

CREATING BETTER VIDEOS





ABOUT CAPTIVATE MEDIA

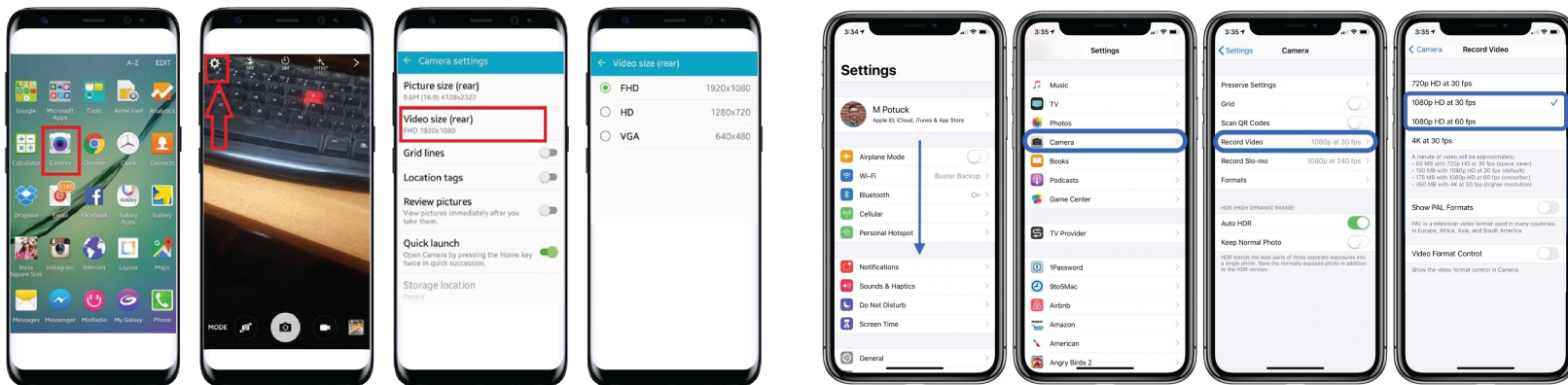
We partner with purpose-driven organizations by crafting stories that ignite community change.



FILMING

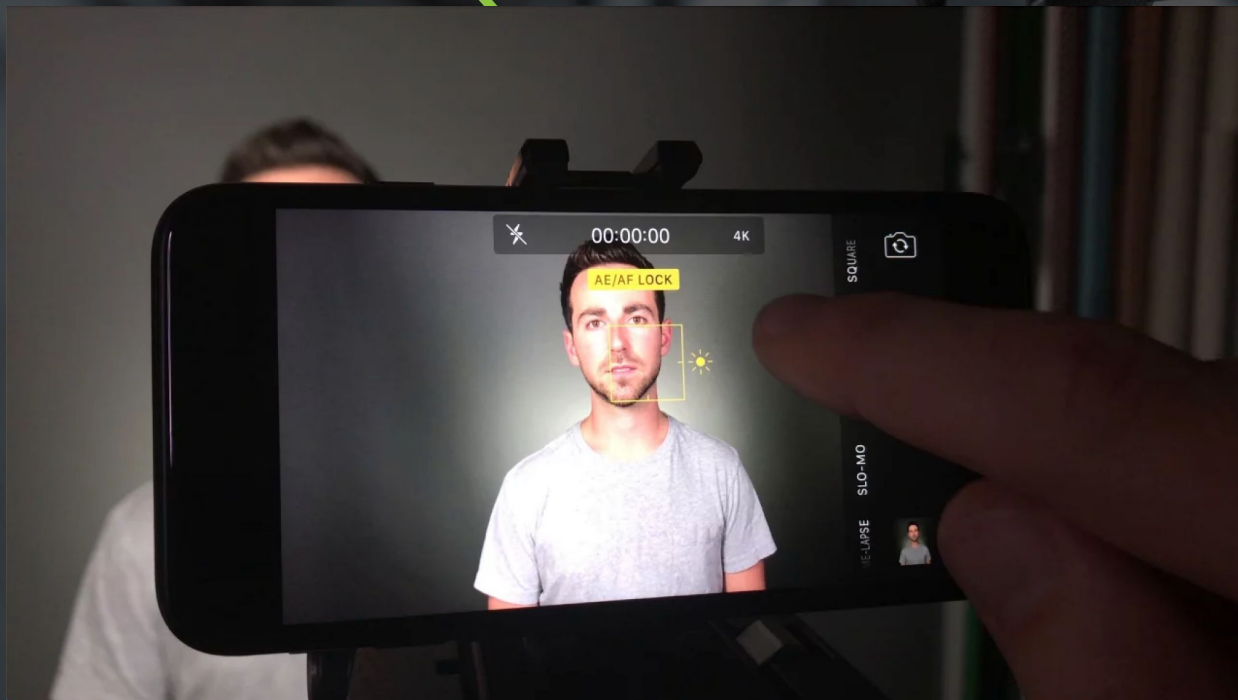
What gear to choose?

- Video cameras, DSLRs, and phones are all good options
- Film in landscape orientation on your smartphone (Double check you are actually filming sideways when you rotate your device)
- Use a tripod if you have one
- Use your full HD (1080x1920) or better video mode setting



SHOOTING VIDEO WITH AN IPHONE





If your phone or camera is able, consider locking exposure or using manual settings



UTILIZE THE RULE OF THIRDS



RULE OF THIRDS FOR VERTICAL



SETTING UP INTERVIEWS

Keep interviewees well out in front of the background



LIGHTING PROFESSIONALLY

Try for even, natural looking light on your subject's face



A dark, semi-transparent image of a man and a woman smiling while working at a computer. A bright green diagonal line is in the top left corner.

Avoid harsh overhead light



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- A grayscale photograph of a man and a woman sitting at a desk, looking at a computer screen. The man is in the foreground, smiling, and the woman is behind him, also smiling. A bright green diagonal line is in the top left corner.
- Try to have your subject facing a window or other natural light source
 - Be aware of light reflections in glasses!



INTERVIEW TECHNIQUES

- Making people feel comfortable and at ease is priority number 1
- Keep interviews conversational. Even if you have a question list, reframe things to sound casual rather than reading off a clipboard.
- Ask subjects to reframe the question in their answer. "What do you love about Rotary?" "What I love about Rotary is..."
- Give people time to process questions and answers. Pauses can always be cut out in editing.



GETTING GOOD B-ROLL

- Film in landscape mode (unless your whole video is vertical)
- Use slow, steady movements
- Try to fill most of the frame with your subjects (unless you want to crop vertical or square later, than provide more space!)
- Look for establishing (wide) and detail (tight) shots to help tell the story.
- Faces are key
- Don't be afraid to tell people what you need them to do!
- Slow motion can help highlight key moments (but don't overdo it)



THE IMPORTANCE OF AUDIO

- Bad audio can ruin an otherwise good looking video
- Be aware of background noise in your space or adjacent spaces (loud environments, HVAC units, etc.)
- Consider filming indoors where you can due to wind noise
- Don't film too far away from your subject without a microphone



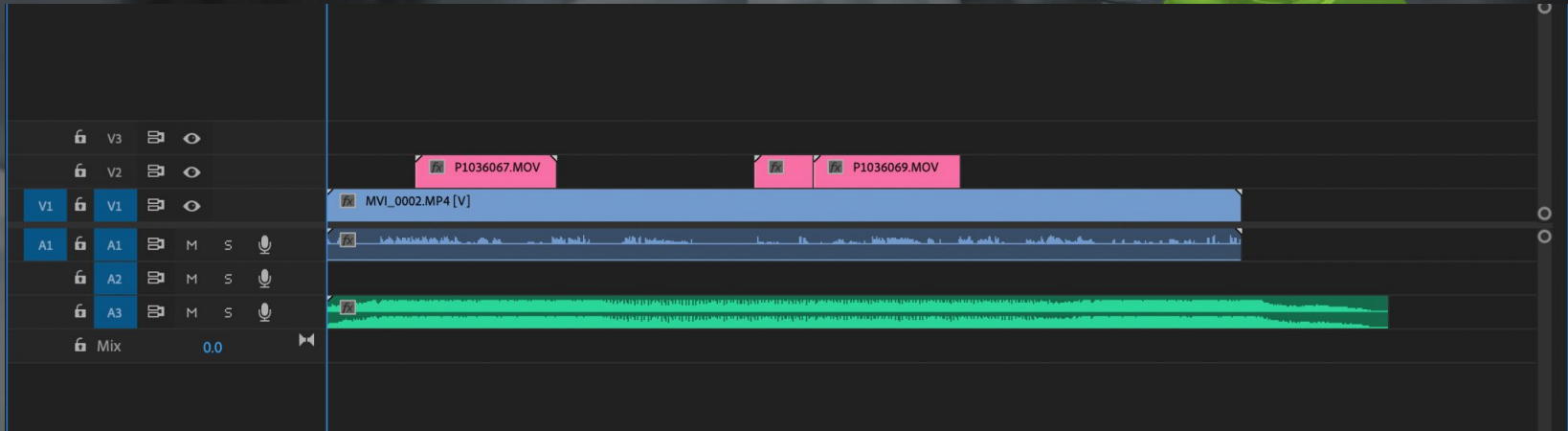


Q&A



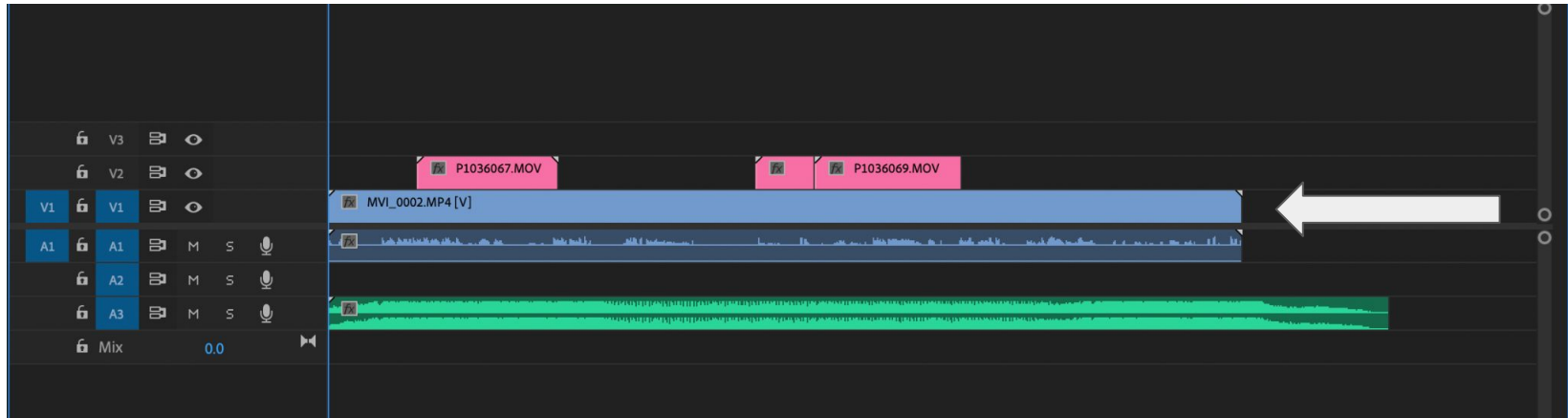
EDITING

- iMovie or any basic software can be powerful if used correctly
- Several apps have basic editing tools built into them including YouTube
- FCPX and Premiere Pro are the industry standards (Rush is a good option, DaVinci Resolve is another up and coming option that is free)



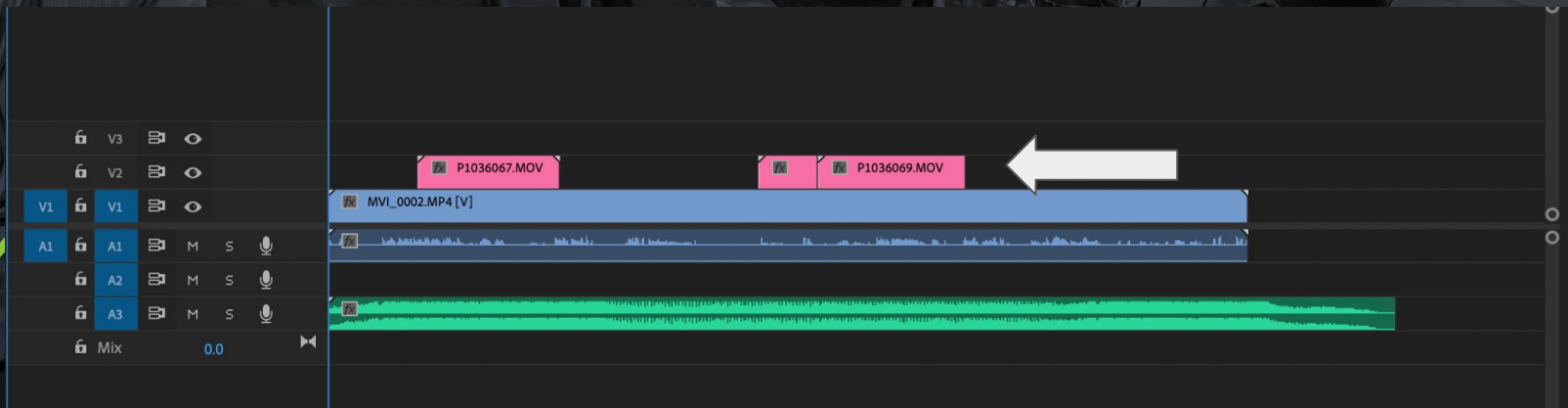
CONSTRUCTING YOUR A-ROLL

- Keep it fairly simple and concise
- Work with the narrative flow of your entire video
- Use your most authoritative voice to create the framework and then fill in
- Make an intentionally longer a-roll cut, and then narrow down from there



ADDING B-ROLL

- Start your video with b-roll to capture immediate interest
- Keep the b-roll applicable to the subject currently being mentioned
- Avoid “gimmicky” transitions between shots like swirls or shapes
 - But this depends on the platform you are putting your video on too
- In general avoid using overly long b-roll shots
 - 2-3 seconds on screen is usually a good rule of thumb



DON'T FORGET MUSIC

- Avoid tracks with vocals and lyrics
- Avoid using copyrighted material
- Artist, Soundstripe, Premiumbeat and others provide an abundance of royalty free music
 - www.premiumbeat.com www.artist.io www.soundstripe.com
- Keep the music volume low enough so speaking voices are clear
- Make sure your music track ends naturally or fades off, abrupt ends are jarring for the viewer.



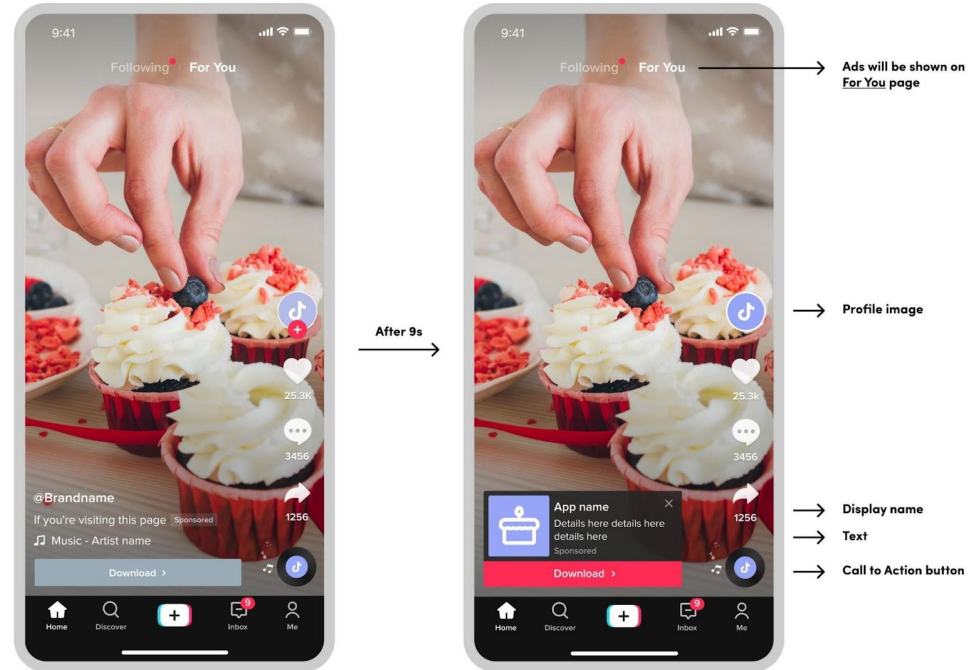
REELS VS. STORIES

- Reels: Short form content that is often planned and edited and posted on your feed
 - Origin: Competing with TikTok
 - Uses: Trending content,
 - Audience: Potential followers, people who like content similar to yours
 - Advantages: Algorithm darlings, wider audience
- Stories: Short form content that is uploaded via the stories function and disappears after a time
 - Origin: Competing with SnapChat
 - Uses: Temporary content, sequential content, reactions
 - Audience: Your followers
 - Advantages: Instantaneous, curated to your followers



PLANNING FOR SOCIAL

- Film and edit vertical videos where appropriate.
- Understand framing and where graphics will be placed.
- Horizontal video can sometimes be repurposed for vertical. Repurposing vertical for horizontal is much harder.
- Avoid split framing where you can.
- Captions are key!



CROSSPOSTING TO IG-FB-TIKTOK

- Social media apps will watermark any videos you download from their platform to post elsewhere.
- Consider pre-editing and uploading originals to each location to avoid this.
- OR, use this as a way to make people aware of your other channels and drive them there!



REAL EXAMPLES





Face Painting

How I got
ROTARY
WHY?

CHELSEA JONES

*getting together for
coffee and breakfast.*



The screenshot shows the Rotary website's 'Rotary Topics Opportunities' page. At the top, there is a header with the Rotary logo (four colored rectangles: red, yellow, green, blue) and the text 'rotary' in a sans-serif font. Below the header, the page title 'Rotary Topics Opportunities' is displayed. The main content area is titled 'Rotary Topics Opportunities' and contains a list of links or topics. The text is small and difficult to read, but it appears to be a list of various topics or opportunities related to Rotary. The page has a clean, professional layout with a light background.



You

what are some ways Rotary clubs can use video to increase awareness?



ChatGPT

Rotary clubs can leverage video content in various ways to increase awareness and engagement. Here are some ideas:

1. **Create Introduction Videos:**

- Develop short videos introducing the Rotary club, its mission, and the community projects it supports. Share these videos on the club's website, social media platforms, and during community events.

2. **Document Community Projects:**

- Record and showcase videos highlighting the impact of Rotary projects in the community. This can include interviews with beneficiaries, footage of project implementation, and success stories.

3. **Member Spotlight Videos:**

- Create profile videos for individual Rotary members. Share their stories, motivations, and contributions to the community. This personal touch can humanize the club and connect with the audience.

4. **Event Coverage:**

- Record and share videos from Rotary events, meetings, and fundraisers. This can provide a glimpse into the club's activities and help people understand the positive changes it brings about.



MORE IDEAS FOR ROTARY VIDEOS

- Educational Content
- Livestream Meetings and Events
- Testimonials and Endorsements
- Social Media Campaigns
- Create How-To or Behind-the-Scenes Videos





Q&A

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