

Telling your story with video

It's an especially compelling medium through which to share your work and gain support

Stories are powerful.

They help people wrap their minds around big ideas. They create empathy and relatability, and allow people to more easily picture what ideas “look like” versus just hearing them described factually.

No one can argue with a personal story!

When you frame your issue or project around the experience of individuals, it's a lot harder for other people to dispute it. The statement “A community garden would be good for our neighborhood” is debatable, but your statement, “I had some of the best experiences of my childhood in our community garden” is not.

WHO WE SPOKE TO:

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producer for the Obama 2012
campaign, Idealist.org, and a lot of
“stupid” reality and non-fiction TV.



Video connects with people quickly.

Video has become an indispensable part of organizing, because it communicates to people on multiple levels: voices, music, imagery, before-and-after time lapse comparisons... Nothing reaches the heartstrings faster! Plus it's easier for many busy people to watch a video than to read an article.

Liz's Top Five Video Storytelling Tips:

1 Clearly identify your goal and audience.

What do you want to **accomplish** by making this video? Who is the **audience** you need to help you do it? What **action** do you want them to take? What **information and motivation** do they need in order to act? Work on your video with the answers to these questions at the front of your mind.

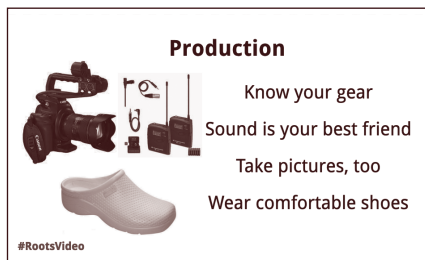
ADDITIONAL HELP:



You don't need a big production crew or expensive equipment! If you have a smartphone or a webcam, you can make a good video. If you want to invest a little extra money, you can trick out your existing tech with add-ons like a **sturdy clip-on microphone** (under \$100) that will up your sound game.



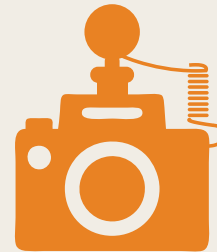
Peruse great, free resources online. **Vimeo Video School** is a solid go-to, or search YouTube for topics like “iMovie editing tutorial.”



For more step-by-step guidance in planning out a video production process for your campaign, check out **this slide deck** I made for a conference a few years ago:
<http://bit.ly/2bgZonl>

2 Spend more time planning than you think you need.

So much of your video happens before you hit “record;” **good planning sets you up for success**. Think through your **logistics** (where and when will you shoot? who will be involved?, etc), but also make a **list of specific visuals** you want to capture (a pretty sunset? an intersection at rush hour?), **who will be on camera and when, what they will say**, etc. Planning is usually about 40% of the video production process.



3 Don't rely on editing to fix your production mistakes.

Here's a Film School 101 lesson: Never say, “We'll fix it in post-production.” Make sure you're getting **good sound** and that you're happy with how the video looks **while you're shooting**. Nothing's worse than realizing after you've wrapped that you're missing something you need.

4 Share your rough draft for feedback!

It's easy to get attached; to fall in love with your work and not see its flaws. But **showing your rough draft to people you trust—and being open to their notes**—will always make your end product better.

5 Make sure there's a clear call to action.

Video is great for getting people fired up; be sure you harness that energy by **telling viewers what they can do to take action now**. Spell out your web address, ask them to calendar the time and date of your event, point them to your petition. Tell them what they can do to help while they're still watching.