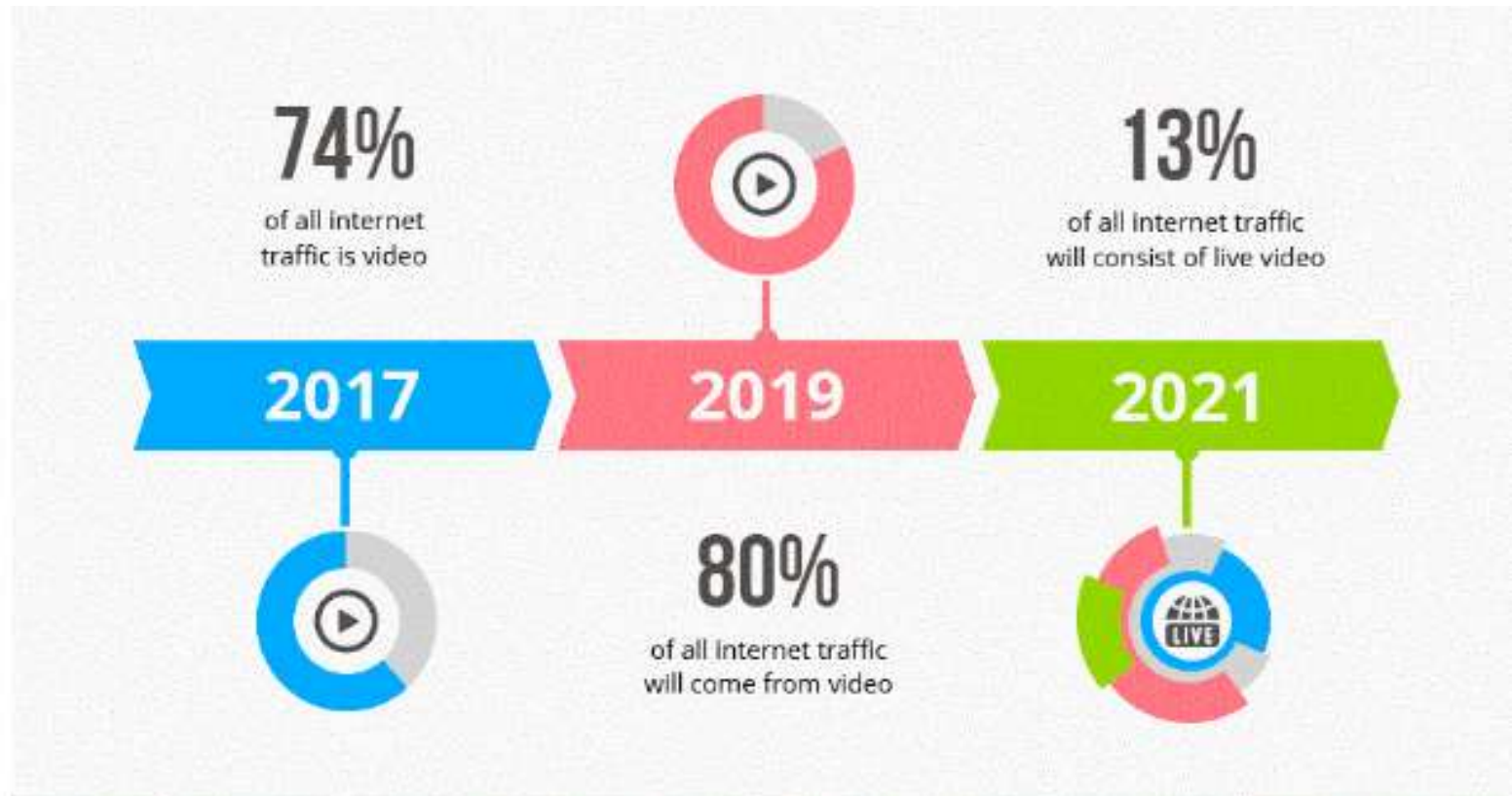
# Video: Pictures that move

## WHAT WE'LL COVER

- Technical tricks
- Social recommendations
- What you need to get started

# Video Stats

## VIDEO KILLED THE SOCIAL MEDIA STAR





# Video Stats

## Social and video

8 billion  
views  
per day

135%  
organic  
reach

1200%  
more  
shares

# Things to consider

## ASK YOURSELF THESE QUESTIONS



### VISUALS

Does this story have visuals?



### AUDIENCE

Are the visuals interesting enough to engage my audience?



### PLAN

Decide where, when and how you want capture the visuals.

# Let's get technical

## AKA MAKE YOUR VIDEO SHINE

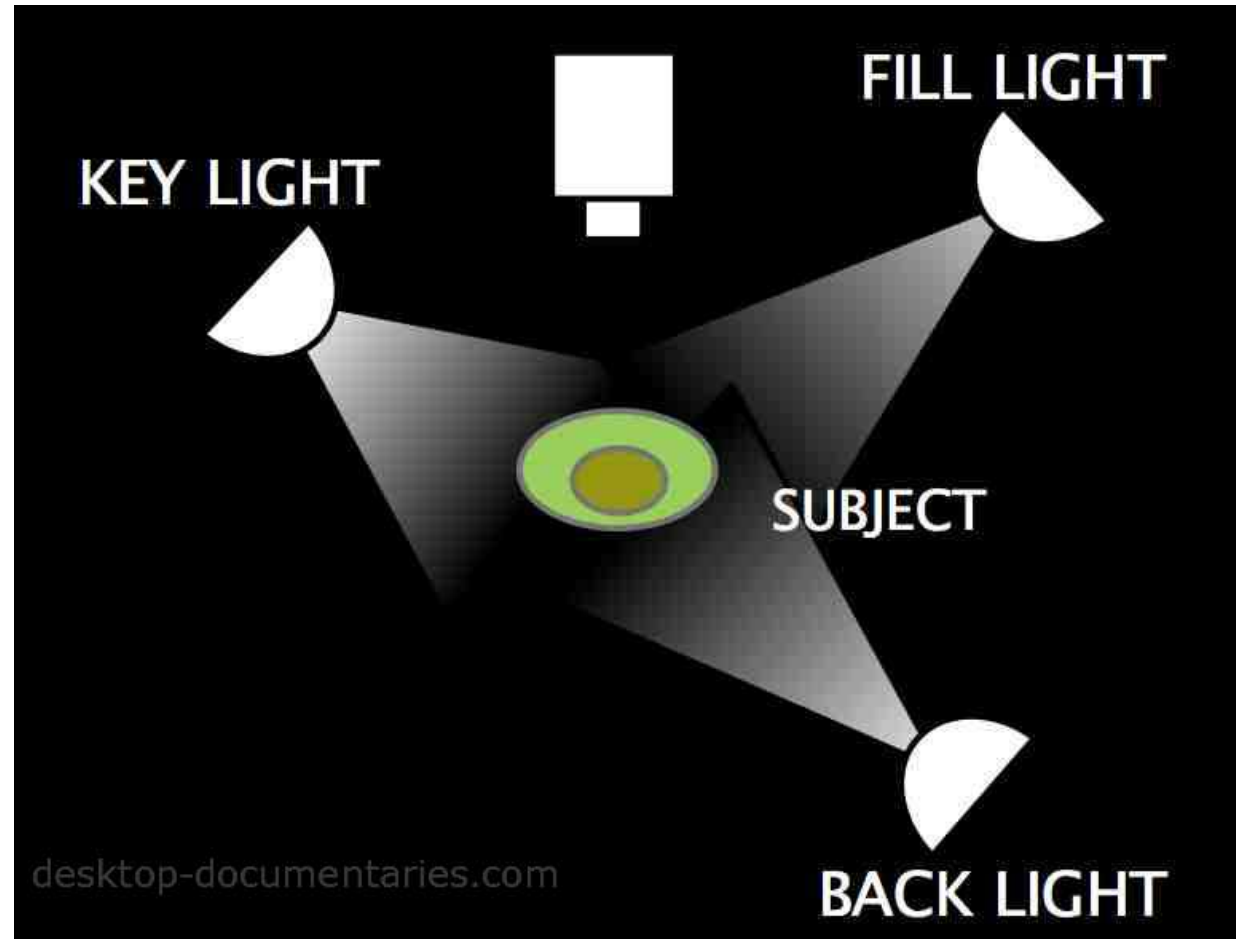
- Length matters
  - 60 seconds or less
- Text increases watch through rates and total views
- Captioning helps accessibility and views
- Lighting
  - Use natural light when possible





# Use the light you have

## 3 POINT LIGHTING









# Social Recommendations

## LIVESTREAMING AND PRERECORDED (ON-DEMAND)



Facebook

- No time limits
- In app captioning



Instagram

- 60 secs or less
- Doesn't support captioning



YouTube

- Livestreaming
- In app captioning





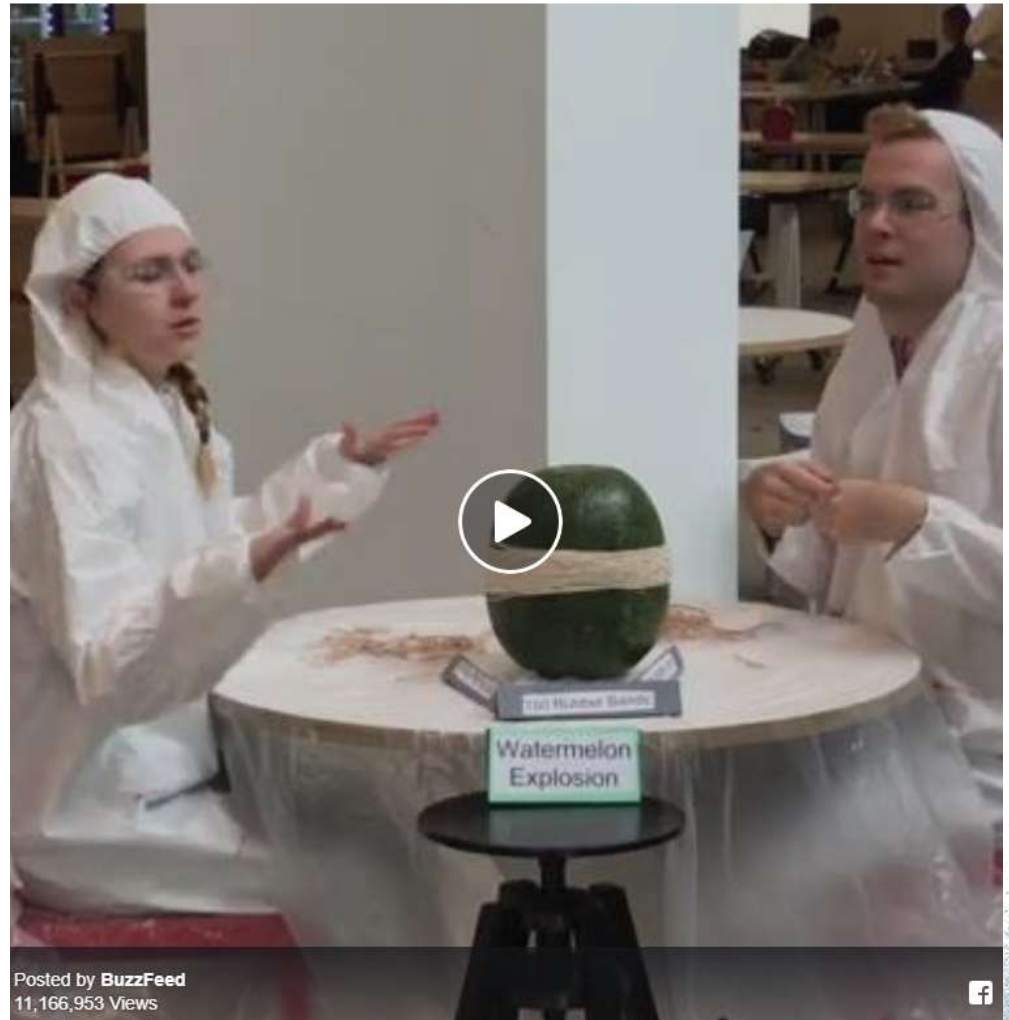
# Livestreaming

## IT'S ALL ABOUT ENGAGEMENT

- Determine the purpose
- Think audience first (timing)
- Focus on what's happening not the speaker
- Interaction is key:
  - Shout outs to audience
  - Ask people questions
  - Recap often
- Pre-post and after post
  - Thank the audience

# Buzzfeed

- We blew up a watermelon and everyone lost their freaking minds





# Getting started

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WHAT YOU NEED

**Missouri State.**  
UNIVERSITY



# Materials

## CHECKLIST

- Cell phone
- Video camera
- Gimbal
- External microphone
- Tripod









# Resources

## YOU'RE NOT ALONE

- [Rev.com](#)
- [YouTube captioning](#)
- [Livestreaming tips and tricks](#)
- [Phone editing apps](#)
- [Osmo gimbal](#)
- [Recodring audio for smart phone](#)