



Kerry Shearer

www.KerryShearer.com



About Kerry



- Background in radio news & TV hosting**
- Former PIO for Sacramento County**
- Now focused on social media/web video**
 - Conference speaker**
 - Crisis communications trainer**
 - Livestreaming & smartphone video expert**
- Certifiable technogeek**

What I'm Covering Today!



- Smartphone video shoot/edit
- Livestreaming
- Video in emergencies
- Editing vertical video
- Music and graphics
- Terrific tools and amazing apps



Tell Me....

How many have an iPhone?

How many have an Android

How many have something else?



Instagram TV and Vertical Video

Vertical Video Syndrome

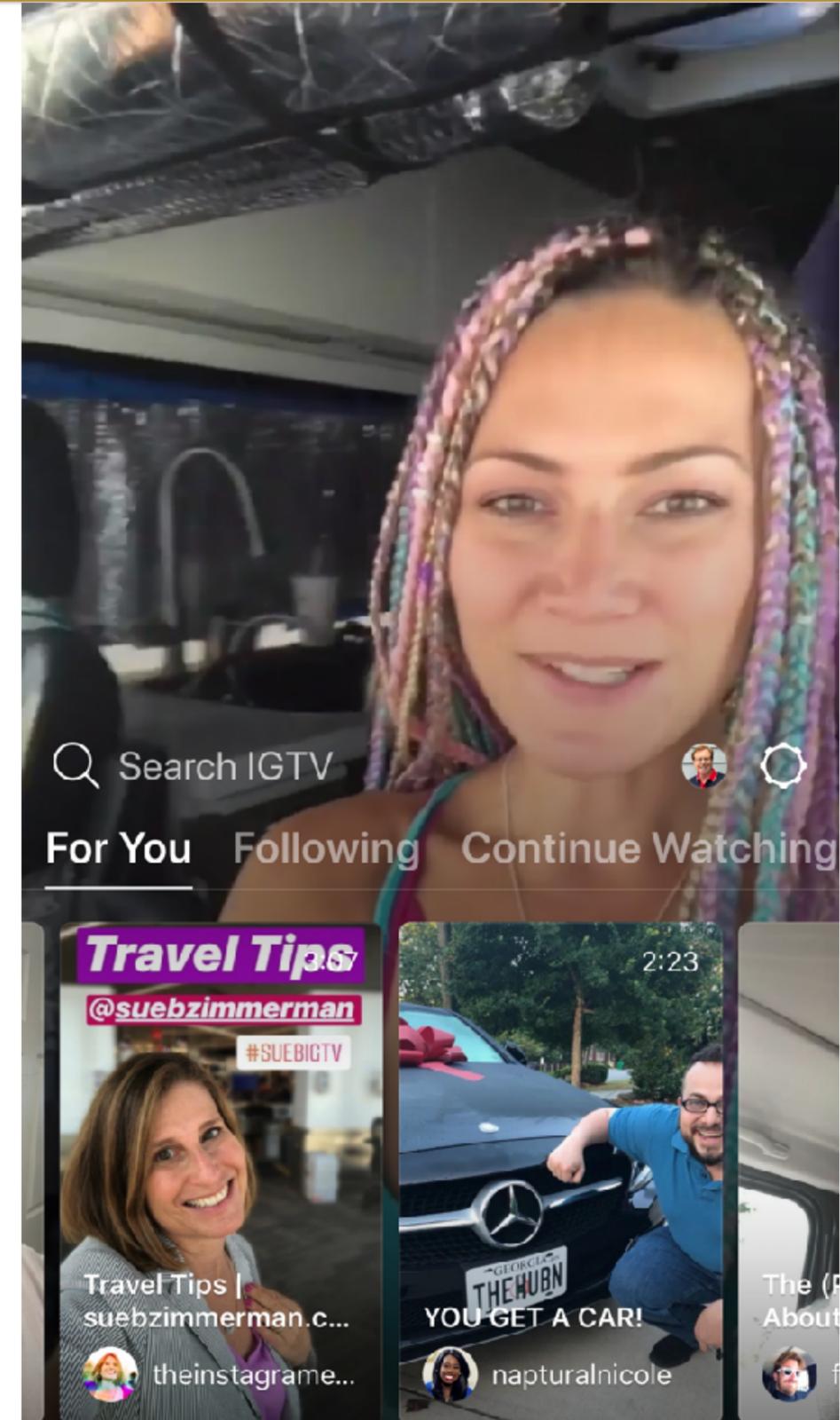


- Let's just agree that vertical video is of the devil. The **ONLY** place it works correctly orientation-wise is on a phone.

- However, it is now a **FACT** that we are going to need to deal with it



- Instagram Stories and Instagram TV have now made it imperative that we learn how to shoot and edit for it





- **71% of ages 18-24 use Instagram**
- **81% of that group visit it daily**
- **35% of U.S. adults use Instagram**



- **It is a stand-alone app, but linked to Instagram**
- **It is vertical-video-centric**
- **Instagram is taking on YouTube in a big way**
- **They want you to create content for IGTV**
- **Shooting vertical video has its own challenges**

Shooting Vertical Video



- **Unless you're 14" from the camera, a wider and will show you to your navel or beyond. Or show a ton of empty space over your head.**
- **It is very difficult to get two people on side by side. You will have to stand close together, and the camera will have to be quite a distance away.**
- **You can't currently edit vertical video in iMovie on your phone**
- **If you already have a video shot in landscape, you may need to re-shoot your video for IGTV**

Best Practices for Shooting Vertical Video



- **If it's just you on camera, stay close so you're just head and chest.**
- **Or, back off more to do waist-up.**
- **When shooting b-roll, you will have to be a little further away to get a wide-enough shot of the action**
- **You will need to use a plug-in mic with a long cord for wider shots with you on camera, or a wireless mic**

Instagram: In Shot for Vertical Video Editing



- **In Shot is an editing app that lets you crop and edit vertical, horizontal and square video**
- **Offers text overlays and music too**
- **One year \$9.99; lifetime is \$29.99**





In-Shot Demo

My 4K Trick To Avoid Double-Shooting Your Video



- **Go into Settings and change your video camera to 4K resolution**
- **Shoot your video in landscape mode, and frame it sloppily - much wider than normal**
- **Keep in mind the dimensions of that vertical video crop as you shoot**



To Create Your Widescreen Video...



- **Edit the landscape version of the video in iMovie on your phone, and digitally reposition the shot so it is framed the way you want it.**
- **Export the final version in standard 1080 HD, and you won't lose any quality, because you were working with a huge 4K original**



To Create Your Vertical Video...



- **Open the In Shot app, and import your 4K landscape footage**
- **Digitally reposition the shot so it is framed appropriately for vertical video**
- **Export the vertical video file from the In Shot app. It will export in HD.**
- **You have just created two different format videos - horizontal and vertical - from the same original horizontal footage**



1 More Way to Use Landscape Footage Vertically



- Use the PicFrame App, or similar photo & video collage app, to create a vertical video (9:16) aspect ratio box divided into three parts
- Drop your standard vertical video into the upper part
- Drop a graphic into the middle part, and use the text tool to enter helpful information
- Put your logo in the bottom part
- Export the finished video and upload to Instagram Stories or IGTV



How Can Businesses Use Livestreaming?

Get my live video tips by texting
LIVEVIDEO to 33444
(LIVEVIDEO must be all one word)

Follow me on Facebook at:
/KerryShearerFan

Find the best livestreaming smartphone
accessories at:
www.LivestreamTechStore.com



- **Think of IGTV as Netflix. Don't launch your IGTV channel until you have at least several videos produced and ready to upload.**
- **Figure out ways to think in terms of TV episodes, so one video leads into another**
- **People love to binge-watch content, so make your content binge-worthy (not cringe-worthy!)**



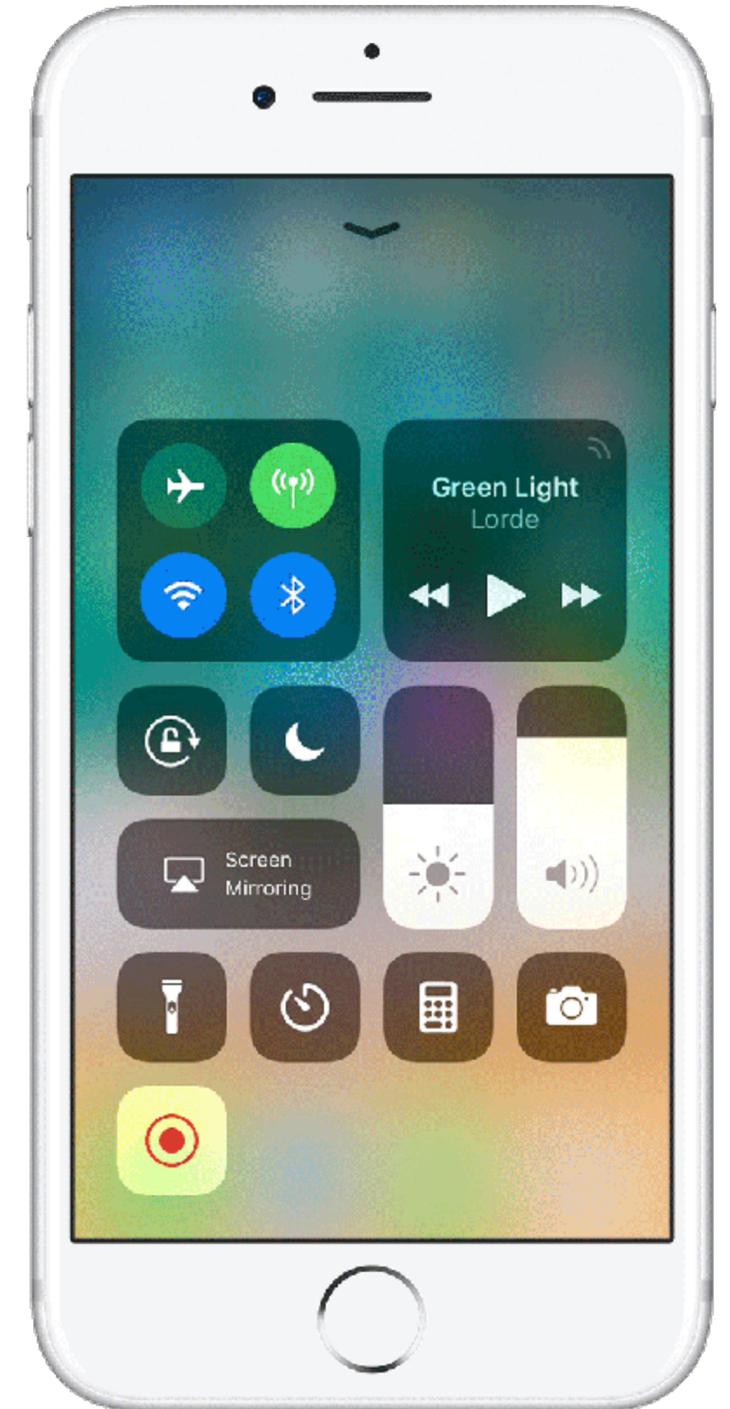


Mini-Tip!

Record Screencasts on Your iPhone



- **Must have iOS 11**
- **Install the Record button on your swipe-up menu at the bottom of your phone**
- **To install: Settings > Control Center > Customize Controls**
- **Tap + sign next to Screen Recording**
- **Open Control Center then tap record button & wait for the countdown**





Video Shooting and Editing

Regular Wide-Screen Video

Creating Videos is Really Smart, Because...



- **Viewers are much more likely to share video links**
- **Facebook rewards videos - especially longer ones**
- **Instagram has created IGTV for videos**
- **Videos hold people on your site longer**



- **Turn to a neighbor and share at least three video content ideas you could do for your agency or program**

Video Content Ideas



- **Subject matter expert interviews/comments**
- **Promotional videos for upcoming events**
- **Recap videos after an event**
- **News conference excerpts**
- **Organization news updates**
- **Testimonials**
- **How-to videos**
- **Explainer videos**





You Tell Me:

What are the qualities of a watchable video on social media?

What Kind of Videos Are Most Effective?



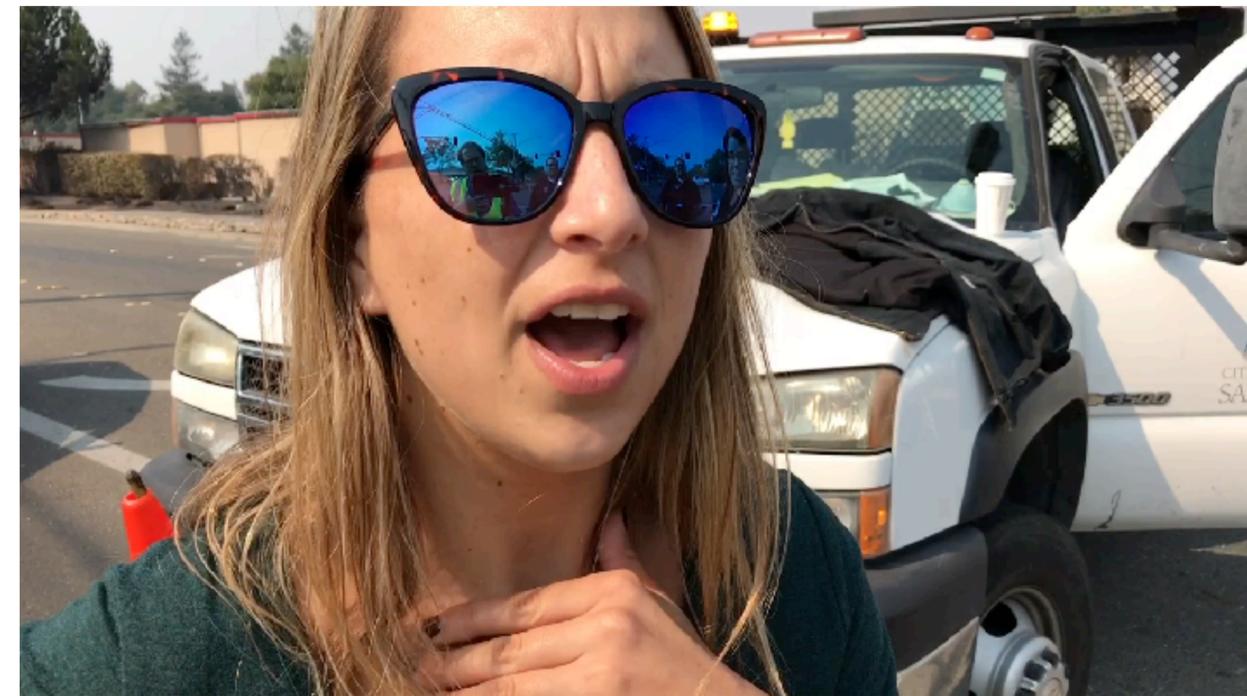
- **Immediately captures your attention from the first frame**
- **Compelling content that makes a viewer want to keep watching**
- **Frequent shot changes (every 2-3 seconds) can hold people longer**
- **Hands-on demos, personality, energy, enthusiasm**



What Kind of Videos Are Most Effective?



- **High-value content with actionable information**
- **Authentic, heart-felt content with stories that resonate**
- **Short - 60 seconds or less for most of it, depending on the topic**



4 Types of Video To Get Started With



1) Direct-to-Camera

2) Interview

3) Package

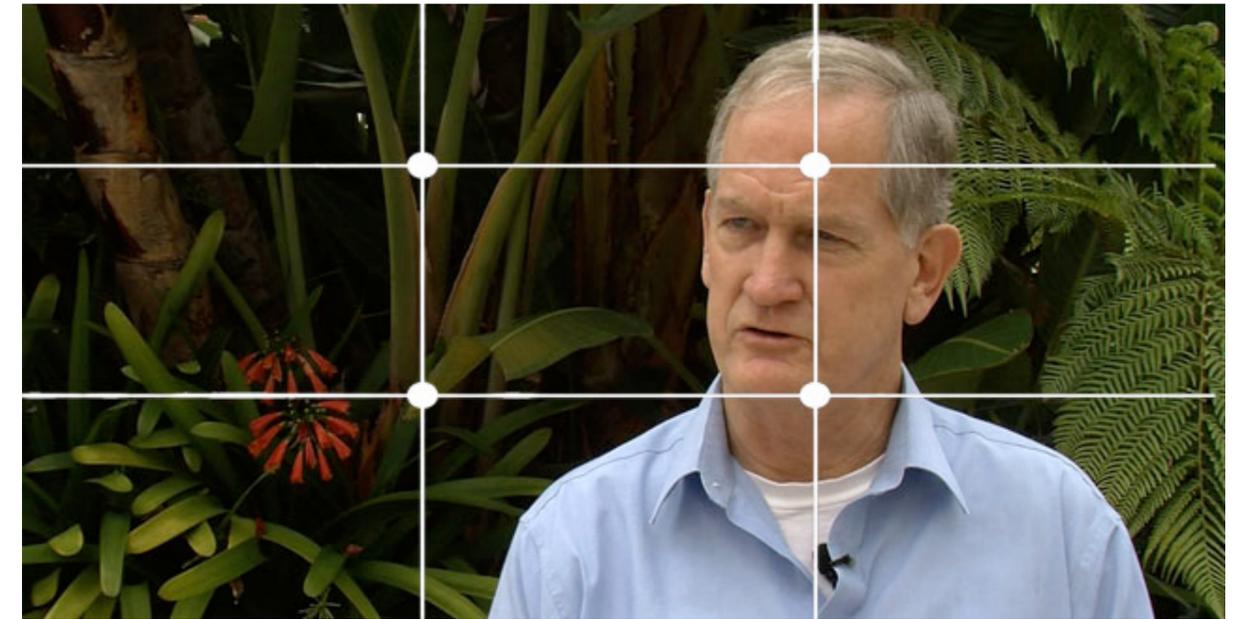
**4) Video clip or
photo show**



Optimizing: Camera and Framing



- Use “Rule of Thirds” approach when framing your interviewee
- Leave one-third of the space open between you and the interviewee
- Vary the direction when interviewing multiple people





- **If you're too close, you'll preclude the ability to use lower-third graphics (name, title, etc.)**
- **Make the shot a little wider, like this example. This way you can create a multi-camera look to hide edit points.**



Optimizing: Watch the Background...



- ...Especially when shooting in an office!
- People can have the most “interesting” things on their walls!



Optimizing: Avoid Backlighting



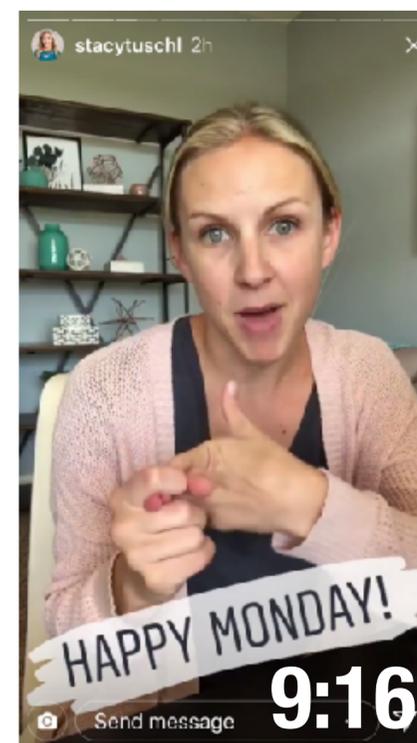
- **Windows or bright lights behind the subject will fool autoexposure**
- **Close blinds, drapes, or find a better background**
- **Or spin them around and have the natural light on their face for a great look!**



Optimizing: Know Your Platform



- In most cases, you will want to shoot horizontal (16:9).
- For Instagram Stories, shoot vertically if you want to fill the screen
- If you want to also use it for square video frame the shot with that in mind



Shoot SHORT Shots for B-Roll Footage



- **Make most of your shots 6-10 seconds**

- **Decide what you want to shoot FIRST before ever touching the Record button**



Optimizing: Audio Approaches



- **Built-in mic is OK for ambient sound**
- **Use a plug-in mic with foam windscreen for interviews**
- **You can use two mics with a mic splitter when two people are on camera at once**
- **Adjust final levels in iMovie when editing**





VIDEO EXAMPLES

Santa Rosa Wildfire Video Examples

**Lending a Hand
Oct. 13, 2017**

Santa Rosa Wildfire Video Examples

**Coffey Park Reopens
Oct. 20, 2017**



Shoot and Edit Demo

CONTENT CREATION EXERCISE!



- **Using the video function of your phone, either shoot an interview of a table partner, or do a “direct to camera” promotion for an upcoming event. You could also simulate a severe weather warning announcement.**
- **You have 15 minutes**



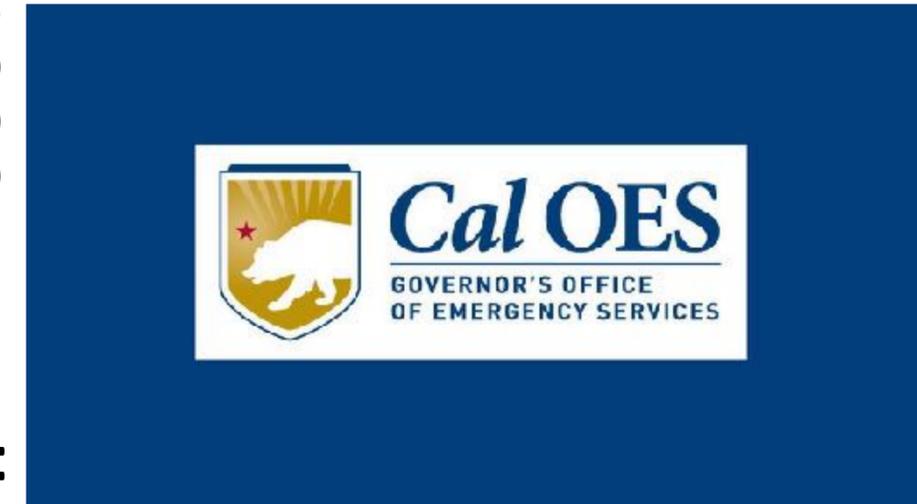
Mini-Tip!

Make Graphics in Advance



- **Speed up your production process by making graphics with HD size.**
- **The correct size is 1920 x 1080 pixels**
- **Use [canva.com](https://www.canva.com) or Photoshop to create them**
- **Create graphics with: Your logo, building signage, community landmarks, etc.**

1080 px tall



1920 px wide



Mini-Tip!

Keep “Stock” Video Files Easily Accessible



- **Use Dropbox or Google Drive to store “stock” video clips of your city, region, landmarks, building, signage, staff at work, etc.**



- **You can download what you need to your phone for tablet**





Mini-Tip!



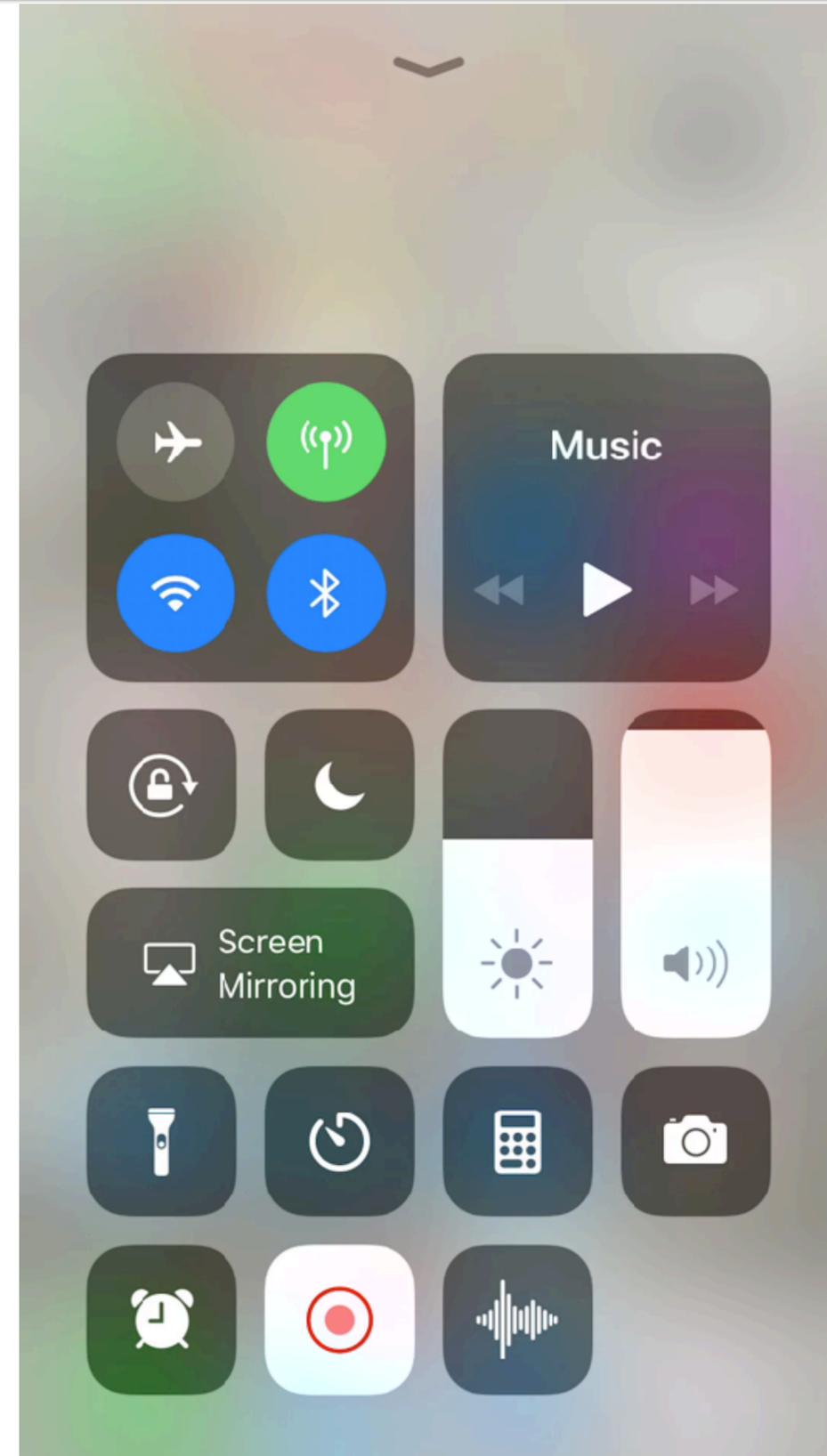
- **Never text a video! Quality will be bad.**
- **Send video files or photos back and forth between iDevices and Apple desktops/laptops**
- **Move an entire editing project over to another colleague's device in an instant**



Take Full Advantage of AirDrop if You Use iOS



- **Swipe up from the bottom to open Control Center**
- **Do a long press in the middle of upper left box**
- **Change Air Drop to “Everyone” unless the person is already a contact**
- **Go to Photos and select a photo or video file to transfer**





Let's Talk About Production Music!

Production Music: YouTube Audio Library



- Youtube Audio Library
- Licensed music for your videos
- Licensed sound effects for your videos
- Many genres and styles
- Free

The screenshot shows the YouTube Audio Library interface. On the left is a navigation sidebar with options like DASHBOARD, VIDEO MANAGER, LIVE STREAMING, COMMUNITY, CHANNEL, ANALYTICS, TRANSLATIONS & TRANSCRIPTIONS, CREATE, Audio Library (highlighted), Music Policies, YOUR CONTRIBUTIONS, Help and feedback, and YOUTUBE STUDIO BETA. The main content area is titled 'Audio Library' and has tabs for 'Free music' and 'Sound effects'. Below the tabs, it says 'Browse and download free music for your project.' There is a search bar and several filter dropdowns: Tracks, Favorites, Genre, Mood, Instrument, Duration, Attribution, and Search music. A table of tracks is displayed with columns for track name, duration, artist, and genre. Each track has a play button, a download icon, and a star icon.

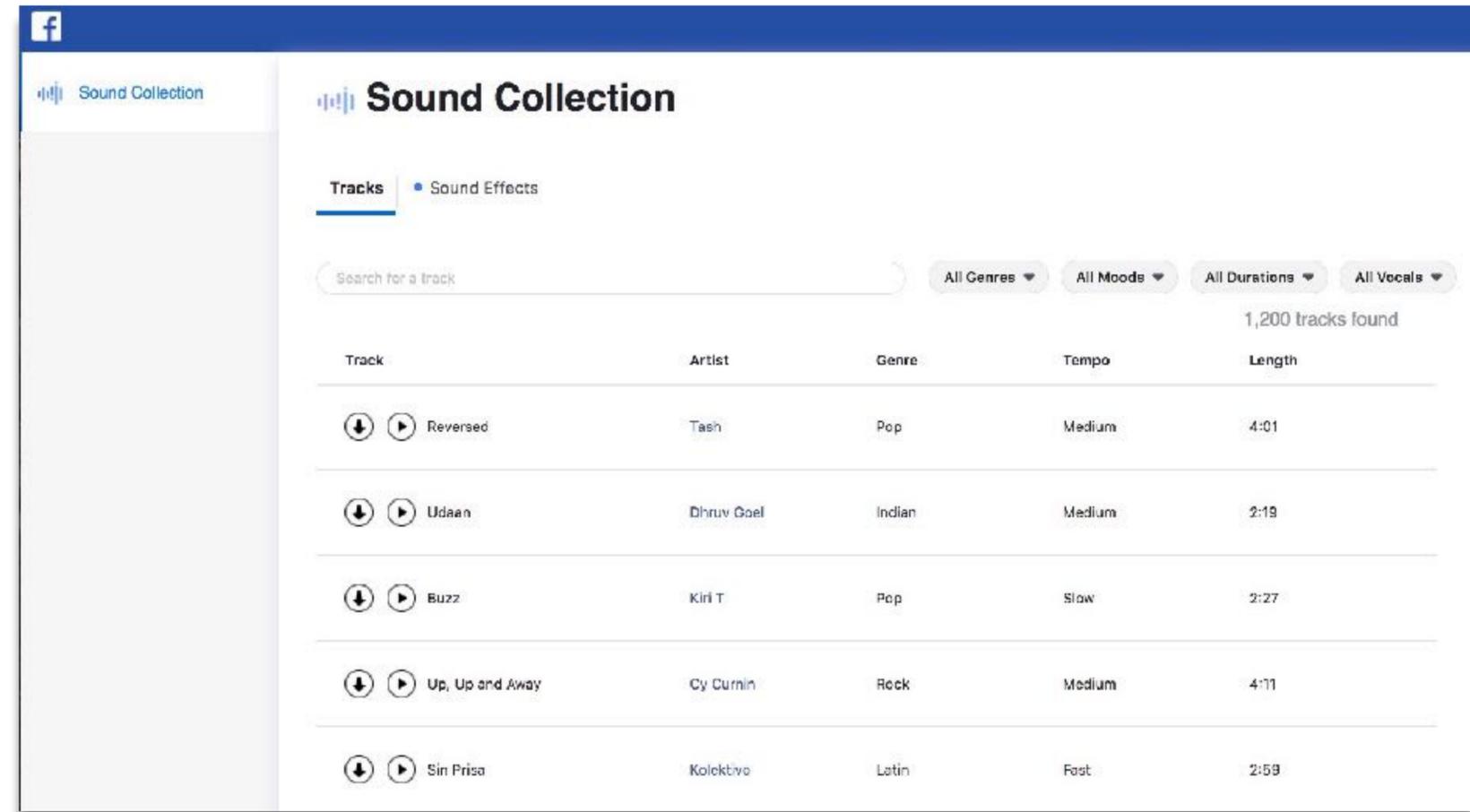
Tracks	Favorites	Genre	Mood	Instrument	Duration	Attribution	Search music
▶ City Plaza					2:09	Dan Bodan	Classical Dramatic
▶ Urban Lullaby					1:31	Jimmy Fontanez/Doug Maxwell	R&B & Soul Calm
▶ Coupe					3:35	The Grand Affair	Hip Hop & Rap Inspirational
▶ St. Francis					2:18	Josh Lippl & The Overtimers	Rock Sad
▶ Entire					2:22	Quincas Moreira	Pop Happy
▶ Mirage					2:58	Chris Haugen	Cinematic Dramatic
▶ Mirror Mirror					3:05	Diamond Ortiz	R&B & Soul Happy
▶ Splashing Around					2:34	The Green Orbs	Children's Happy
▶ New Tires					2:06	Silent Partner	Hip Hop & Rap Bright

[YouTube.com/audiolibary](https://www.youtube.com/audiolibary)

Production Music: Facebook Sound Collection



- Facebook Sound Collection is licensed, rights-cleared music you can use in your videos
- There are many genres and styles
- Free



facebook.com/sound/collection

Music From Popular Artists Now Licensed



- **Now you CAN use music from many big-name artists on Facebook!**
- **Facebook has signed licensing deals with Sony/ATV Music, Universal Music Publishing Group, Global Music Rights, and more**



Much Music From Popular Artists Now Licensed



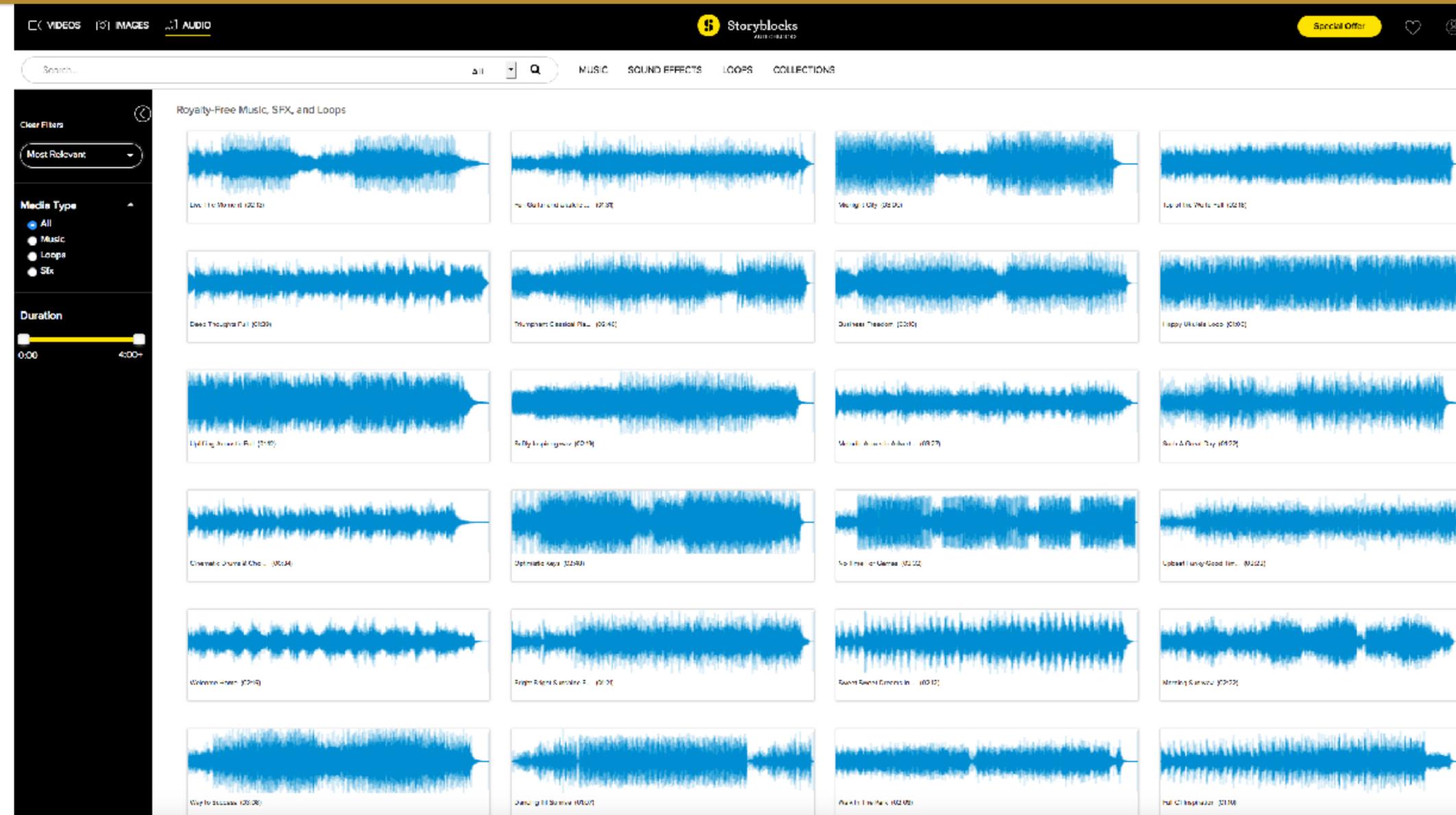
- **Adweek states: “The music and music videos covered by the deals can be used by fans across Facebook, Instagram, Messenger...”**



Troll Trouble? Shake It Off!



- **Unlimited music with an annual subscription**
- **Many styles and instruments**
- **Sound effects and bumpers too**



What Can You Use for a “Set”?



- **Graphics mounted on foam core**



- **An HDTV fed with Powerpoint or graphics on a USB stick**



- **A step-and-repeat logo backdrop or exhibit booth**

Video Lengths by Platform



- **Facebook Live - Unlimited (4 hrs if you want to save the recording)**
- **Periscope - Unlimited**
- **“Regular” Instagram - 60 seconds**
- **Instagram Stories - 15 seconds**
- **Twitter: 140 seconds (2 minutes 20 seconds)**



Per-minute Storage Needed for Video Recordings



60 MB • 720p HD video at 30 frames per second

130 MB • 1080p HD video at 30 frames per second

175 MB • 1080p HD video at 60 frames per second

350 MB • 4K HD video at 30 frames per second



Instagram Video

Tips, Tools, Apps

Instagram: HypeType for Animated Type



- **Hype Type allows you to create great-looking animated posts**
- **Lots of creative choices**
- **“Free”, but it’s \$19.99 to permanently unlock all features**

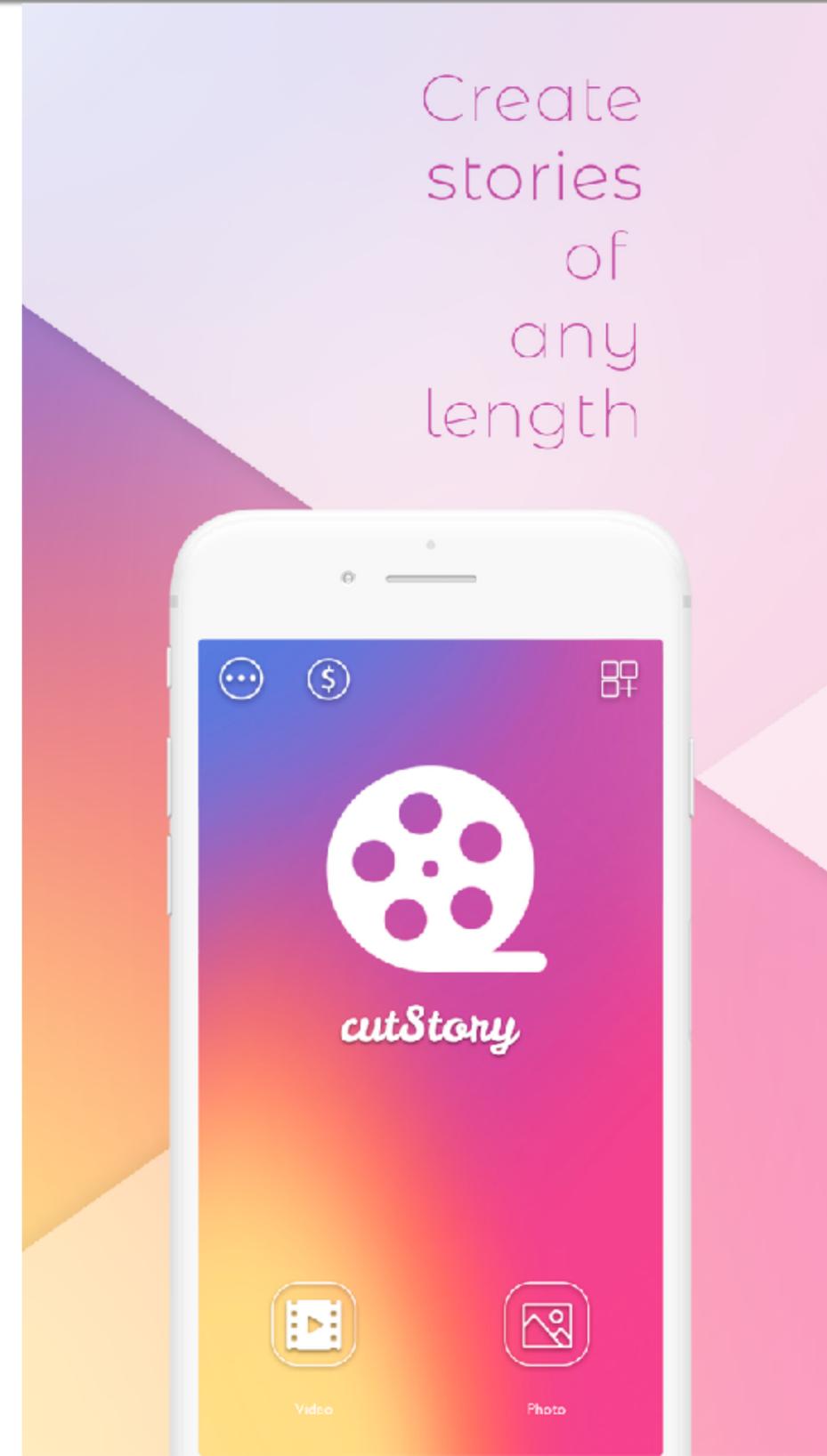
**Hype
Type**

HYPE YOUR STORY

Instagram: CutStory App for Slicing Long Videos



- **cutStory automatically slices a long video into segments of any length you want**
- **Its most popular use is to slice videos into 15 second segments for upload to Instagram Stories**
- **Some find that easier than trying to record multiple 15 second videos manually**



Instagram: Crello.com for Animations

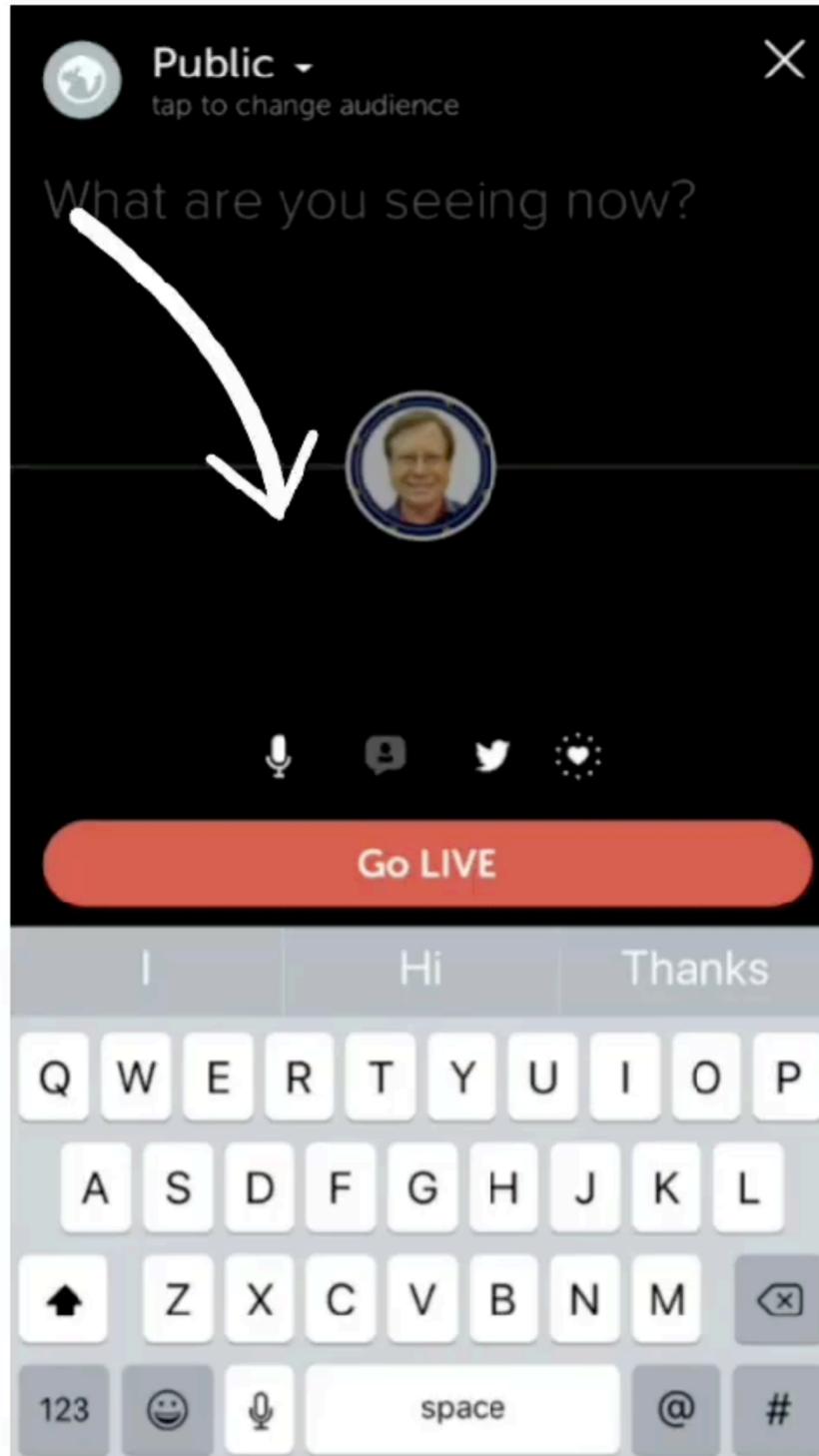


- **Crello is like Canva, only for video and animation**
- **You can use it to create video animations for Instagram and other uses**
- **FREE for a lot of it; \$99/year subscription for Pro version**





BREAKING NEWS if you're camera-shy or audio-centric!
New Periscope Audio-Only Feature for iOS



**Now, iOS users
can livestream
on Periscope or
Twitter Live
using
Audio-only!**



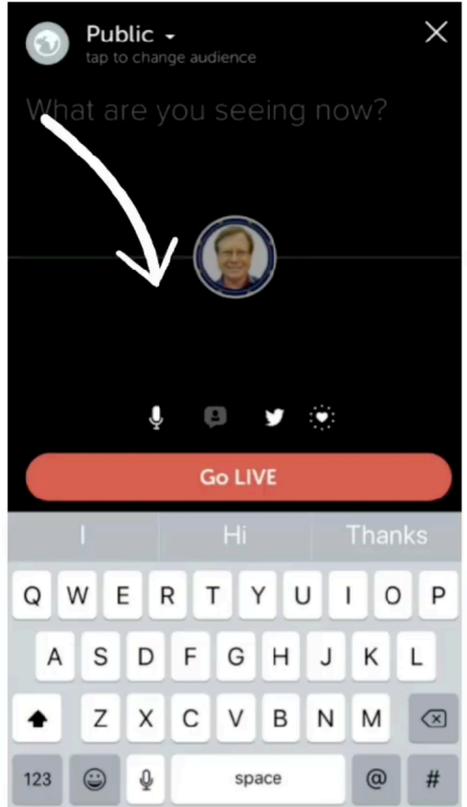
**Update your
Periscope app
to get the new
feature!**

How To Produce One Like This



- 1:1 template in Crello
- Create top blue block and text overlay
- Upload and drag in phone screenshot
- Add animated arrow and speaker from Crello Objects
- Export video file
- Open video file in In Shot
- Add music
- Export final video

BREAKING NEWS if you're camera-shy or audio-centric!
New Periscope Audio-Only Feature for iOS



Public -
tap to change audience

What are you seeing now?

Go LIVE

I Hi Thanks

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space @ #

Now, iOS users can livestream on Periscope or Twitter Live using Audio-only!



Update your Periscope app to get the new feature!

KERRY SHEARER
THE LIVESTREAM EXPERT



- **Ripl is now available on all platforms including desktop**
- **You can use it to create video animations**
- **Free version; paid version is \$120/year**



More Video Apps

Video Apps: Shooting and Processing



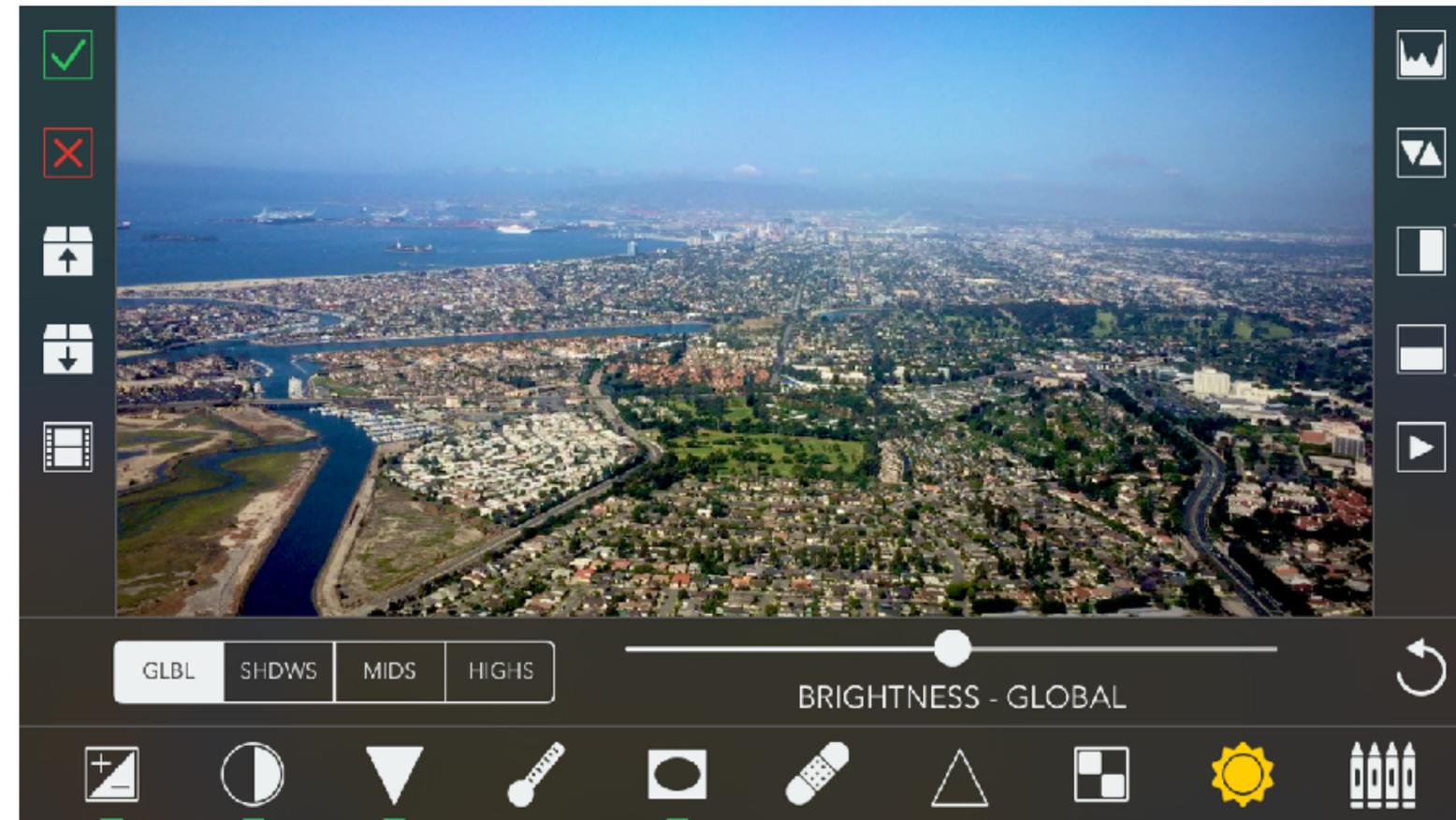
Filmic Pro

Video shoot app that gives you greater control



Videograde

Video processing app that lets you fine-tune your video footage



Video Apps: Intros and Tags



- Intro Designer
- Intromate
- Intromaker

Apps that give you animated opens and closes for your videos

The image shows a three-step process for creating an intro movie. Step 1: 'CHOOSE A TEMPLATE' shows a selection screen with a 'CHOOSE TEMPLATE' button. Step 2: 'CUSTOMIZE' shows a screen where users can edit text (e.g., 'Mary's birthday 09.10.2011'), font, size, position, and photo. Step 3: 'EXPORT YOUR INTRO' shows a screen with resolution options (640x360, 960x540, 1280x720), 'MUSIC ON' and 'SOUNDFX ON' toggles, and an 'EXPORT!' button. Two smartphones are shown in the center, displaying the app's interface with titles like 'Australia' and 'Awesome Gig'. The text 'CREATE AWESOME INTRO MOVIES' is at the top, and 'IN JUST 3 STEPS:' is at the bottom.

Placer Cam

Augmented-reality titles that stay where you place them as you move the camera



Action Movie FX Xtreme FX

Apps that let you create
special effects



Video Tools: Extreme FX

Extreme FX

- Hollywood style special effects

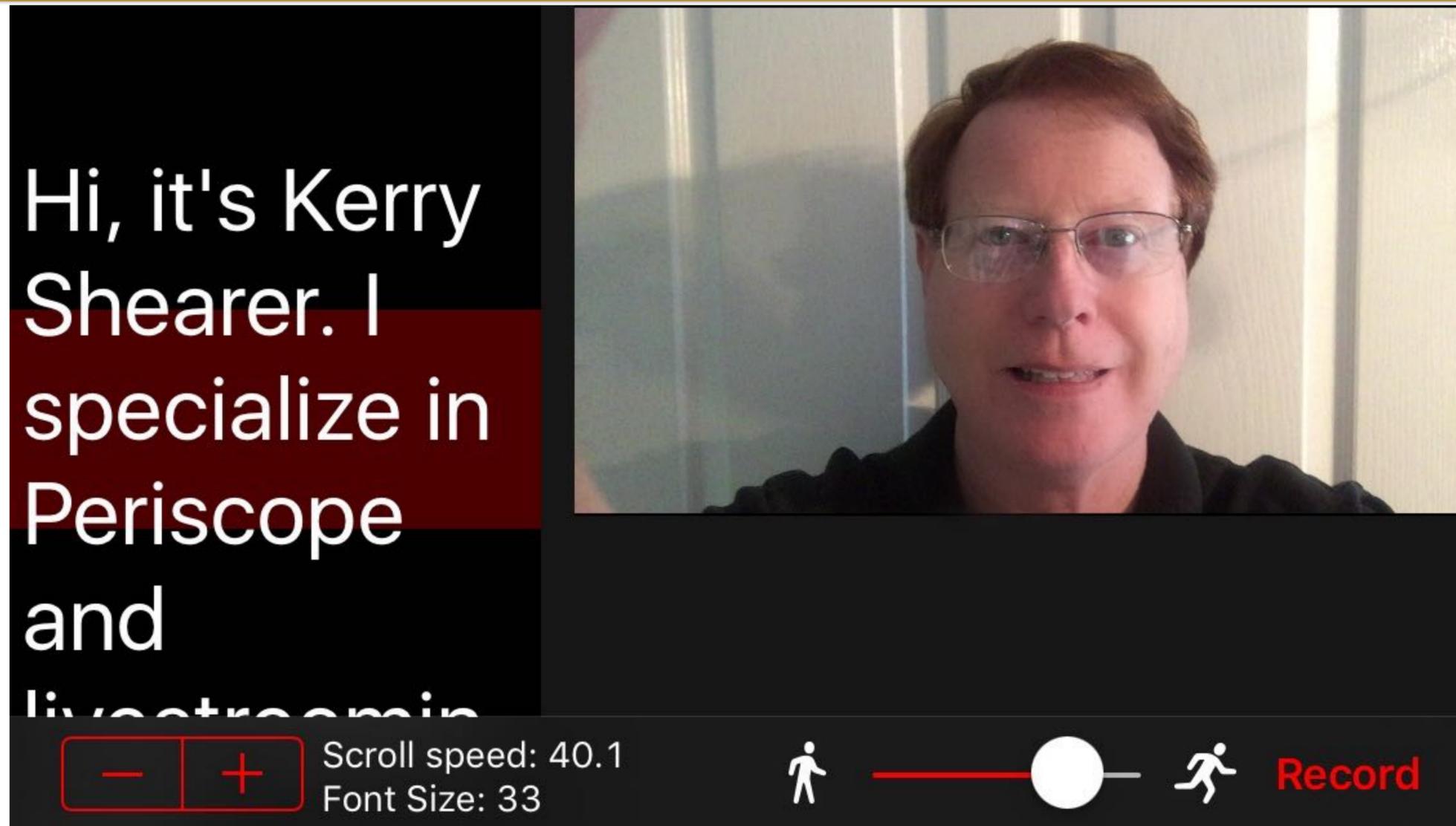
(iOS only)



Apps: Video Teleprompter (by Joe Allen)



- **Allows you to read the script and record with one app**
- **Saves recording to your camera roll**





- **Annual unlimited subscription**
- **Motion backgrounds**
- **Scenics**
- **People**
- **Virtual sets and more!**
- **\$149/year for unlimited downloads**

Action Movie FX Xtreme FX

Apps that let you create
special effects



