

Simple smartphone video

SFHA

Hello!

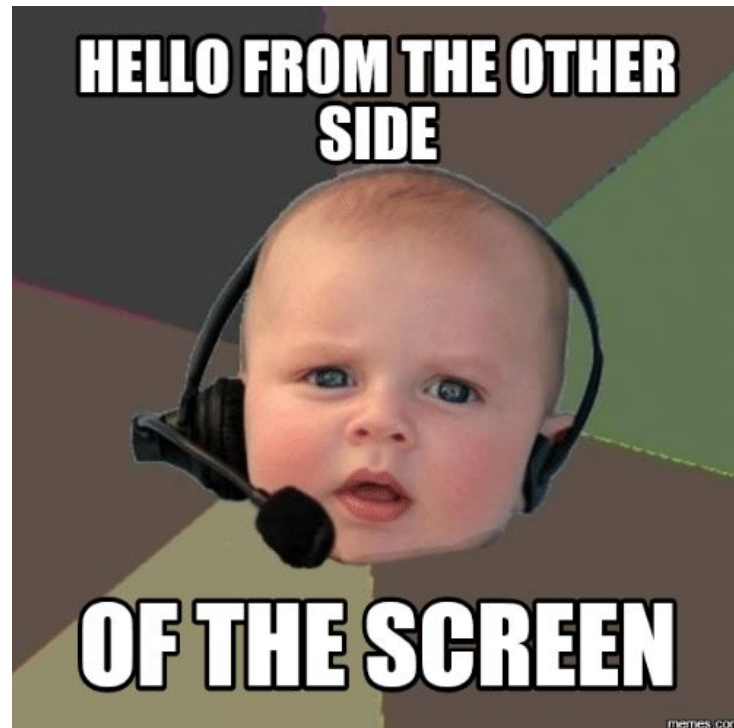
— — —

Thanks for joining us

Say hi in the chatbox to let us all
know who is here

Can you hear me ok?

I'll share these slides



The science bit

— — —

If you want to ask a question/make a comment...

Go to the bottom of the page to reveal the menu bar

Click q&a box - speech bubbles with question mark

Send chats to everyone.

Thanks



A bit about me



Why use video?

— — —

- Accessibility
- Connect with people when we can't do face-to-face
- A true voice: avoids the “writing trap”
- It's entertaining
- People love to share it
- Youtube: 2nd biggest search engine

What makes the web special?

Less time and more
distractions

Broader audience with less
prior knowledge

Sharing: people pass it on



Key principles

— — —

Keep it short

Keep it simple

Make it useful

Make it “sharey”

And remember, you are interesting.

What makes it tricky?

— — —

Editing: time and practice

Confidence and consent

Accessibility

... we can overcome these



Social reporting

— — —

Create an alternative event report

Capture ideas and provoke
conversation

Creative questions, simple
recording



Live video

— — —

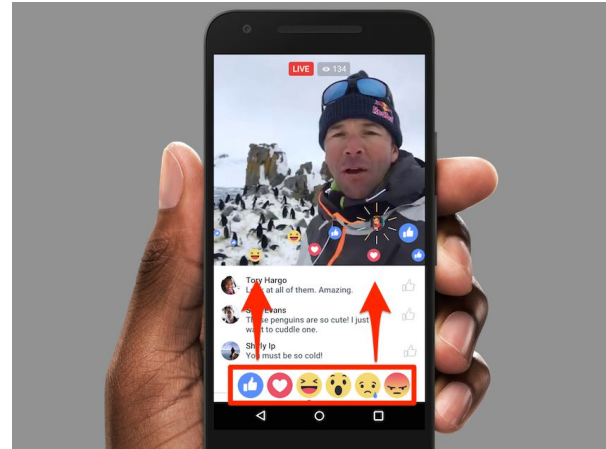
Facebook live

Zoom/ houseparty/ teams

IGTV on instagram

[Youtube live streaming](#)

Go to where your audiences are



[Charities using fb live](#)

Social reporting style

— — —



understands *what I want* when I die

Rough and ready chat to camera

Film yourself or someone else

Short with minimal editing

Multimedia stories

— — —

Sound (music or talking)
and images

Easy to do

Semi-anonymous

Try biteable



Time lapse and stop motion

— — —

Great for showing process
and set up

Take a pic from the same
place every day



Capturing the fun

— — —

Be spontaneous

The feeling you evoke is more important than the facts you deliver

Make it fun



Audio with still images

Simple and intimate

Easy to do

Consider subtitles if
sharing to facebook



Pictures and animation

— — —



Good option for anonymity

Allows story-telling without complicated editing

Try vyond or biteable

Effective – this HA got 9 tenant applications after this one!

Text over stock images/ video

— — —

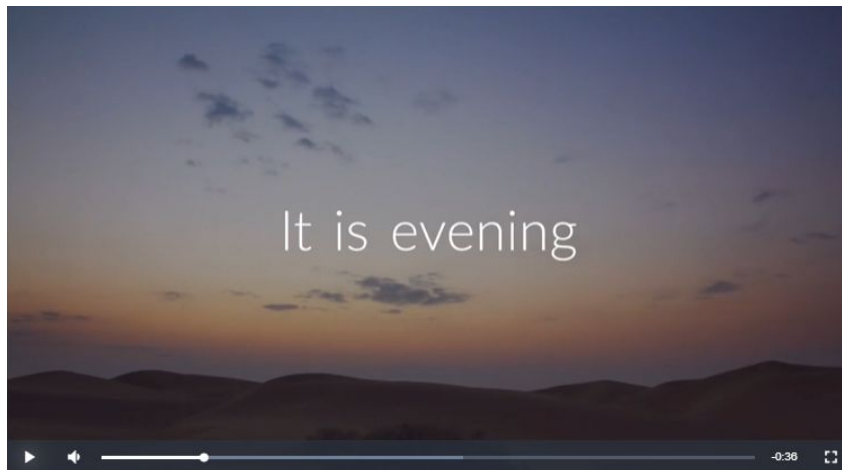
Great way to keep a story anonymous

Work in groups

Try biteable

Stick to one style... or break all the rules

[Watch this film by recently arrived refugee children](#)



Have fun with apps

— — —

Instagram and facebook stories -
tiny clips, easy to edit

[See my slides on creating instagram stories](#)

[Tiktok](#) - great potential for a
creative charity

[Inshot](#) is my new favourite



Fully edited video story

— — —

Record video or audio for voiceover
to create story

Add images or footage

Add music and titles



[Why the #livingwage matters](#)

A note on equipment

— — —

- Phones are perfect
- Choose sound quality over picture quality. Consider a microphone: [adaptor for phones](#) or irig

[Guerilla tripods](#)

What would you need?

Asking the right questions

Make the most of those 60 seconds

Getting your interviews

— — —

Introduce yourself and explain

Discuss questions, but don't plan
responses

Be friendly and interested



Keep it simple

— — —

Avoid jargon: language and concepts

Imagine your dad (or your pal or your gran watching)

One interview, one idea



Talk around the topic

— — —

It's not about your event/
campaign, it's about the issue

What perspective does this
individual bring to the debate?



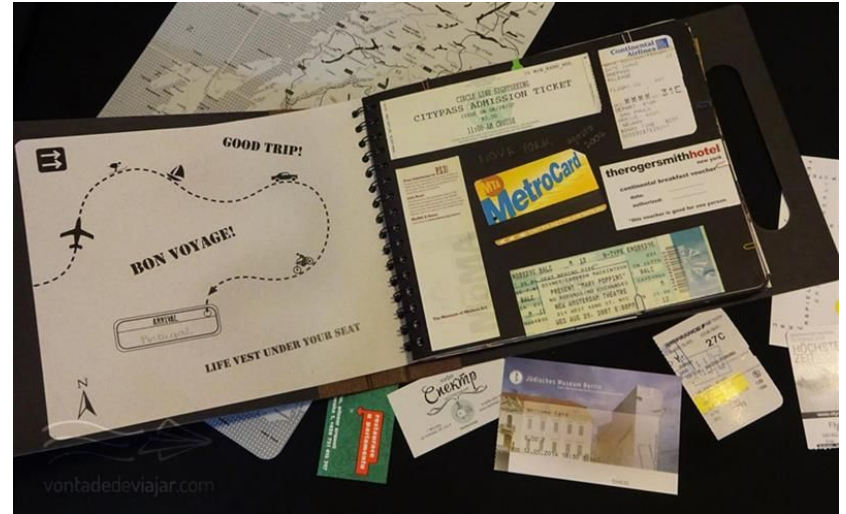
Ask for examples

— — —

What's the best thing? What's the worst?

Top tips: what advice would you give

How did you feel?



Provoke, but don't attack

— — —

Make people think. Don't let them trot out “the line”

- What would change if your project disappeared tomorrow?



Empower the speaker

— — —

This is their chance to be heard

- What would you do differently?
- What do you wish people knew?
- Who needs to hear this message?



Past, present, future

— — —

Nice way to structure interviews

- What's your experience/
what's changed?
- How are things now?
- What's your dream for
the future? What will
you do differently?



The golden question

“Is there anything else you’d like to tell us?”

(It’s amazing how often the answer is the only part of the interview you need to use)

Let's take a quick break

— — —

Get up and walk around, get
a drink... 2-3 minutes



Planning your film

Structure is everything

— — —

A story has these elements... but it could be in any order

The problem	The intervention	The impact	So what?
How things were/are	What happened to help (don't dwell on this, usually)	How things are now (or could be if the intervention is available)	Why does it matter? Make it human Find a point of resonance

Your film ingredients

— — —
Audio- interviews, voiceover, music

Visuals- film, photos, graphics,
drawings, animation

Text - subtitles, animated text,
question cards

As with most things, simple is
better



Consent and ethics

What is consent?

— — —

Always get a [form signed](#), but that's not enough

Informed consent and capacity

Make sure they understand what it's for and where it will be shared: [this is explicit in GDPR](#)

Time: when to go back

Be respectful and clear

— — —

Make sure people understand what's expected

Probe, but don't push it

Be clear about how and where you'll share a story

Keep the person in control

To identify or not?

— — —

If there's a real person, there's often more impact

It depends on the person and the story

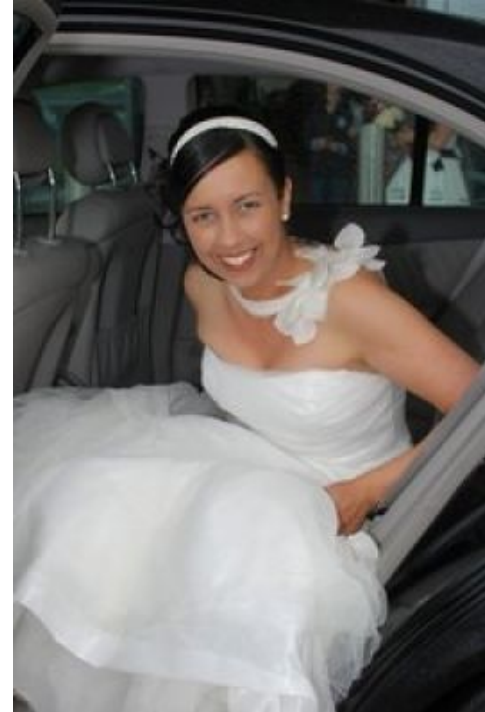
Always give a name - even a false one



A positive picture

— — —

- Pity vs empathy
- Present a solution
- The value of feeling heard
- Respect real experiences: not just “happy clappy”



Co-production

- - -
- Work with people to tell their stories
- Protection or silencing?
Beware paternalism
- Listen: don't just focus on your questions and materials



[Mind Waves Community Correspondents](#)

Collaborative case studies

— — —

Several people work together to
create a story

Can be anonymous

Helpful for sensitive subjects



[Hello, you're through to the Helpline](#)

Say thank you

— — —

- Let the person know what difference they've made: follow up, send a link
- Pay expenses, bring biscuits- pay people?
- Be creative e.g offer a makeover for a photoshoot



When to say no

— — —

Any safety risk

Ongoing legal cases

When other people could be identified...

... when it just doesn't feel right

Remember the golden rule

Do unto others as you would have done unto yourself...

... but that's not the same thing as thing as just doing what you would do. People are different.

Nuts and bolts

Recording and uploading video

— — —
Find a quiet corner



Think about light



Landscape , not portrait



0:40 / 1:54





Head and shoulders

Off centre is best

Hold still...

use your elbows for stability




Double tap for full screen



The image shows a field of red tulips with yellow centers, which are out of focus. A dark grey rectangular box is positioned on the left side of the image, containing the text "Tap to focus". Above the text box, there are three short horizontal dashes.

Tap to focus

A close-up photograph of a woman with brown hair and light skin, applying mascara to her right eye. She is holding the mascara wand with her right hand, and her left hand is gently touching her cheek. She has pink lipstick on and is looking down. The background is black.

Aim for one take...

but start again if you need to

A close-up, slightly angled shot of a wooden cutting board. The board is covered with about 15-20 slices of bread, likely baguette, that have been toasted. Each slice is topped with a mixture of finely chopped green herbs (possibly parsley or cilantro) and a white, creamy substance (likely cheese or butter). The bread slices are arranged in a somewhat haphazard but dense pattern across the board. The lighting is warm and focused on the food, with the background being dark and out of focus.

Work in clips: no more than a minute...

45 seconds is better

A woman in a white dress is leaning against the side of a train car, looking up at a man who is climbing out of the window. The train is moving, as evidenced by the motion blur and steam coming from the wheels. The scene is set at a train station with a yellow building in the background.

Before you go...

Check it's worked

[Consent form](#)

A woman with long brown hair, seen from behind, is walking away from the camera on a red carpet. She is wearing a white, short-sleeved, form-fitting dress that transitions into a long, voluminous train of red feathers. The background is filled with a large crowd of photographers and cameramen, many of whom are holding up cameras with bright flashes, creating a starburst effect. The scene is set outdoors at night, with palm trees visible in the distance. A semi-transparent dark grey banner with white text is overlaid across the middle of the image.

Congratulations. It's time for your premiere.

Homework: what does home mean to you?

— — —

In the next week try a short (30 second) clip each

Play around: talk to camera,
interview your partner/ dog

Use props, pens and paper,
graphics- whatever you like



Let's give it a go

— — —

Find a quiet corner and think about light

Landscape , not portrait

Use your elbows

Double tap for fullscreen, tap to focus

Dropbox:

Aim for one take and work in clips

Check and get consent- [download consent form](#)

Share with us by Tuesday - we will share the details

Say hello



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