

# USING VIDEO METHODS

Creating a short video to promote and raise awareness of your Community Economic Development plan is a great way to reach out to new people. With a little preparation you can make a fresh and dynamic video which will really get you noticed!



## Why Video?

Making a video is a great way of getting your information across in a fresh and accessible way. You can upload it to YouTube and use it as a link on your website, to show at meetings, to send to funders, and teach new skills to the people within your organisation. Video and digital storytelling has never been so easy and accessible for community groups! And is a fantastic way to reach out to new audiences who may not be familiar with your work. The Media Trust has some great resources to get you started.

Resources: <http://local360network.mediatrust.org/howto>



## Location

When choosing the location of your video you may need to think about whether the land you are filming on is private property and whether you need a permit or permission. You also need to think about where you want your subjects to appear in the frame. Do you want them in the middle, or off to one side? Take special care when filming sensitive areas, such as train stations or thinking about asking people's permission when in parks or on beaches where there are likely to be children around. You need to ask people's permission before filming them – and let them know what the film is going to be used for. It is worth knowing your rights if any authorities ask you why you are filming.

Resources: [The UK Photographers Rights Guide](#)



## Sound

The sound quality of a video is often as important as the images themselves. Check if there is background noise like traffic or the hum of air conditioning. While this could be edited in software after filming, aim to reduce unwanted ambient noise while recording. Think about closing a window, or turning off the air conditioning. You might also want to switch off telephones to make sure you are not interrupted or put up signs so that people know you are filming.

Resources: [Audacity](#) or [Audio Sauna](#)



## Content

Try to plan in advance what your film is trying to say. Consider how long it is going to be. Is it a long detailed explanation of something, or a punchy introduction to a subject? If you are interviewing people, can you give them a list of questions to think about before filming so that they can give concise answers, and you don't have to edit out pauses or hesitations? Try not to film everything you see, as cutting it down can take time, although it is always better to take more footage than less!

Creating a story board which plans out what content is going to be in the video can be a very helpful way to think about the structure and content. It can also give you ideas about how much material you need to film for different sections, and how long these might need to be.

Resources: [Community How-to's Image, Audio and Video Tools](#)  
<http://www.wikihow.com/Create-a-Storyboard>

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## Equipment



It is always worth testing and familiarising yourself with the equipment you are going to use before you get to the location. Could someone have altered the settings to suit a specific purpose? Is it worth going back to the default settings for an all-round compromise? If you are filming a static subject it is always worth using a tripod to reduce camera shake and make sure that any panning footage is as smooth as possible.

Resources: [YouTube Forum](https://www.youtube.com/forum)  
<http://resources.mediatrust.org/guides/filmmakers-guides/>

## Lighting



Think about what the lighting is going to be as you may be limited by the weather and how much daylight falls on your subject. If you are outside, look to see if there are clouds which might cast your subject into shade or if there is a chance of rain, which could washout your filming altogether! An indoor back-up space is always a good idea in these circumstances.

Resources: [Interview Lighting Tutorials](https://www.youtube.com/watch?v=1m2p0k0p0p0)

## Sharing your video



Once you have completed your video you will need to think about how to use it for the benefit of your group. If you have a Facebook page or a website, you should definitely upload the video here as well as putting it onto YouTube – think about setting up a YouTube channel for yourselves. You could also tweet your video. You can show your video at meetings, whether of your group, or maybe as a quick introduction to your work when you are meeting a new stakeholder (depending on what your video is about!). The video can also be used in any presentations you might give. It can also be used to promote your group by sending it to potential funders.

The nominet trust website has some interesting resources and policy papers about using digital technology in social enterprise settings.

Resources:  
<http://www.wikihow.com/wikiHowTo?search=to+share+a+video>  
<http://resources.mediatrust.org/microsite/allourstories/Film-distribution>  
<http://www.nominettrust.org.uk/knowledge-centre/resources>