



Moving pictures



VISUAL STORYTELLING

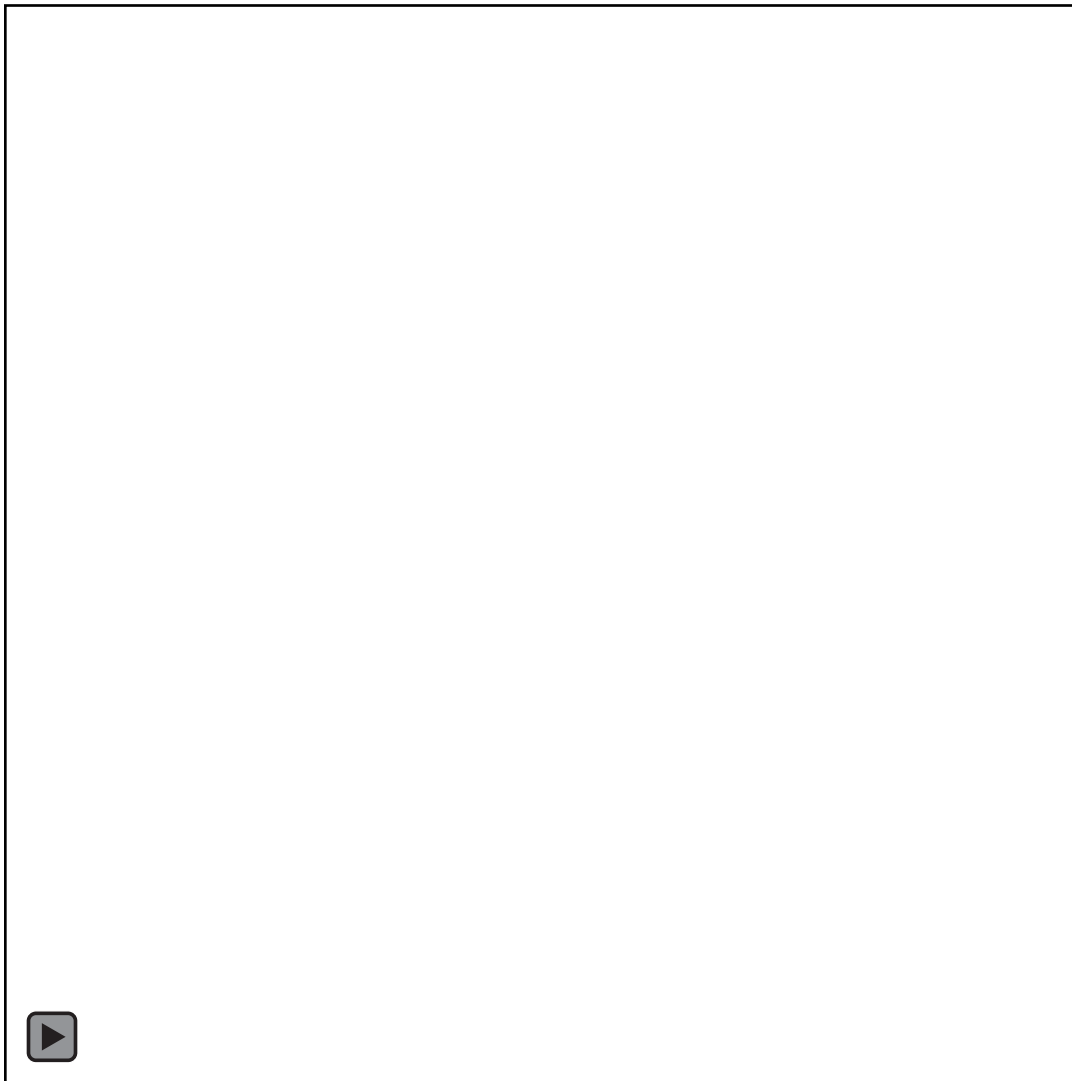
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Feb. 8, 2018











Video: Pictures that move

WHAT WE'LL COVER

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



Video killed the social media star

OF PEOPLE WHO WATCH ONLINE VIDEOS

Views

- 44% over 5 videos per day
- 76% at least 2 videos per day

Captioning

- 32% voiceover
- 24% voiceover + captions
- 20% captions
- 24% no preference

Read the caption text above video ads on Facebook

- 44% "often"
- 45% "sometimes"
- 11% "rarely"



Video drives action





Before you begin

SOME THINGS TO CONSIDER

Do I have?



VISUALS

Does this story have visuals?



AUDIENCE

Are the visuals interesting enough to engage my audience?



PLAN

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

Let's get technical

AKA MAKE YOUR VIDEO SHINE

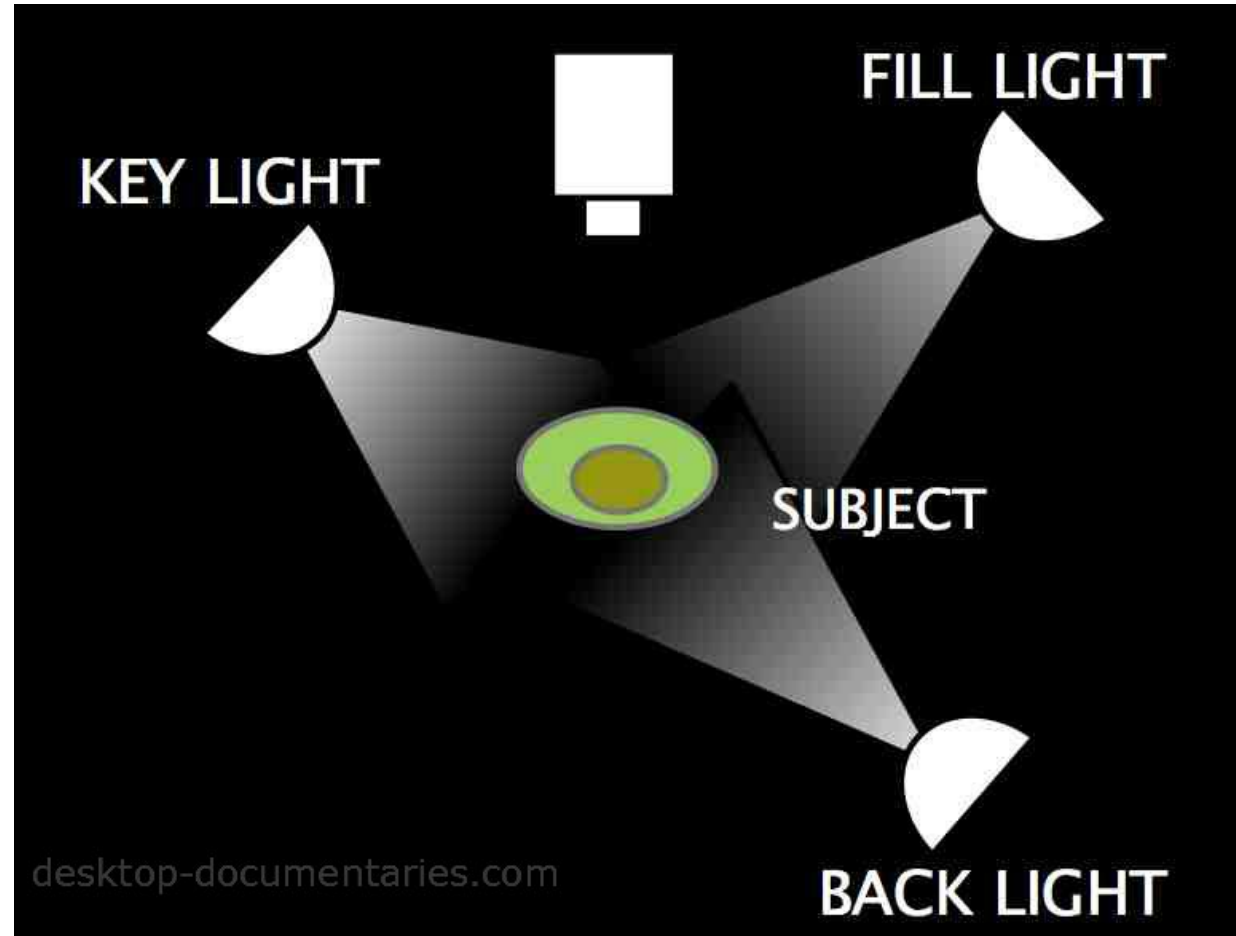
- Length matters
 - 60 seconds or less
- Text increases watch through rates and total views
- Captioning helps accessibility and views
- Lighting
 - Use natural light when possible

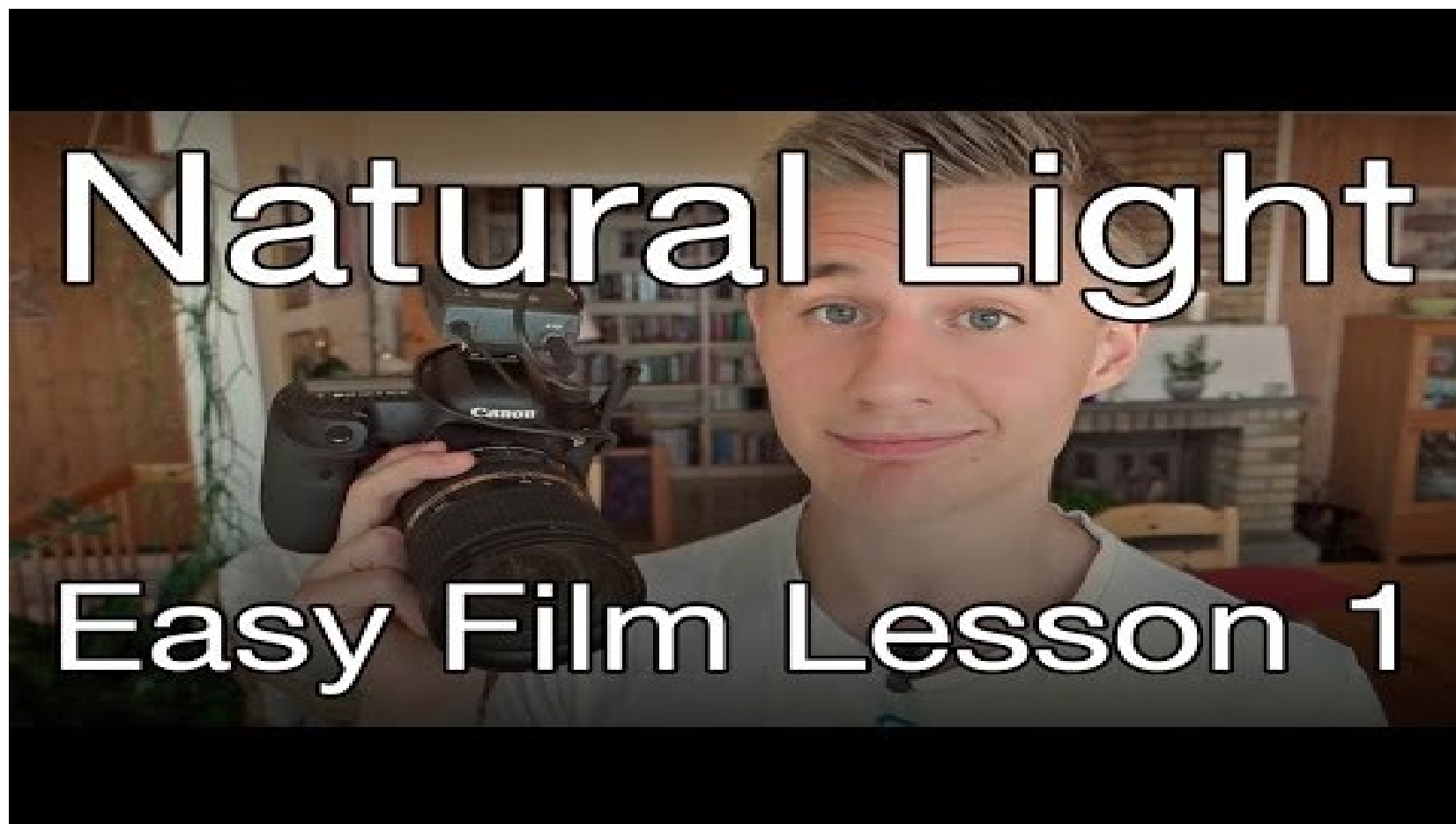




Use the light you have

3 POINT LIGHTING







Social Recommendations

LIVESTREAMING AND PRERECORDED (ON-DEMAND)

Facebook

- No time limits
- In app captioning

Instagram

- 60 secs or less
- Starting to support captioning for business

YouTube

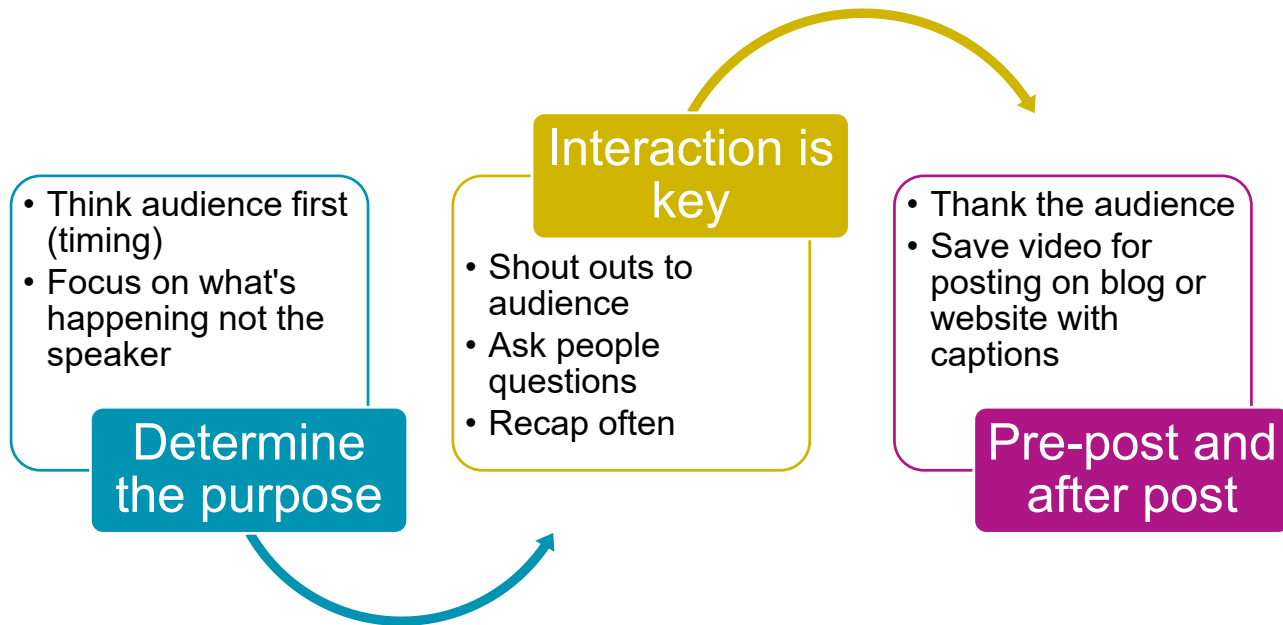
- Livestreaming
- In app captioning



Old technology is
being replaced with
more efficient,
durable lighting.

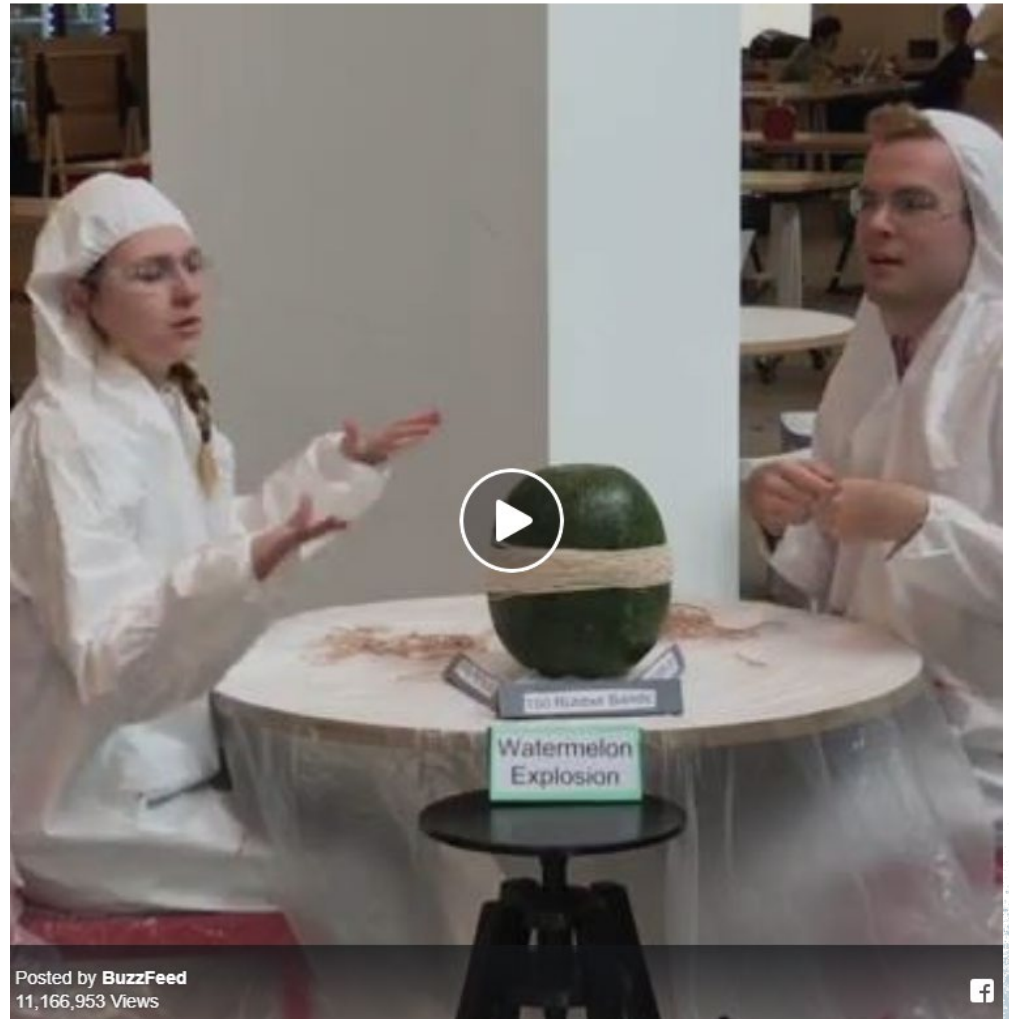
Livestreaming

IT'S ALL ABOUT ENGAGEMENT



Buzzfeed

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



Getting started

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](#)
- [Recording audio for smart phone](#)