

## LGIU SEMINAR

### SOCIAL MEDIA – USING VIDEO

#### PLANNING YOUR VIDEO

Think of it like a newspaper article – short and to the point

You need to get across what you are saying and what you want people to take away in the first ten seconds.

#### STORYBOARD

The example storyboard that I used during the session:



#### SPEAKING AND PRESENTING FOR VIDEO

Cllr Jason Brock, Leader of Reading Borough Council -

<https://twitter.com/ReadingCouncil/status/1243482548682084352>

Dumfries and Galloway COVID video -

<https://www.facebook.com/245864198858574/videos/357291638780933>

### ***Teleprompter apps***

You can find information on teleprompter apps here - <https://www.adorama.com/alc/7-best-teleprompter-apps>

### **USING IMAGES AND GRAPHICS**

Glasgow City Council - <https://twitter.com/GlasgowCC>

Conwy Council - <https://twitter.com/ConwyCBC>

Belfast City Council - <https://twitter.com/belfastcc>

Canva - <https://www.canva.com/>

Free image editor - <https://www.online-image-editor.com/>

Animation app - <https://www.renderforest.com/templates>

### **FILMING YOUR VIDEO**

A good tip to reduce echoes if you are recording indoors is to drape blankets and duvets around the room to muffle the sound. There is an interesting article here -

<https://www.theguardian.com/media/2020/mar/22/bbc-hosts-improvise-home-studios-covid-19>

### **VIDEO EDITING SOFTWARE**

#### ***To buy***

Adobe Premiere Elements - <https://www.adobe.com/products/premiere-elements.html>

Pinnacle Studio - <https://www.pinnaclesys.com/en/>

Apple Final Cut Pro - <https://www.apple.com/uk/final-cut-pro/>

Camtasia - <https://www.techsmith.com/video-editor.html>

#### ***Free***

Lightworks - <https://www.lwks.com/>

Blender - <https://www.blender.org/>

Shotcut - <https://shotcut.org/>

iMovie - <https://www.apple.com/uk/imovie/>

## **SUBTITLE SOFTWARE**

Kapwing - <https://www.kapwing.com/>

Subtitle Edit - <https://www.nikse.dk/subtitleedit>

Plus, you will need Handbrake to merge video and subtitles - <https://handbrake.fr/>

Or, you can use the YouTube subtitle generator and then download your subtitles – this video shows you how - [www.youtube.com/watch?v=K3lhW8uPH0U](http://www.youtube.com/watch?v=K3lhW8uPH0U) (You do need a YouTube account).

## **GOOD EXAMPLES OF COUNCILS AND POLITICIANS USING VIDEO**

Marvin Rees – Mayor of Bristol -

[www.facebook.com/473589042789807/videos/287717185873727](http://www.facebook.com/473589042789807/videos/287717185873727)

Caroline Nokes MP - [www.facebook.com/383722574978742/videos/948089772241313](http://www.facebook.com/383722574978742/videos/948089772241313)

Edinburgh City Council - [www.facebook.com/124181887611335/videos/257079088739514](http://www.facebook.com/124181887611335/videos/257079088739514)

Fingal County Council -

<https://www.facebook.com/101908249864893/videos/3250020851702793>

Rosie Duffield MP flooding video -

[www.facebook.com/333209063761130/videos/2151846775122115](http://www.facebook.com/333209063761130/videos/2151846775122115)

Bournemouth, Christchurch and Poole beaches video - [www.instagram.com/p/CCB00FWjhBk/](http://www.instagram.com/p/CCB00FWjhBk/)

Andy Street, West Midlands Mayor -

<https://www.facebook.com/625464517632792/videos/994694720944147>

CLlr Chris Hammond, Leader of Southampton City Council -

<https://twitter.com/Christophammond/status/1299397202486452232?s=20>