

Social Multi-Media

Using Video and Audio to Create Compelling Content !



Kerry Shearer

www.KerryShearer.com

Introductions!

- 1) Name & agency**
- 2 What device will you use?**
- 3) Do you have a video or audio editing app installed?**
- 4) What do you want to get out of this workshop?**



About Me

- Background in radio & TV
- News & traffic reporting
- Longtime PIO/Media Officer
- Focused on social media/web video and crisis/emergency communications
- Certifiable technogeek

Why use audio & video?

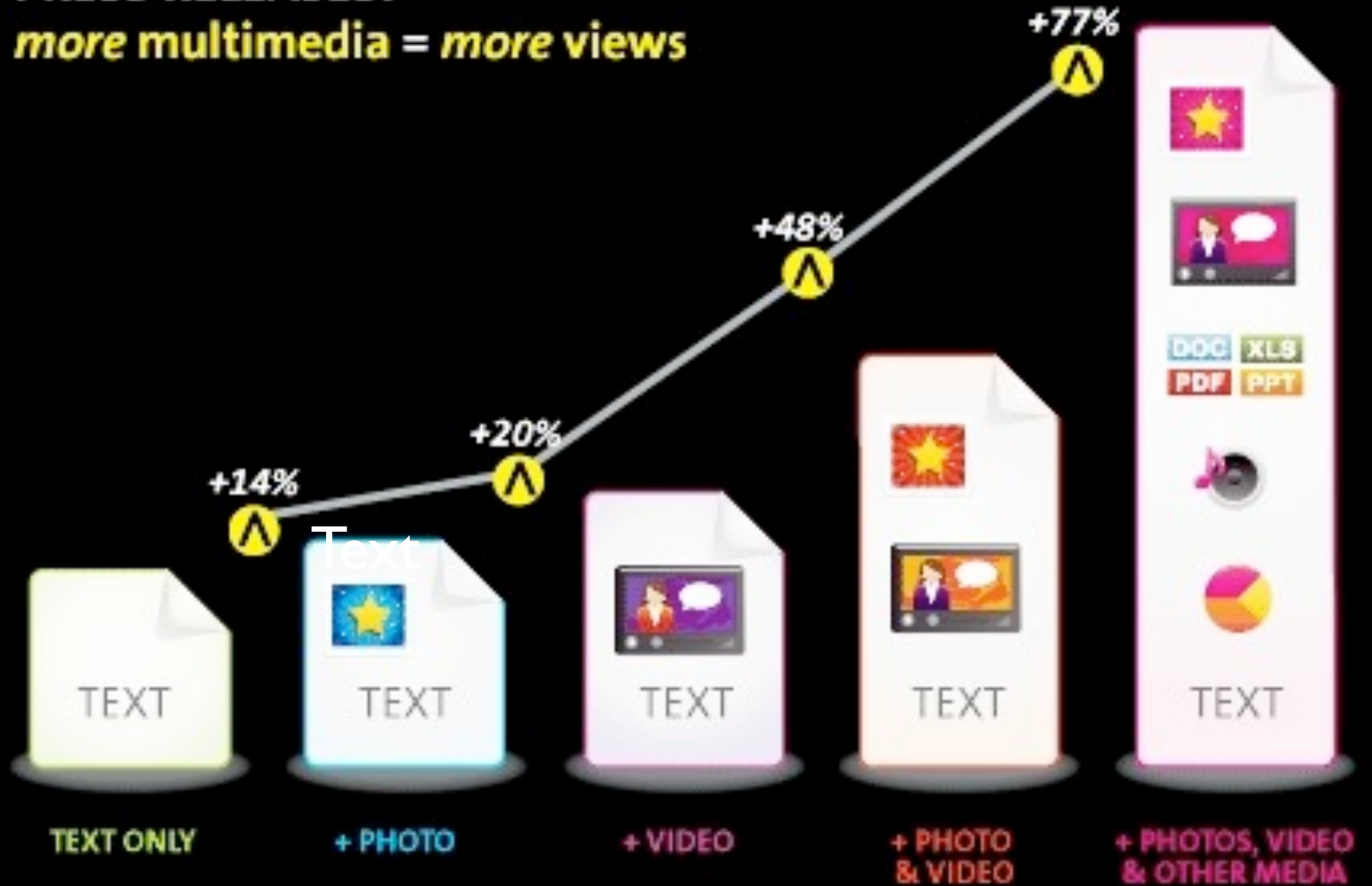
Social Media Helped Me Get My Message Out And I Did Not Get Fired

**(VIDEO: Sacramento County Public Health Flu Season Plug
Fox 40 Live)**

PRESS RELEASES:
more multimedia = more views

WHY

**we need to use
audio & video &
photos**



Increase in average online views per press release, when multimedia elements are added.
Source: PR Newswire web analytics.

ENGAGEMENT AND WORKFLOW SOLUTIONS FOR PR / IR / CSR / MARKETING

ENGAGE
OPPORTUNITY
EVERYWHERE


PR Newswire
United Business Media

Why Do We Need To Learn How To Do This?

For our agency to connect effectively online with those we serve

To increase the chances of the media helping us communicate our message

To be able to communicate critical messages quickly in an emergency

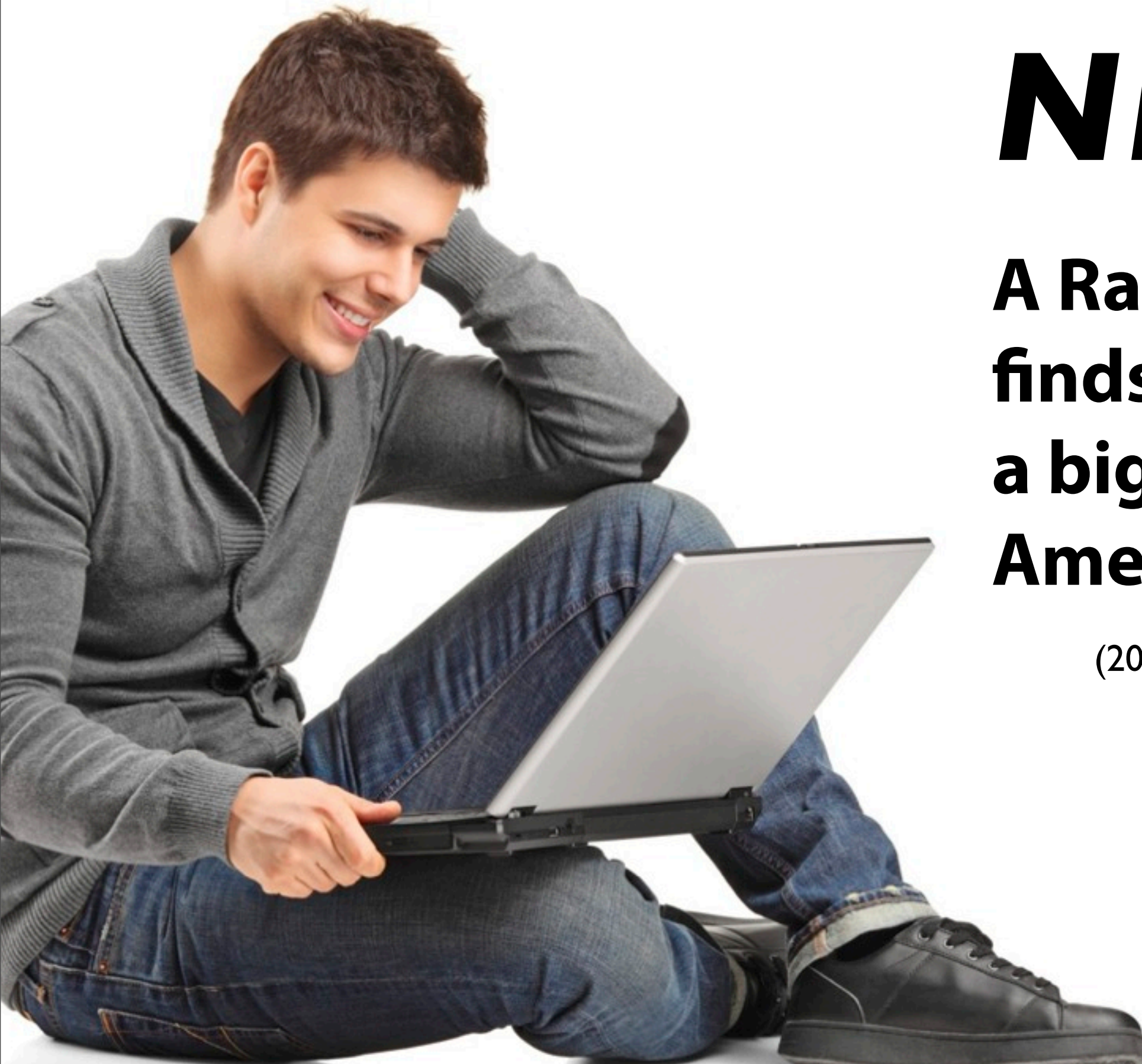


72% of adults use social networking sites

43% of age 65+ use social networking sites

49% of U.S. uses a smartphone





NEWS

A Rasmussen Reports poll finds that the internet is now a bigger source of news for Americans than network TV.

(2013 data)



Audio

Become a radio news resource by interviewing your own Subject Matter experts and releasing sound bites



Audio

Record the interview on your device

Excerpt 3 or 4 cuts

Distribute audio via web site along with news releases



Record with your phone!

iRig Recorder recording app for phone (\$4.99)

iRig microphone (\$60)



Record with your phone!

Voice Memo app on
iPhone iOS7

Also allows you to do
simple editing to trim the
interview



Post your audio

Use SoundCloud.com to post files to your web site, Facebook or Twitter page.

Free for up to 2 hours of audio



Host a podcast



Length: 2 min to 30 minutes (briefer is often better)

Release them on a regular schedule

Make sure guests are passionate about topic and have fun!

Record with Audacity.

Auphonic is a free program that helps you balance your levels.

Audio Exercise!

Audio Exercise!

**Take turns with your neighbor
recording a sound bite of 10-20
seconds using your device's audio
app**

VIDEO!

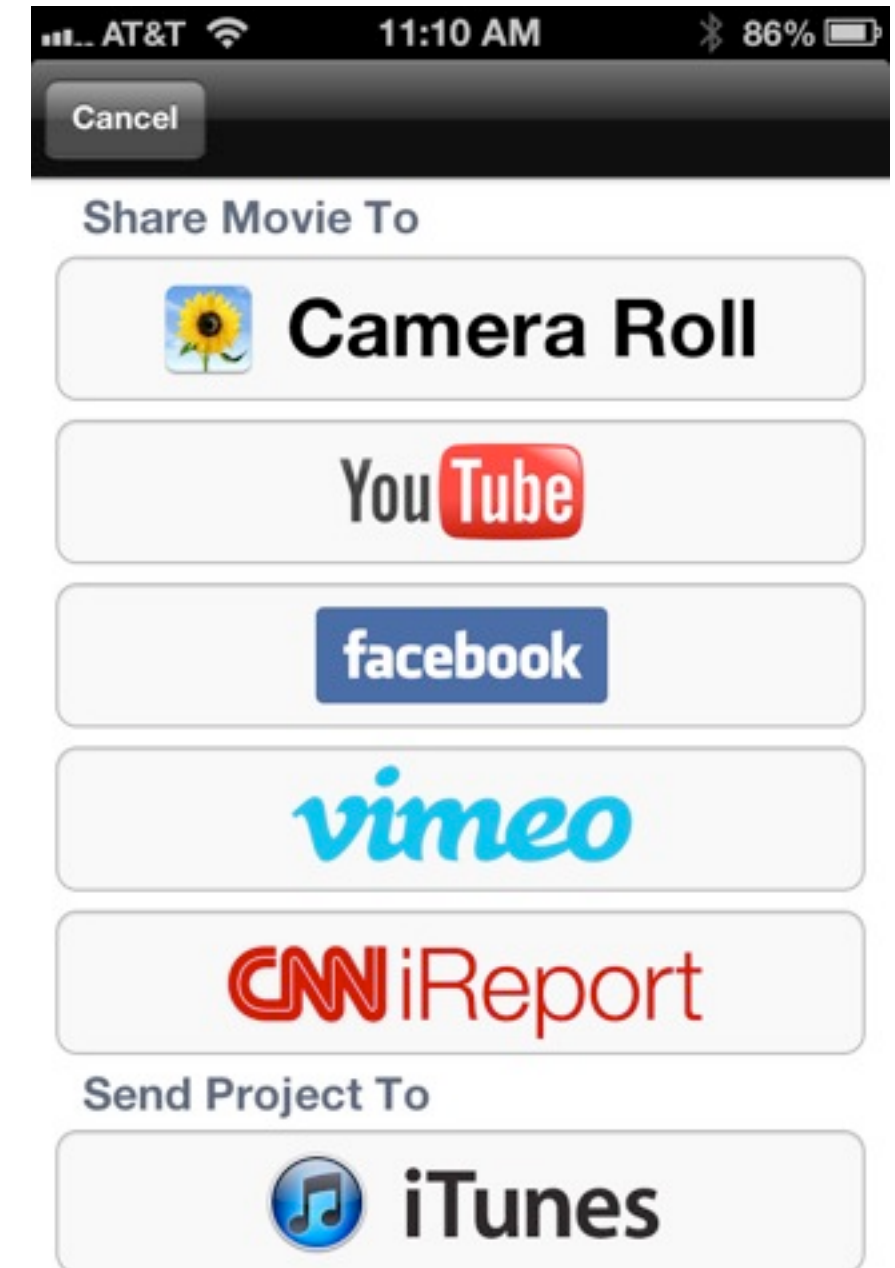
Warning!

**There is a serious video malady
afflicting all too many web videos
V.V.S.**

(Video: <http://youtu.be/Bt9zSfinwFA>)

Advantages of YouTube

Many video applications allow you to shoot and edit a YouTube video and upload it from your phone, making emergency videos quick and easy to produce



Example: iMovie for iPhone

**Turn to a neighbor and share one
video content idea you would like
to try with the skills you will learn
today**

Video Content Ideas

- News conference excerpts
- Subject Matter Expert interviews
- Promotional videos for upcoming event
- Recap videos after an event
- Testimonials
- How-to videos
- B-roll video at the scene



Example Smartphone:

iPhone 4s, 5, 5c or 5s

-Shoots HD footage

-Accepts an external microphone

-You can edit on your device (iMovie)



4 Video Styles You Can Easily Do!

- 1) **Direct-to-Camera**
- 2) **Interview**
- 3) **Package**
- 4) **Photo show**



Direct-to-Camera

AKA: “Talking Head”

**Talent looks right at the camera
and delivers the information**

Shot with an iPhone:
WMWD Earth Night Promo

Shot with an iPhone:

Sacramento-Yolo Mosquito & Vector Control

**5 Tips To Reduce Mosquitos
and Potential West Nile Virus Exposure**

Interview

- **Subject Matter Expert or Client**
- **Interviewee looks offscreen at the unseen interviewer**
- **Only the interviewee has a microphone**

Example of an interview:

Matt Seeger

Package

- **News report style**
- **Opening lines from “reporter”**
- **A couple of short interviews**
- **Closing comments from “reporter”**
- **On-screen “lower third” graphics identify the people in the video**

**Shot with an iPhone:
Menifee Rd. Missing Link
Andrea Suarez (her first video!)**

Example of a Package:
Drive-through Flu Clinic
Kerry Shearer

Photo Show

- **A great way to use photos you take at your events**
- **Import them from your camera roll**
- **Add music underneath them in your editing program**
- **Or, record audio narration**

Shot with an iPhone:
WMWD Earth Night Recap

iPhone In The Studio: Sets and Backdrops

What Can I Use for a Set?

Graphics mounted to foamcore or gatorboard and stuck on the wall



What Can I Use for a Set?



An LCD/LED HDTV monitor with a USB input connector on it

You can make graphics on your computer, save them to a flashdrive, then display them on the monitor over your shoulder



What Can I Use for a Set?

“Step-and-repeat” fabric backdrop featuring your organization’s logo (or worst-case, a repeating head shot of your agency director)



(Disclaimer: Actual backdrop will not include silhouettes of totally cool and hip government employees)

Create a Studio

An in-house studio is a shooting location that's always ready to use. It can be in a corner, a small office, a conference room, you name it!

You can shoot fast-turnaround videos, news interviews, video podcasts, anything!

Your video will look professional and your organization will look cutting-edge (even if it isn't!)



Still frame from a video shot at the small web studio at Sacramento County Public Health

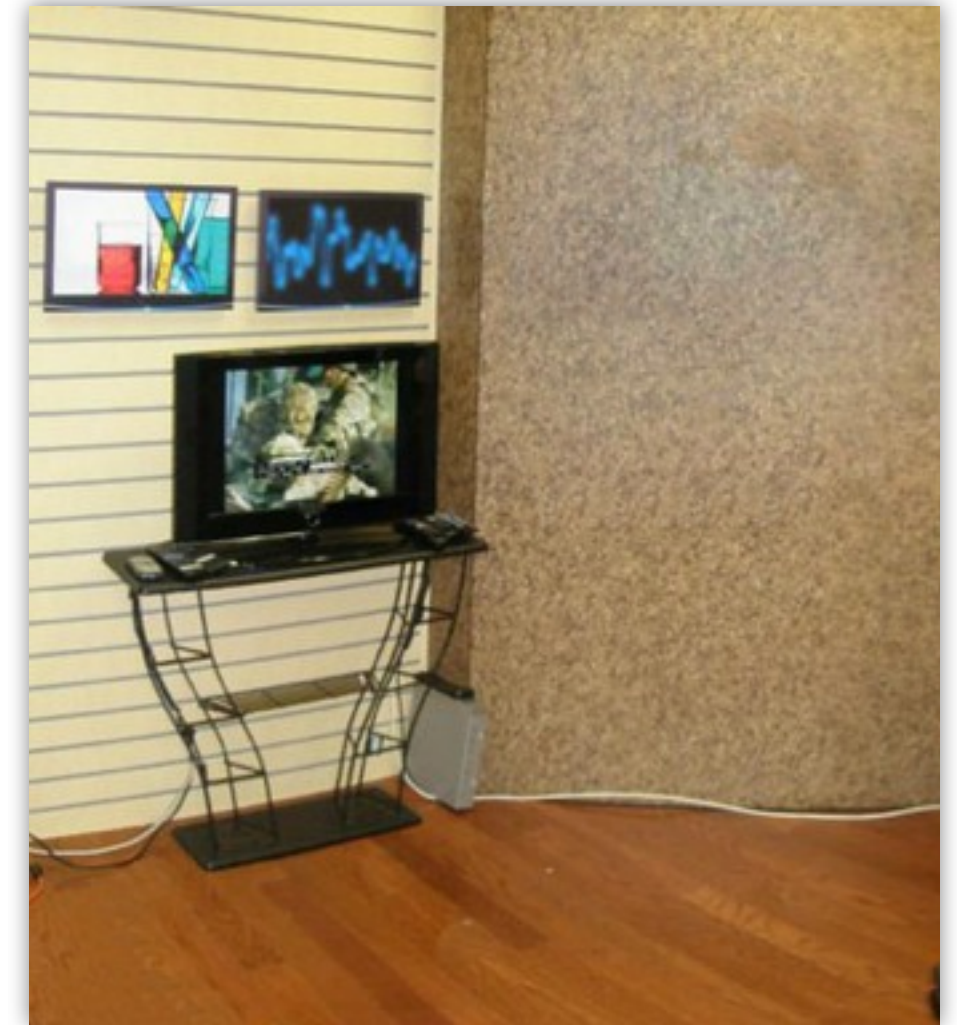
Create a Studio

ELEMENTS:

-A quiet location away from slamming doors, buzzing light ballasts, ringing bells, buzzers or phones

-A colorful, well-designed background that positions your agency as professional

Good lighting. LED lights don't require extra power drops and don't generate heat



What Can I Use for a Set?



An idle trade show booth that's gathering dust in the storage closet

Smartphone Enhancements: Production Tools

Tools to Enhance Smartphone Video

Tripod mount:

**Joby GripTight
(about \$15)**



Tools to Enhance Smartphone Video

L-shaped camera mounting bracket with two shoe mounts for accessories:

Adorama L-bracket (about \$8)



Tools to Enhance Smartphone Video

**LED light with
dimmer to help
light your subject
during interviews:**

**Newer LED light
(about \$28)**



Tools to Enhance Smartphone Video

**Lavalier
microphone for
interviews:**

**Rode SmartLav
(about \$60)**



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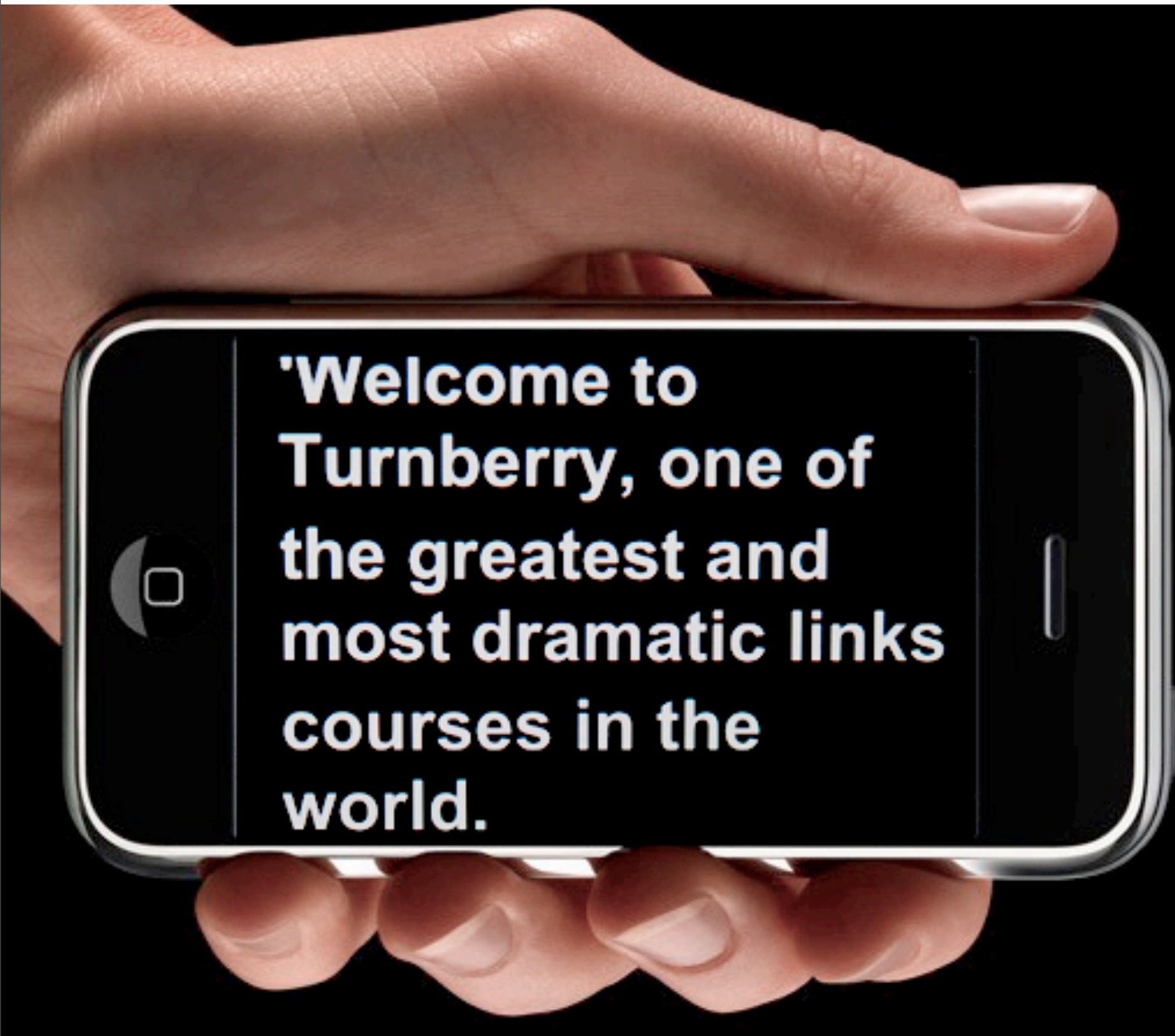


Typical Teleprompter

Camera looks
through mirrored
glass.



Teleprompter Software



Free DV Prompter software runs on your smartphone



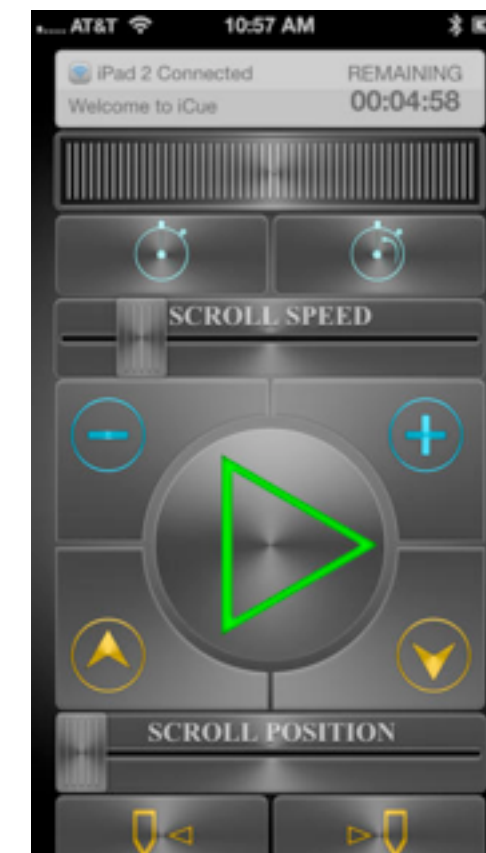
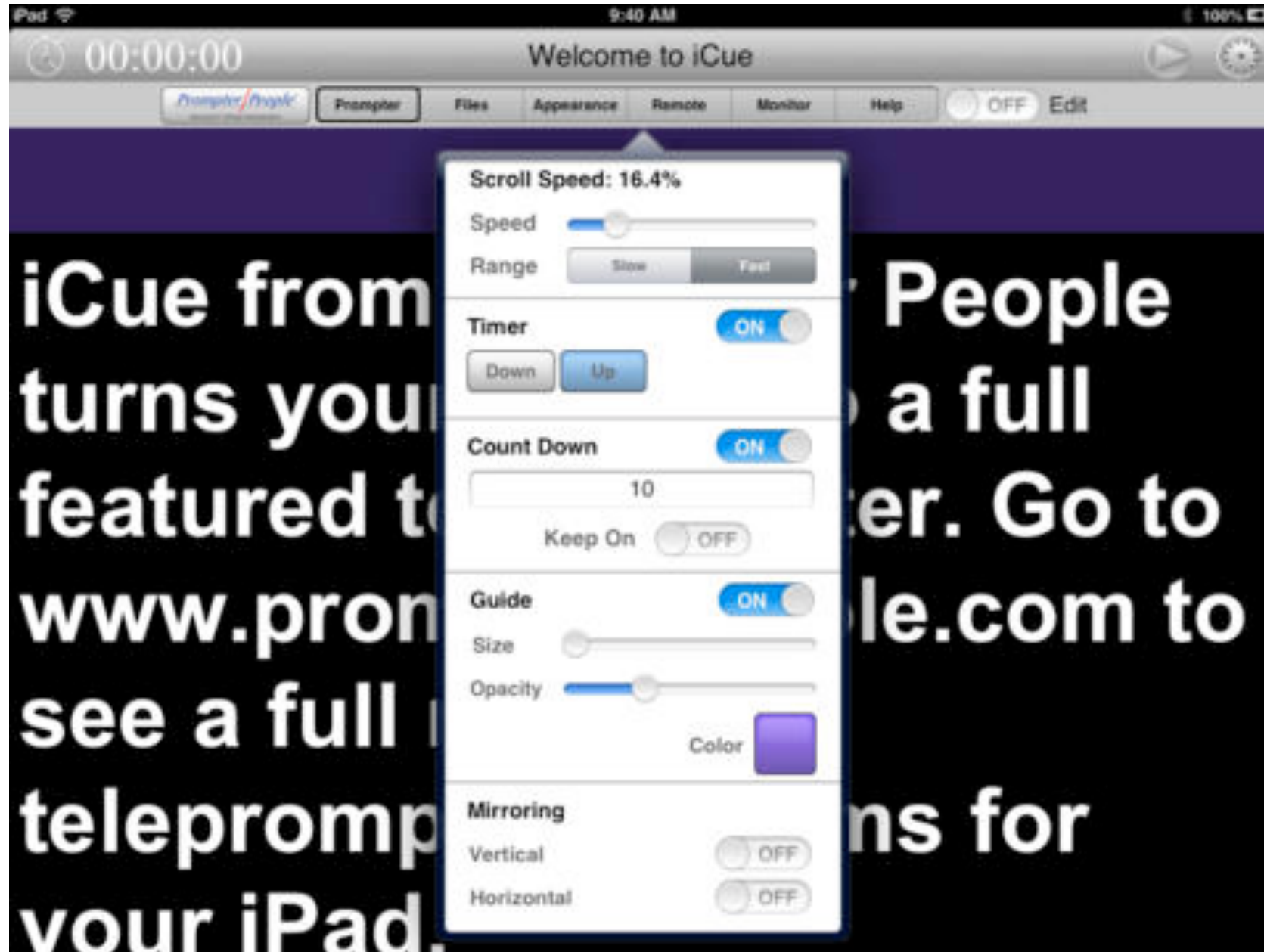
Keys to Prompter Use

- Have someone hold the prompter as close to the smartphone lens as possible.
- Back off with the camera a bit. If the camera is really close to you, viewers it will be more obvious that you're not looking directly into the lens.
- Practice so you sound natural!



Teleprompter Software

iCue prompter software runs on your smartphone or tablet. You can use an iPhone to control an iPad.



How to Shoot Great Video

Without Being a Hollywood Film Director

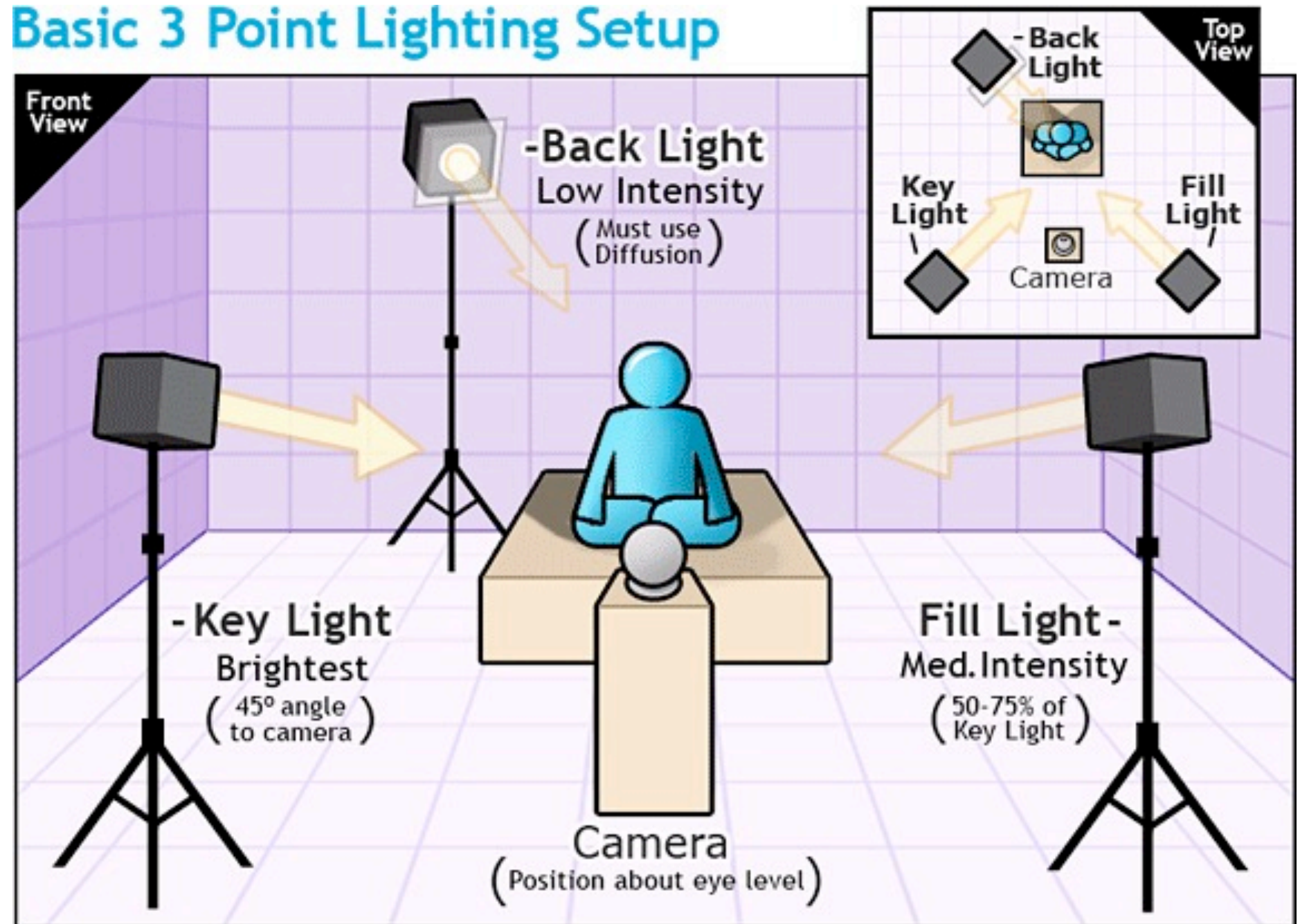


Lighting for an Interview

Three point lighting is best if you have the lights to do it with!

- Key light**
- Fill light**
- Back light**

Basic 3 Point Lighting Setup



Don't Shoot Against a Window

Having an office window behind your subject will fool the camera's auto exposure meter.

Close blinds, drapes, or pick a better background.



If You Can Only Afford One Light...

Here are two choices!

1) An LED top-of-camera light with brightness control is great for one-person stand-up interviews on the run



Litepanels Micro

2) A softbox light is great for sit-down interviews.

Lowel EX-44



Audio for Video





**People will excuse
marginal video
quality, but terrible
audio is a big
distraction**



**Built-in camera
mics sound hollow,
and yelling at the
camera is not an
option**

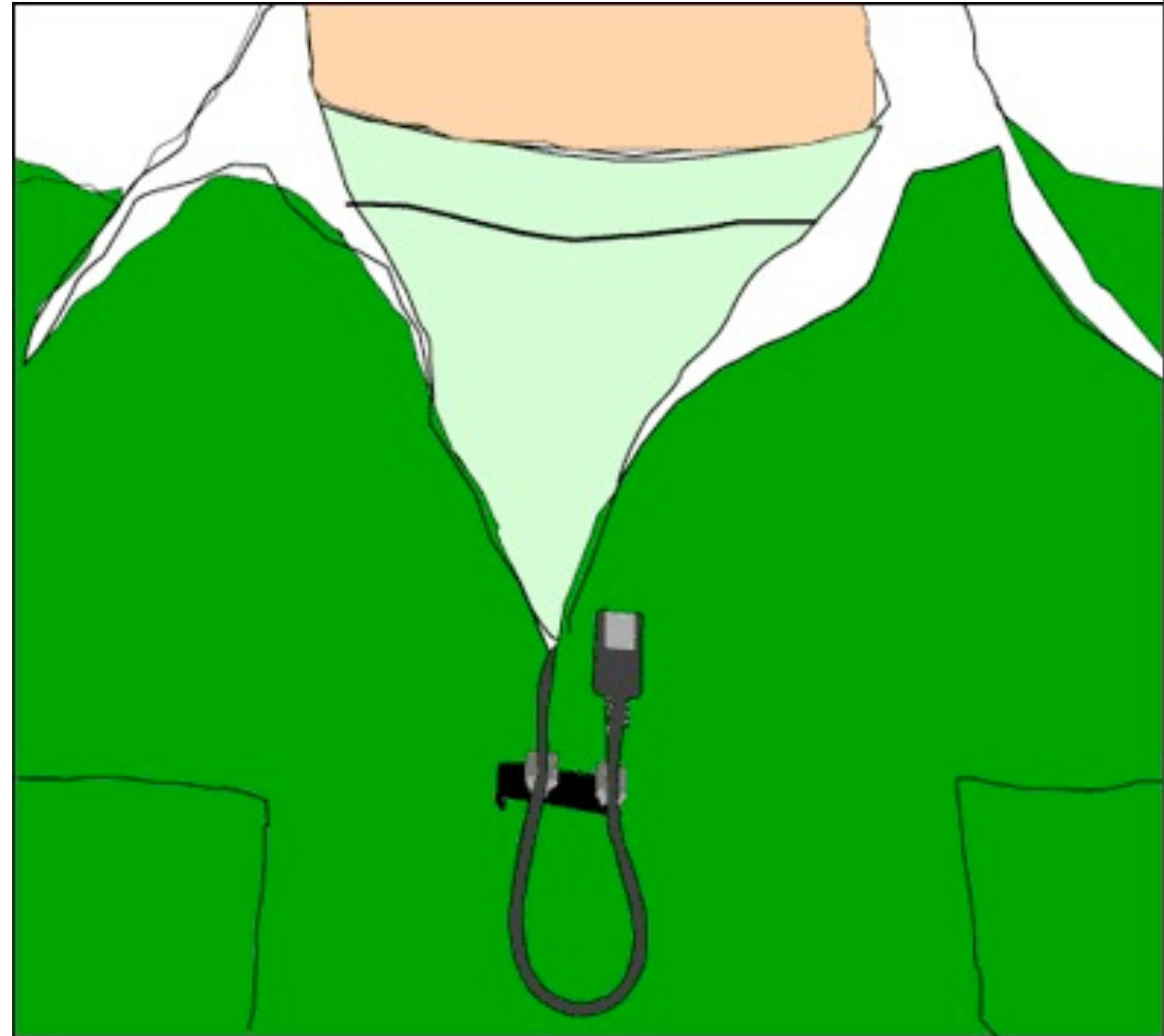


**Use an external mic
for all interviews**

Great Audio is Key to Great Video!

Use a clip-on microphone for interviews (lavalier).

They are available in wired versions that you plug into your camera, and wireless versions that use a transmitter and receiver.

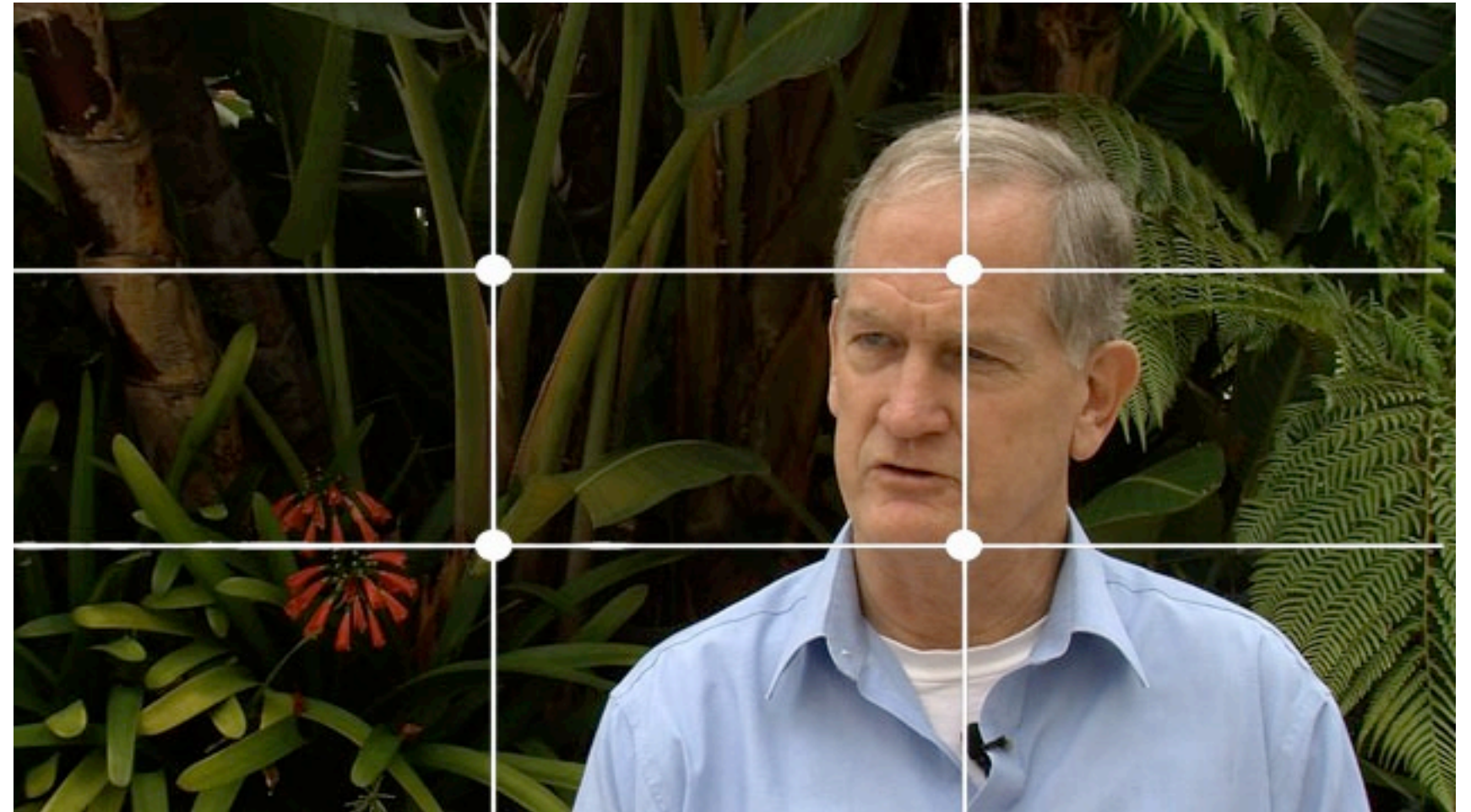


Framing Your Interviewee

For a single interviewee, it's the "Rule of Thirds"

The subject fills 2/3rds of the space, and the other third is left open.

The open space is on the side of the camera where the unseen interviewer is asking questions



Watch the Background...

...when shooting in an office. People put the darndest things on their walls and shelves.



Holding the Video Camera

Never hold the camera with just one hand

Grip the camera with BOTH hands, and lock your elbows to your sides

When you pan, turn the camera with your whole body, and the shot will be smooth!

Generally: treat your camera like a still camera. No zooming! If you must zoom, don't use digital zoom



WRONG!

Getting Shots

To avoid reams of unusable footage, don't hit the record button until you know what you want your shot to be

Edit "in the camera" by shooting concise shots that you know you can use

Keep most shots to 10 seconds max when you're shooting shots of an event like a community information fair or disaster site



“B-roll” Video

You will need plenty of usable B-roll (cutaway) video for most productions. Lots of cutaway shots keep a video interesting and help it move.

Start now by shooting video B-roll of every event your organization is involved in

Shoot scenics of your community, your employees, your projects

Take lots of digital still photos, which can also be used in your videos



Editing

Editing

Here is the process:

- 1) Shoot your video**
- 2) Import it into your editing app from your camera roll**
- 3) Trim the beginning and end**
- 4) Add additional video clips if desired**
- 5) Add titles if possible**
- 6) Export to camera roll, Facebook, or YouTube**



Video Shooting/Editing Apps

iPhone:

iMovie

Filmic Pro

Android:

VidTrim Pro

Magisto



Video Content:
**Turn to a neighbor and come up
with two or three characteristics
that make a video engaging
to watch**

Time to make a video!

With Links to social media information, workshop handouts, and sign up to stay in touch!

Social Media in Hurricane Sandy



Just as Hurricane Sandy was beginning to strike, Kerry Shearer interviewed Philadelphia Public Health Logistics Manager James Garrow via iPhone about the use of social media in response to the hurricane.

Low-Cost, No-Cost Production Music Helps Set the Scene for your Video or Presentation

It's easy to get started shooting and editing video for your web site or for use in presentations. But after you complete the initial edit, you realize there's something missing. What is it? It's MUSIC! The right music bed for your video can do many things. [Read more](#)



Social Media Savvy: Getting Started With Video to Effectively Communicate



Canon Vixia XA10

than plain old text-based content alone. [Read more](#)

Web video is exploding in popularity, with over 800 million unique visitors watching over 4-billion hours of video each month on YouTube alone! And with more agencies and organizations participating in social media spaces like Facebook and Twitter, it's important to realize that videos get more clicks and "shares" from users



Receive Kerry's Free Videos and Resources

Name:

Email:

SIGN UP NOW!

We respect your [email](#) [privacy](#)

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Kerry on Twitter

Facebook To Start Super-Sizing Link Previews In News Feed - AllFacebook <http://t.co/Ywkz0gPh> #CAPIO #smcscac #NPHIC about 18 hours ago

Low-cost, no-cost production music helps set the scene for your video or presentation <http://t.co/QEGPSFWm> #CAPIO #NPHIC #Webvideo about 21 hours ago

Thanks, Mel. I couldn't have said it better myself. #goldenglobes <http://t.co/h0eF8hty> about 3 days ago

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