



MAKING VIDEOS WITH IMPACT

How to Tell Good Stories That People Will Watch

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A LITTLE ABOUT ME



“By 2019, video content will be the driving factor behind 85% of search traffic in the U.S.”

Social Media Video Content is About to Explode

[American Marketing Association](#)

via Cisco Visual Networking Index

WHAT IS SOCIAL VIDEO?

Impactful **visual narrative** ranging anywhere from **45 seconds** to **two minutes** that compels audiences to **share that content online.**

WHAT IS SOCIAL VIDEO?

Themes

Excite

Explain

Entertain

Platforms

Facebook

Twitter

Youtube

Instagram

Snapchat

THE MONEY IN SOCIAL VIDEO

AD REVENUE AND IMPACT ON STORYTELLING



Syndication

YouTube

Facebook

*Mid-roll

QUESTIONS?

YOU'RE HIRED!

Assignment:

BREAKING NEWS! Ivanka Trump has a new role in the White House. Make a video ASAP that we can post to syndication and social media.

PRE- PRODUCTION

DIVE DEEP INTO THE RESEARCH

RESEARCH, RESEARCH, RESEARCH

- 1. Read: What is everyone else saying?**
- 2. Narrative: Beyond the 5 W's**
- 3. Write: Start laying out a script or questions**

RESEARCH, RESEARCH, RESEARCH

1. **Read: What is everyone else saying?**

- Check at least 5-7 other reputable sources
- Write out 5 W's
- Look for interesting tidbits beyond traditional facts
- Review official statements for quotes

RESEARCH, RESEARCH, RESEARCH

2. Narrative

- What's the Story?
- What is new and exciting?
- Why will my audience want to watch?
- What hasn't been said?
- What's the goal of your video?
- Does this narrative fit with the publication's mission?

RESEARCH, RESEARCH, RESEARCH

3. Script

- Audio/ Visual Script
 - Plan assets and get clearances to use
- VO Script (paragraph form)

RESEARCH, RESEARCH, RESEARCH

3. Script

| Words | Assets |
|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| IVANKA TRUMP IS NOT HELPING ADVANCE WOMEN'S RIGHTS | http://www.gettyimages.com/license/658369512 |
| SHE ACCEPTED A FORMAL POSITION IN THE WHITE HOUSE AS A FEDERAL EMPLOYEE ON WEDNESDAY | http://www.gettyimages.com/license/645172148 |
| WITHOUT COMPENSATION | http://www.gettyimages.com/license/644183956 |
| HER NEW TITLE READS "ASSISTANT TO THE PRESIDENT" | http://www.gettyimages.com/license/654601562 |
| WHILE HER HUSBAND, JARED KUSHNER'S TITLE IS SENIOR ADVISOR TO THE PRESIDENT | http://www.gettyimages.com/license/642338774 |
| THE FIRST DAUGHTER WILL NOW BE REQUIRED TO FOLLOW FEDERAL ETHICS STANDARDS LIKE OTHER GOVERNMENT EMPLOYEES | http://www.gettyimages.com/license/633373098 |

RESEARCH, RESEARCH, RESEARCH

3. Interview Questions

- Go into the story with an idea and ask questions accordingly
- Pull selected clips after interview
- Write down people/timecode/file name for ease during the edit

QUESTIONS?

PRODUCTION

IT'S GAMETIME...

THINGS TO DO:

1. Make a Plan and Stick to It!
2. Pack ONLY What You Need
3. Shoot to Deliver

PACK AND TEST YOUR GEAR!



SHOOTING TIPS AND TRICKS

Shoot to Deliver

Wide, Medium, Tight, Medium, Wide

*****DO NOT GO OVERBOARD*****

Use Gaff Tape for Shot Lists/ Memory Aids

LET'S WATCH SOME EXAMPLES

POST/PRODUCTION

MAKING QUICKER TURNAROUNDS...

DELIVER FASTER MEDIA

- **Shoot to Deliver= EDITING IN CAMERA**

Wide, Medium, Tight, Medium Wide

- **Music Library/ Playlists**

Pre-selected in library- Premium Beat

- **Graphics**

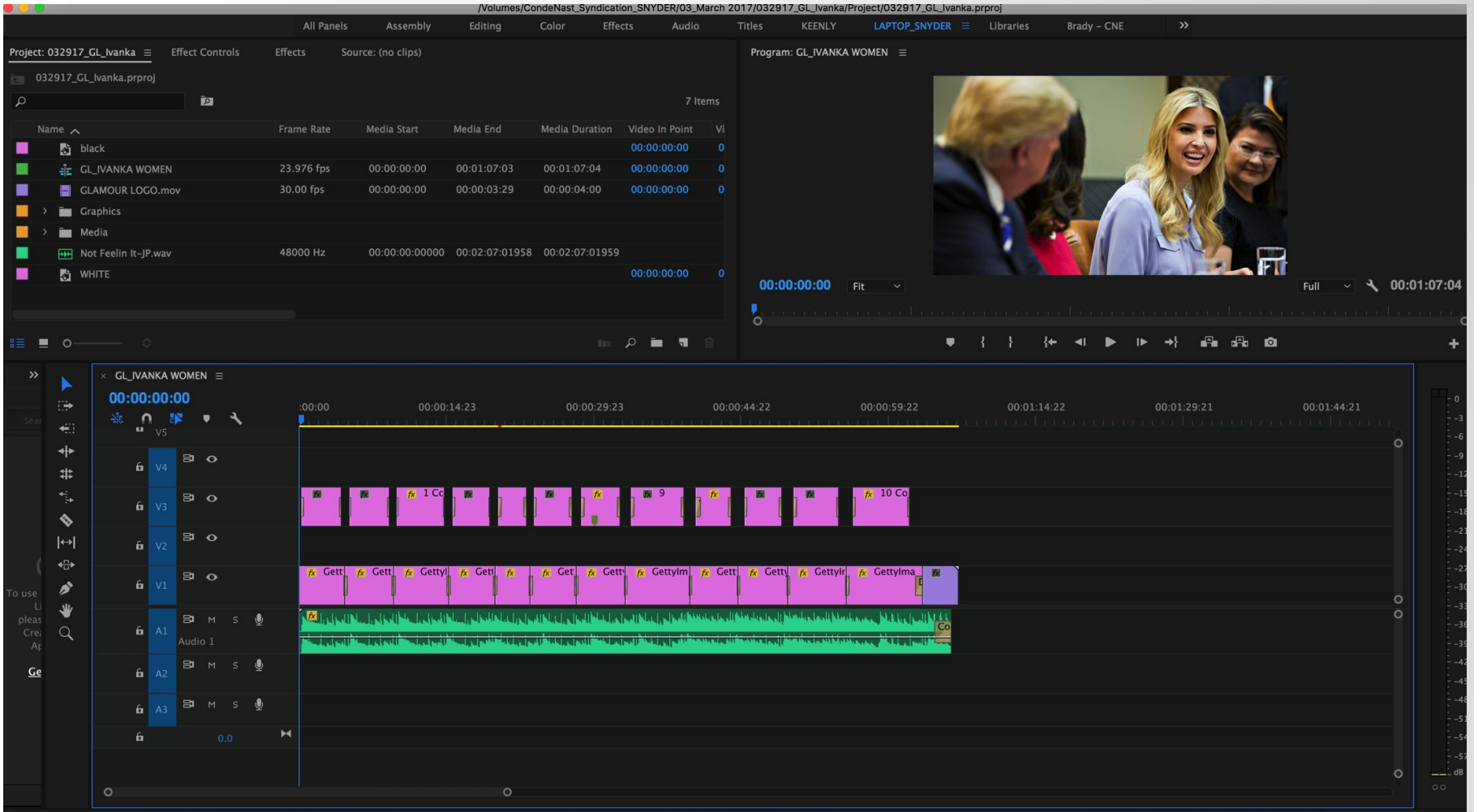
Ready-made Graphics

DELIVER FASTER MEDIA

Getting in the Edit

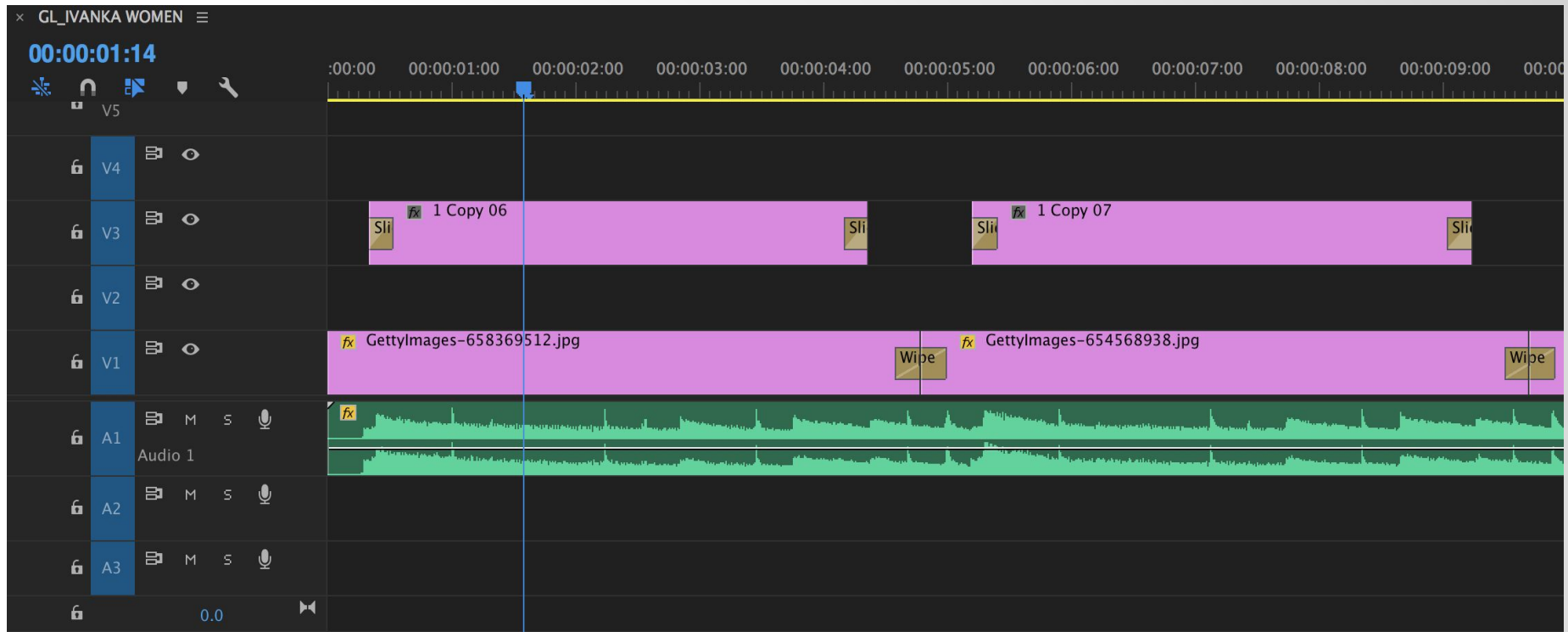
- Find a process or method that works for you
 - Download assets, layout video/ photos/music in timeline, graphic elements + timing, transitions, keyframes, WATCH
- Mind your technique
 - Set up your timeline to match your exports
 - STANDARD: 1920x1080 | 29.97 | H.264
 - For square cuts: 1080 x 1080 | 29.27 | H.264 | square pixels

In my timeline



DELIVER FASTER MEDIA

In my timeline



DELIVER FASTER MEDIA

In my timeline- Graphics



DELIVER FASTER MEDIA

In the Edit

- Don't be afraid to use shortcuts
- Make the moves on your images purposeful
- Check spelling of EVERY SLIDE.... Twice
- Watch full video prior to exporting to catch mistakes

DELIVER FASTER MEDIA

In the Export

Settings:

STANDARD: 1920x1080p | 29.97 or 23.98 | H.264

For square cuts: 1080 x 1080p | 29.27 or 23.98 | H.264 | square pixels

**WATCH ALL THE WAY THROUGH
EVERY TIME AFTER YOU EXPORT!**

OUR FINISHED PRODUCT

REMEMBER...

1. Videos **MUST** do a deeper content dive
2. Add something **NEW** to the conversation
3. **Prepare** editing elements for a
Faster/Less Stressful Delivery

...you're going to be *AWESOME!*

HERE'S TO THE NEXT GRAND ADVENTURE



sara snyder
media

THANK YOU

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