

### Signals

Work out a hand signal to tell your subject to start talking. You don't want the video to start with your voice saying "Go!"

### Sunglasses

Sunglasses may look cool in real life but on videos they look shifty. A subject wearing prescription spectacles can have odd reflections and make it difficult to see their eyes, so ask if they can take them off.

### Speaking to the camera

Make a choice about whether you want your subject to talk to the camera and let them know where to look when talking.

### Check before you upload

Play your video back on your phone before you upload. Can you hear your subject? Does it look ok? Is the camera shaking? Is there someone in the background being an idiot? It only takes 30 seconds to re-shoot it on the spot to fix your issues.

## Uploading?

Once you've got your video "in the can" you'll need somewhere for it to go. There are several options for where to upload your quick video. Work out before hand where you want to put your videos up and make sure you have the technology and skills to upload on the go. Use what you have already got. If your branch has a Facebook page then add videos to that. Remember that videos uploaded to youtube or vimeo can easily be embedded onto websites. Below is a list of options and depending on your phone and your branch needs.

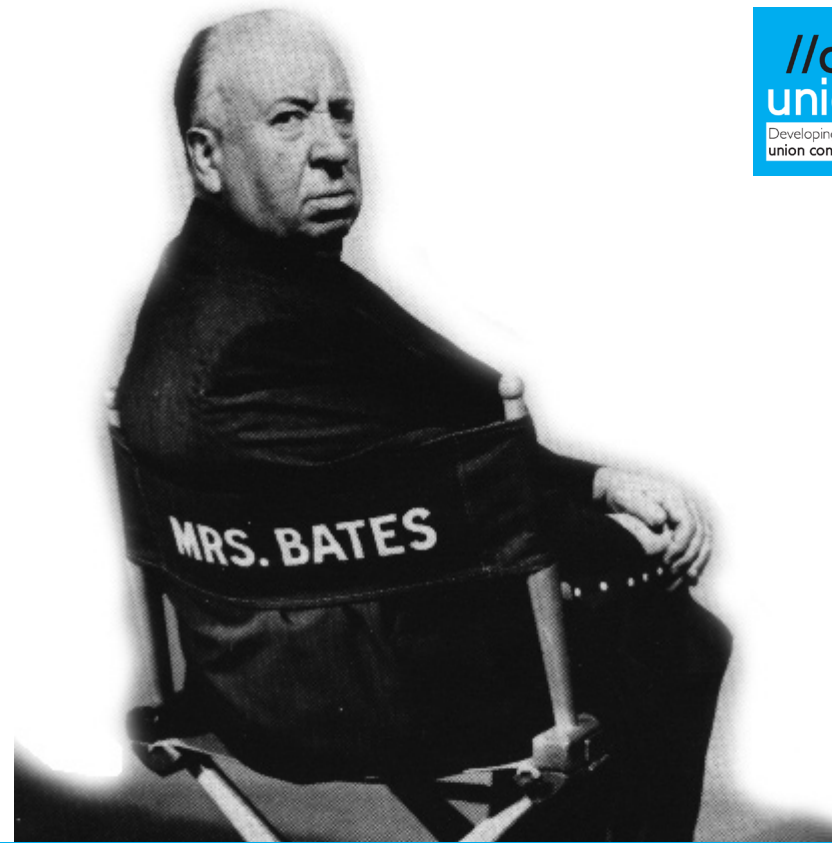
**Vimeo:** [www.vimeo.com](http://www.vimeo.com)

**YouTube:** [www.youtube.com](http://www.youtube.com)

**Twitter:** (Upload videos using Twitvid) [www.Twitter.com](http://www.Twitter.com)

**Facebook:** [www.Facebook.com](http://www.Facebook.com)

**Ustream:** (used for live streaming) [www.ustream.tv](http://www.ustream.tv)



# Making TwitVids\*

A short guide to shooting videos on your phone

\*A twitvid for our purposes is any short, low visual quality video made specifically for sharing on social networking sites such as Facebook, Twitter, ning, Youtube, etc.

***Making a video for social media purposes is easy and quick. It's a good way to communicate messages to a lot of people or a targeted group of people. A simple way to do this is to film a video on your phone and upload it to one of the many social networking sites.***

Videos are a great way to communicate with members and non members. Research shows that people are more likely to watch a quick 30 second video than read the equivalent amount of written text in an email. We live in a visual culture and we should take this into consideration when planning communications.

Twitvids are easier to make than a more professional video and less is expected of them in picture and sound quality by the audience. But although less is expected of them visually and sound wise, thought should go into the content. They should still be used strategically and as part of a campaign plan.

There are many ways to incorporate twitvids into your campaign. Use them to show that the union is active and on the ball. Use them to respond quickly. Use them to interact with members.

Some simple ideas for twitvids include interviews on the picket line, vox pops at members meetings, an interview with branch president after negotiations and holiday messages. There are many more that just need to be thought of.

## Scripting

Even though twitvids are made on the fly they should still stick to your campaign key messages. Your subject should know what they are going to say before you start filming. There is no editing so they need to get it right in one go. The best short videos have only two or three sentences worth of talking.

## Keeping your audience interested.

Keep it short. 30 seconds maximum. Nobody wants to watch three minutes of the same shot of someone talking. You need to keep your audience interested and engaged. Make sure your interviewee stays focused and doesn't ramble. You can make sure of this by running through what they are going to say before hand and supplying "talking points".

## Composition

Even though you are filming on your phone you can still make interesting shots and rather than just pointing the camera directly at the interviewee think about more interesting options.

Different angles and compositions engender different impressions. Person in the middle of the frame is more balanced and calm, to the side is more dynamic. Shot from below looks more powerful and dominating than from above; shooting from above limits double chins. Know what you want to achieve with your twitvid and plan your shots accordingly.

Across are some shot composition examples.



## Lighting and sound

Filming on a phone limits your control of lighting and sound but keep the following in mind:

### ***Backlit***

Don't place your subject with the sun behind them. The camera sensors will adjust for the sunlight and your subject will be in the dark.

### ***Sun in the eyes***

The opposite of backlit is to place your subject facing the sun. This is just as bad as you'll end up with squinting subjects. Find a semi shaded spot or with the sun shining on them from an angle.

### ***Don't take a shot in the dark***

A bit of a no brainer, don't try to film in a dark corner. Take 30 seconds to think about your video before you start and choose a location that is a little brighter.

### ***Background and location***

Use an appropriate background. Showing someone in an office gives a different message than showing them out the front of a school. Plain backgrounds can be useful for a cleaner and simpler look which is useful if your video is going to be viewed on the internet. Having said that busy backgrounds can show you in the action and on the go.

### ***Noise or Sound***

You can have the best looking video ever with great content... but what was that they said? If you can't hear your subject it's a wasted effort. Try to find a quiet spot when filming and get your subject to speak clearly.