

# THE SOCIAL MEDIA VIDEO GUIDE

## BRAND BUILDER







I

walked into the powder room to go over my notes. Okay, that's a bit of a lie. I really walked into the powder room to hide out for a few seconds to catch my breath.

Outside, my all-white living room had been transformed into a full production set and a tiny but insanely gifted team was waiting for me to step into the spot that had been marked as my stand-up position.

This was the first day of filming Forward Forty TV ( Season 1) after we had spent months and months working every single production detail. In my capacity as not just the talent but also the executive producer. This was a huge deal

As I took a few breaths in the bathroom and stared in the mirror; my mind flashed back to the seven year old kid that I was on the set of the children's show, the young girl who put on shows with hand stitched puppets accompanied by full-on pretend stories for her sisters; the student who loved writing reviews and producing magazines and videos in university; the young journalist who won awards in Boston for stories and documentaries and the PR executive who built a successful firm from the ground up.

I inhaled one last time, pursed my lips, peered in the mirror and erased an imaginary smudge from under my bottom lip. It was time to stop hiding.

I walked out the powder room stepped into the taped X that marked my spot and when Romano, the videographer and director said: "3-2-1-Action;" I began recording what would become a 13-part series that would define not just a career in story-telling and video but also a personal journey of longevity, adaptation and change.





I'm so happy to be able to tap into the knowledge of my past and present and share this Social Media Video Builder with you. I've taken some of the key guidelines I've learned over the years about video production, social media branding and created this guide with YOU at the forefront of my mind.

When it comes to video marketing, your story is as important as your production and editing skills. We 'll talk storytelling in another Guide ( this one has brief notes) as this one is dedicated to the actual production work, the stuff that happens after you've written your script and before you release your slice of video magic to the world.

**As always, my team and I are always cheering you on.**

Ready to get started? Good!

With Joy + Encouragement

*Indette*





# FIRST THINGS FIRST

Forward Forty TV (FFTV) was shot with the best of the best: I mean you don't get much fancier than a Sony PXW-FS7M2 4K XDCAM Super 35 Camcorder with a sophisticated lighting kit and a tripod that's as flexible as a ballerina. With FFTV, we were clear about our objectives: create a series that would win the attention of brands.

But hey, my game isn't yours and you don't need to get intimidated about having anything fancy because what I am about to tell you will blow your mind.

You can create videos, get hundreds of thousands of followers, establish yourself as an authority in your industry, get a steady, profit-based income with (get this) a \$200 camera, a laptop, a window that lets in lots of gorgeous light and as for your tripod? A stack of books from your shelf will work.

You don't have to wait for everything to be perfect to start. Ok, I promise this will be my final quick story before we begin your production notes.

Long before FFTV, there was Forward Forty Facebook Friday where I recorded weekly videos with my iPhone and posted to my social feeds. Every seven days I held my mobile device up to my face in a well-lit area of my office and recorded a message of encouragement to women with the idea that it was possible to grow more beautiful and successful as we got older.

Doing that week after week allowed me to build a thriving community on Facebook long before I bought any sort of professional equipment or even built a studio.

You see, I leaned into the possibilities of video and its benefits of growing a brand and you can too. You can begin to create influence and impact, the kind that will help you grow your business and self-promote.

The path has never been clearer nor easier so let's get down to the business of making you good at producing your own videos.



A large, leafy tree with a dense canopy of bright yellow flowers, possibly a Mimosa pudica, stands against a clear blue sky with a few wispy white clouds. The tree's branches are dark and intricate, creating a complex pattern against the sky. The overall scene is bright and cheerful, with the yellow of the flowers contrasting sharply with the blue of the sky.

## BELIEVE THIS

“You don't need every single element to be perfect before you start creating videos. But start you must! You can always build on your dreams, you can always buy another piece of equipment but first you need to tuck in your fears because in your heart you know your story matters.— Judette Coward



Workbook  
Workbook  
Workbook  
Workbook





1) Brainstorm the stories you'd like to share. Jot down all ideas, cross some out if you wish but commit to paper or your iPad all the topics you feel you know, are good at, have experience in and/or can describe well.

2) Use Google and YouTube to discover inspiring content from others in your field. How are they telling stories? What content performs best? What questions are being generated from viewers? These are good indicators of content you'll want to create around and offer solutions for.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





# GET GRANULAR

- 1) Take a look at your list above. Select 4 topics. Your challenge is to record one story per week. (Remember KISS - Keep it Simple & Straight)
- 2) You must be excited about your topic and to tell a good story but there is another piece of content you have to figure out i.e. is your content trending? Is it getting between 100 to 1,000 searches per month on YouTube? That's always a good indicator, you're on to something that will be well received. You can use Google Trends to discover what kind of content within your industry is reaching people the most.
- 3) Download and install Keywords Extension Chrome, <https://keywordseverywhere.com/> a free tool that can help you save precious time on keyword research.

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# PICK A TOPIC AND WRITE A SCRIPT

Have you taken the steps above to make sure your video will rank well? If not go back to the exercise above and review the tips. Don't forget there are riches in the niches, so be sure your topic is narrow enough to attract a specific audience that is large enough and interested enough in what you have to say. For example instead of: "How To Do A Smoky Eye" a niched and better choice will be, "How To Do A Smoky Eye If You're Over 40."





# HERE ARE SOME OTHER BRIEF WRITING TIPS TO GET YOU COMFORTABLE IN FRONT OF THE CAMERA.

## Introduction

Introduce yourself and your topic

## Give your video a call to action

Don't forget to like or subscribe to this video

## State your hook

Present your big idea





# BUBBLE 1 : POINT OF VIEW 1

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# BUBBLE 2 : POINT OF VIEW 2

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# BUBBLE 3 : POINT OF VIEW 3

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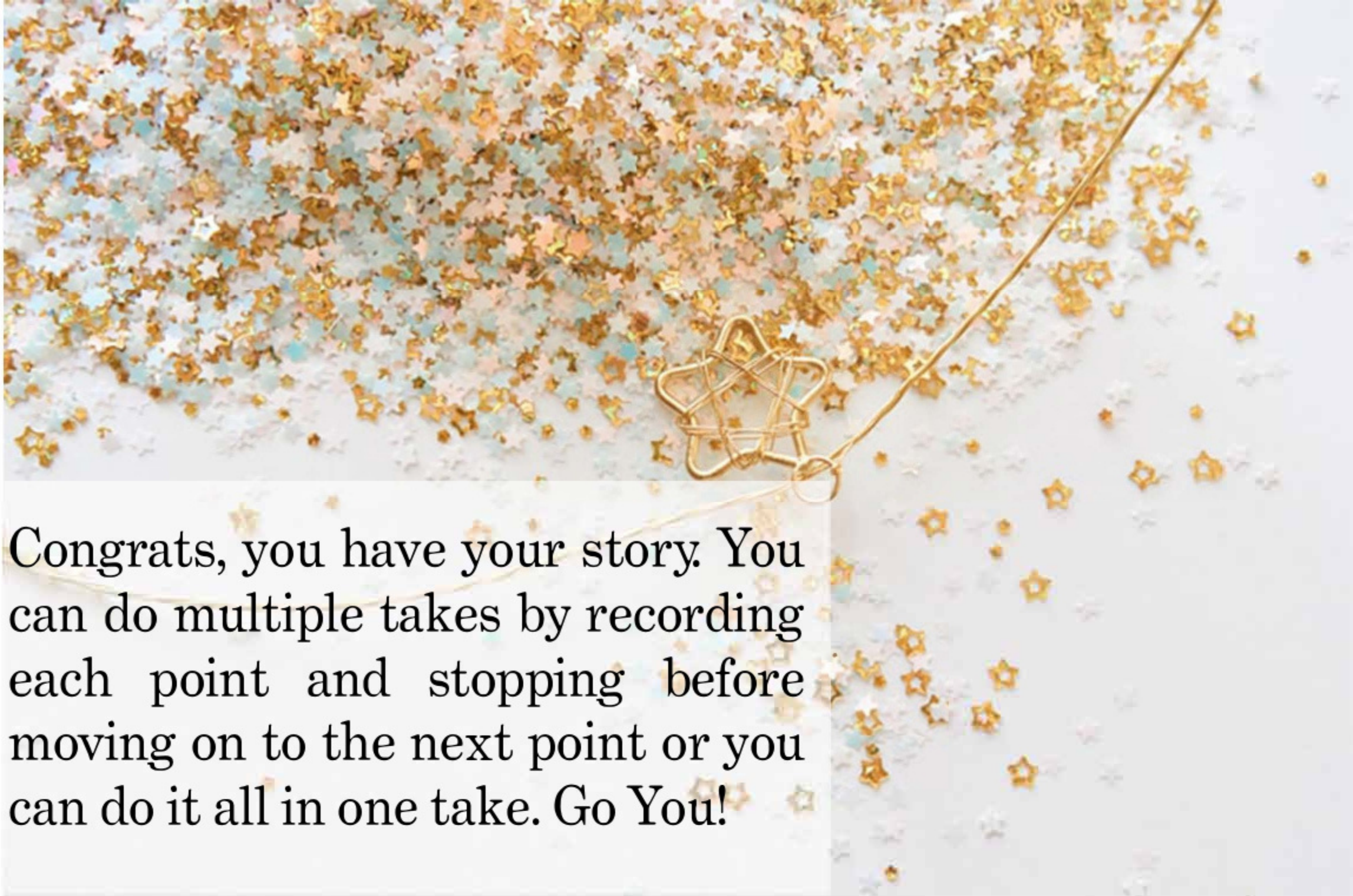


## WRAP UP

Repeat conversion call to action AND add an engagement call to action.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





Congrats, you have your story. You can do multiple takes by recording each point and stopping before moving on to the next point or you can do it all in one take. Go You!

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PRODUCTION GUIDELINES  
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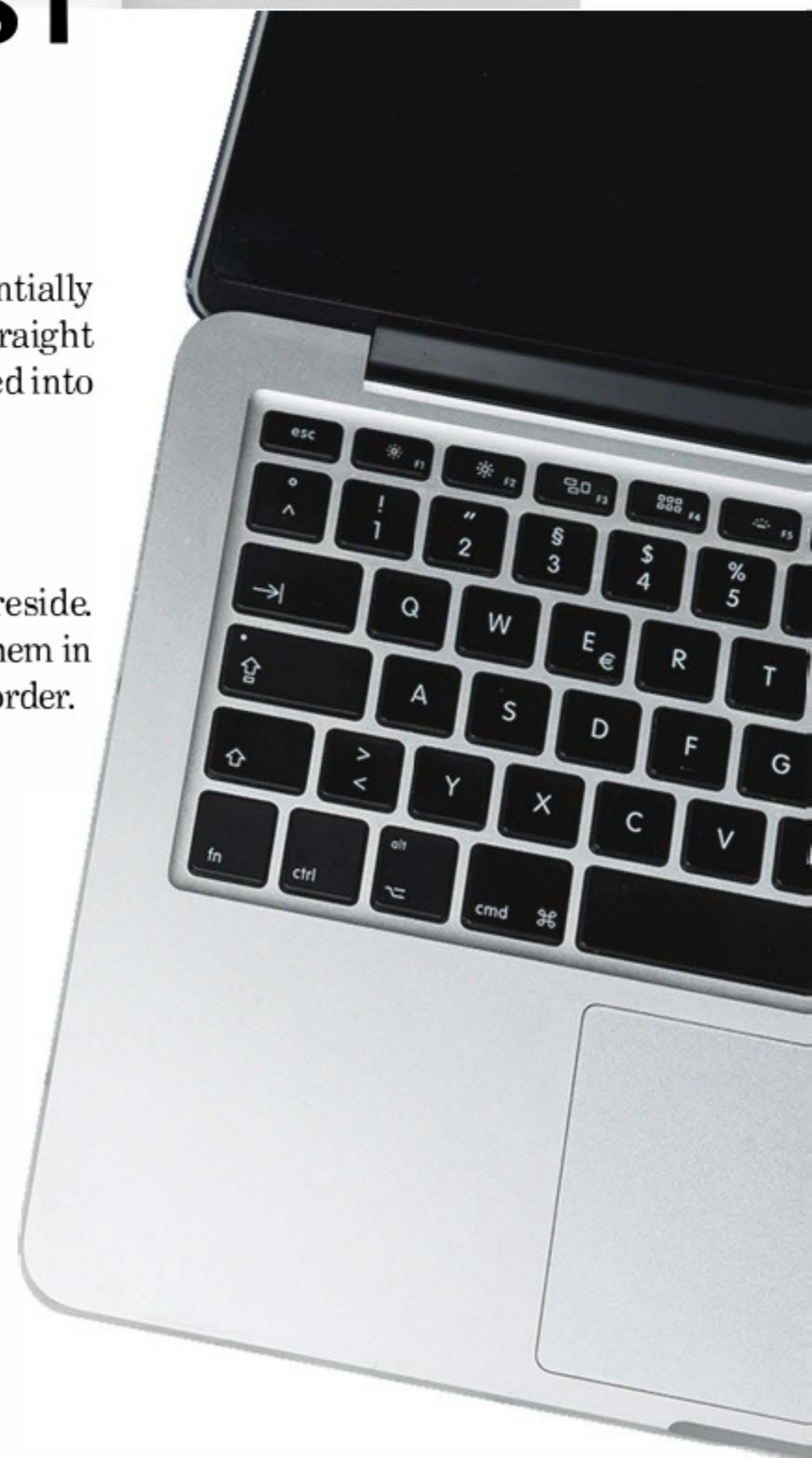


# 1. PRE-PRODUCTION LIST

## Shot List

You'll often hear You Tubers, digital storytellers and vloggers talk about B'Roll. Essentially that's your supporting visuals, so even the videos you shoot where you're looking straight to camera will often look richer and just plain better when there are added shots placed into the mix.

**TIP:** Keep a technical script in addition to the one where all your talking points reside. On it, write down all the props, extra photos and video footage you'll need, organize them in folders to make your editing process easy. It's perfectly fine to film your video out of order.







# TITLES & GRAPHICS

If you haven't heard of Canva, go download it NOW. This app, I swear, will turn you into a brilliant graphic artist without you having stepped foot into design school. Here's [why having Canva is so important](#). Your video opening ad your thumbnails should have a similar look and feel. It will make your unique style and brand stand out and if you want to do that with the least amount of hassle then Canva is definitely your go-to app.

**TIP:** If the learning curve on Canva is tough for you (but trust me on this, it really isn't) then Fiverr and Upwork (two platforms that amalgamate creative and technical freelancers) have a ton of talented designers who will begin doing a title graphic for you for about US \$5.00





## STEP 2:

# PRODUCTION

Lights, camera, action! Now that you have your ducks in a row, it's time to shoot your masterpiece. Here's what you need:

## CAMERA

There are so many cameras out there and they come with shiny new promises and are upgraded every two years or so. For your social media videos though, don't get confused by all things bright and beautiful. Some of your favourite You Tubers began recording their videos with their phones. It is not something we recommend now, it has gotten way too competitive so a solid, functional, social media friendly camera is best.

### TIP:

Some of my favourite cameras include:

1. Canon EOS M50 with Kit Lens <https://amzn.to/2MXuLE2> Canon 11-22mm M50 Vlogging Lens: <https://amzn.to/2TEusAl>

2. Sony Alpha a6400 with Kit Lens: <https://amzn.to/2tahSOt> Sony 10-18mm Vlogging Lens: <https://amzn.to/2UUHqdJ> We use this rig with the Sony a6400 so that the mic no longer blocks the flip screen. <https://amzn.to/2WRaWTa> (It's for the A6500 but it fits perfectly)





# SHAKY BUSINESS

Even the best of cameras need something to ground them. The absolute worst thing is for you to think you've taken amazing shots only to find that they're all wobbly when you watch them on your computer screen.

You can avoid that dreaded tear-your-hair-out moment by 1) noting if your camera has a stabilizer or 2) purchasing a tripod. Online websites will recommend the best tripod for your camera, most come as a set anyway.

**TIP:** Selfie sticks are perfect for vlogging. You can also place your camera on a solid surface using a stack of books, just make sure you have great lighting but wait, I'm jumping ahead of myself.



I can talk about sets all day. I even made [this video](#) to help you prop out a cute corner in your room against which you can film. The backgrounds against which you shoot can be simple or complex but what you should always remember is that your surrounding should never compete with your storytelling and never be so distracting that it's all your viewers eyes are drawn to.

**TIP:** The simplest thing you can do is film in a private room or find a quiet corner. Amazon also has [these](#) boards in an assortment of colours, add a fiddle leaf plant to keep your set simple and chic.





# LIGHTING

Lighting there is one thing I want you to remember: everything looks so much better with natural light

**TIP:** With natural light make sure it is always facing you and not directionally focused from the back of you.



# AUDIO

Even if you don't have a professional microphone find a quiet room or corner in your home. A closet works well. Take off the phone and radio, and keep your dogs far away from your recording area. What you have to be vigilant about is all background noise

**TIP:** If you're looking for a professional mic I recommend the Rode smartLav



# FILMING

I like shooting my videos in sections. You'll find it is an easier process too. Refer to your script and film each section of your script individually i.e. do our intro, then create point #1, point #2, b-roll, outro and so on.

This makes it much easier to import the footage in order and it cuts down on time trying to find the clip you want when you import your footage into your editing platform.

**TIP:** The more time you put into pre-planning all this, the easier your post production work will be.





# REACTIONS

Have you ever seen video where the pace of an insert is faster than the rest of the video. In the insert, the Ym Tuber may be making a funny face or talking about something different but related to the topic.

These inserts can be regarded as BRoll too, but more accurately they are outtakes. Like B-Roll they can be recorded after or before your actual shoot and should be filed accurately so they are easy to access and inserted into your final edit.

# THUMBNAIL

We all love a good thumbnail; it's like the advertising cue card. My favourites are the quirky ones and also the ones with the standout graphic concept that tell viewers immediately what to expect.

**TIP:** You don't have to use the thumbnails recommended for you by the social media platforms. Once you're shooting also take the time to record a variety of shots from which you can choose to be your lead image



# STEP THREE: POST PRODUCTION

Editing can be hell or it can be the most creative, fun process you'll ever undertake. Pick your experience but either way know editing is the only way your video will become the magical piece of content you can't wait to share with the world.



## REVIEW

Refer to your original script and check to ensure all of the footage matches and does a good job of conveying the purpose of your video. If necessary, re shoot any additional footage, the sooner the better.

## ROUGH CUT

You can't just wave your wand and expect perfection in the first round of editing. A great edit evolves over 2-3 drafts. This is true of blog posts too.

In your first draft, choose your best shots and put them in a linear fashion in your editing platform as directed by your scripts- both technical and written

In your second draft review your sequence; again be guided by your storyline.

In your third go around, you are simply refining all your work by making your edits tighter or rearranging your clips.

**TIP:** Be patient with this process; do not get frustrated by your first draft. Even the most experienced editors tweak and tweak to arrive at a final cut. Greatness takes time!

## DETAILS

Now it's time to add the final touches! Fill gaps with b-roll footage or photos that you collected in pre-production. You can also add transitions to smooth out scene changes. Here is where you can make colour corrections, adjust the audio levels, and add in jump cuts, blooper, reactions, outtakes.

**TIP:** Remember those folders we talked about earlier? At this point you'll understand why that was so important.





# MUSIC

This is the fun part! To polish your edit, add titles, intro and outro graphics, sound effects and royalty-free music.

**TIP:** My favourite music library is Sound Stripe. Their catalogue categorization is blow mind organised, easy to use and let's not get started with the platform's music offerings of original compositions, #sogood.

# EXPORT

Save and export your video to your desktop and share it as you wish! Oh, and properly save all your footage, you just never know when you will need a particular shot again.

# ITERATIONS

Depending on what you're using your video for, you will most likely want to promote it on various platforms. Each platform has different specifications, time limits, and ratio aspects. Research them all.

You're now ready. Go share your magic with the world !