



The Church of England
in Essex and East London
Diocese of Chelmsford

A Beginner's Guide to Making Video Clips

If a picture is worth a thousand words, how many more is a video worth? A video clip can be influential and persuasive. Very often a video is shared through social media platforms such as Twitter and Facebook as an effective way of helping your message to stand out and get noticed within a competitive marketplace. And it may be easier to make than you think. The secret is keeping it simple. If you are a beginner, your lack of experience may actually be an advantage. Less is more. Don't fall into the trap of making your video clip too fancy. Your audience will thank you for this.

With continuing advances in technology, making a video clip is becoming easier than ever regardless of your knowledge, previous experience or equipment.

Realistically a good film, however amateur, will take a fair amount of time and preparation, though. So before picking up the camera, take a moment to consider the following tips on how to shoot your video and get it noticed by your target audience.

Don't be afraid to experiment and have a go!

1. Outline your idea

Before you start shooting, **consider what your video will be about**. Planning well ahead of the filming will help ensure that you are able to take all the necessary shots required to make your video on the day.

If you are interviewing people on camera, **brief them in advance**. This will help your interviewee to plan what they are going to say in relation to the purpose of the video. Interviewees who are fully briefed and prepared are less likely to be nervous on the day, which will result in a more natural, less posed presentation. Tell your interviewee to be themselves and **make no more than three main points**. These should be illustrated with examples to bring the points to life.

You should also **consider your audience**. Establish who the video is aimed at and give them a clear and compelling call to action so that viewers don't react with "so what?" Be clear about what you want to change or be different as a result of watching your video. And make the desired action as easy and convenient as possible for people to take.

Most importantly, **keep it short**. The general rule of thumb is for a video clip to be between three and five minutes long. There is plenty of competition for people's time. Viewers generally have short attention spans and are liable to stop watching as soon as they get bored. If a viewer sees that your clip will take them 10 minutes to watch, this may be enough to put them off. Before you start shooting try to summarise what you want the video to say in three sentences. If you can, your

audience should be able to get your message in the allotted time. Try writing a script that will keep the video to time.

2. Get filming!

Before spending money on expensive video production equipment, ask friends, family or colleagues if you can borrow their kit. Failing that, most digital cameras and mobile phones have video recording capabilities which are good enough. Start with using what you have at your disposal before investing in expensive filming equipment.

Ask your interviewee not to stare directly into the lens but very slightly to one side. They may find it helpful if you ask them a question to get them started. You do not need to be filmed yourself.

When shooting your video, it is best to **record several takes**. Try not to do one take and hope for the best. This will help give you a wider selection of footage to choose from when editing your video. See 3. below.

It is advisable to **change the frame each time you film** to help give your video a more professional feel. For example, when recording an interview, ask the interviewee to repeat their answer, but change the position of the camera and shoot some frames from the new angle.

Avoid shooting your video against a blank wall. Instead, **opt for a more attractive background**, such as a landmark or scene. This will help make your shots more interesting and will give the viewer something (other than the interviewee) to look at.

If you position your interviewee slightly to the left or the right of the centre of your viewfinder this will allow more of that interesting background to be seen.

Check the sound level before shooting. If you are using a microphone that is built into a camera, be aware of environmental factors such as the weather or passing traffic. Do a sound test before shooting to check that the camera is picking up the sound, i.e. film something and play it back listening to the sound. If you are using a microphone, position it close to your subject. If your subject is nervous, ask them to speak slowly and clearly.

Being filmed can be a daunting experience, especially if the person has not been filmed before, so **brief the interviewee** and try to make them feel at ease. See 1. above.

Lighting is an essential part of the video. Mobile phones or digital cameras tend to struggle under poor light conditions, so **take advantage of natural light if possible**, perhaps by shooting outdoors. If it is not possible to shoot your video outside, try to light up the room as much as you can. The light should be coming from behind the camera or from the side.

3. Editing your video

If your video is a three minute clip of someone reacting to news or speaking about an upcoming event, the clip might require little or no editing. In this case, you might prefer to skip the editing process and upload the video straight from the recording device to YouTube. See 4. below.

Depending on your budget and skill set, there is a wide range of editing software available. Windows Movie Maker is an excellent alternative to expensive video editing software, especially for beginners looking to film and edit their first video. For those who wish to edit videos at a more advanced level, software packages such as Adobe Premier Elements will provide the user with more expert editing capabilities, but at a price. Basically the editing facility will enable you to cut and move frames and add captions and music if you wish.

A range of video editing apps is also available for smart phones and tablets, so use the software that is right for your skills level as well as the equipment that you are using. iMovie is popular video editing app which allows the user to easily edit and share videos recorded on Apple devices such as iPhones or iPads. Priced at £2.99, the app lets you join footage together, add title slides and captions, music and voiceovers and much more.

If you are able to, add a title slide to the beginning of the video and a slide at the end, communicating important information such as contact details, website links and calls to action.

4. Uploading your video to YouTube

Once you have finished editing your video, the next step is to upload it to a video sharing website, such as YouTube. This will allow your audience to watch your video on the go and share it with their contacts. You will also be able to keep track of how many people have watched the video.

To set up your own YouTube channel, visit www.youtube.com and click on the 'Sign in' button. In order to set up a YouTube channel, **you will need to create a Google account**. Once you have created a [Google account](#) (i.e. example@gmail.com) you will be able to log into YouTube via the 'Sign in' button.

Once logged in, you will have the option to customise your YouTube channel by adding a profile picture, channel artwork, links to your parish website or social networking sites. Don't forget to **add a channel description** by clicking on the 'About' tab. This will give your viewers an overview of who you are, as well as the type of videos that they can expect from you, so try to keep the description as clear and precise as possible.

When uploading your video to YouTube, **give the video a clear title and description**. Information such as the purpose of the video, location of the filming and the name of the speaker and/or any interviewees should be included to grab attention and encourage people to watch your video.

Viewers will have the automatic opportunity to leave comments after watching your video. Positive comments will help your videos generate interest, and will encourage others to view it. However be aware that, as with all social media, YouTube videos can be criticised by trolls, or people who post intentionally harassing material. So if you would prefer to disable this feature so that viewers are unable to leave comments, simply click on the 'Info and Settings' tab underneath your uploaded video, click on 'Advanced Settings' and un-tick the 'Allow Comments' box.

5. Promoting your video

Your audience won't know that your video exists unless you tell them, so make it easy for people to find it. Start by asking your colleagues, family and friends to watch your video and share it with people that they know. Word of mouth is often the most powerful method of publicity, so start spreading the word!

Social networking sites have also proven to be an excellent way to promote video blogs. **Posting your video online via Facebook or Twitter** will significantly increase the potential reach of your video, as well as giving your audience the chance to comment on your video (but see the comment at 4. above) and make it easier for them to share it.

To help attract traffic to your videos (particularly the target audience that you hope will be interested in your videos) consider **inviting people to subscribe to your YouTube channel**. This can be done in a number of ways, such as adding a 'Subscribe to my YouTube channel' call to action at the end of your video, by inserting a link in your email signature or by adding a live feed from your website direct to your channel. Chose the method that is most likely to reach your target audience - don't wait for people to find you.

People who 'follow' your channel are called YouTube subscribers. By deciding to follow your channel, your subscribers have already demonstrated an interest in keeping up to date with you, and will be more likely to promote and share your videos. Your subscribers will receive email notifications each time you upload a new video.

Contact

You are welcome to contact the Communications for more information:

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Good luck!