

LGIU SEMINAR

SOCIAL MEDIA – USING VIDEO

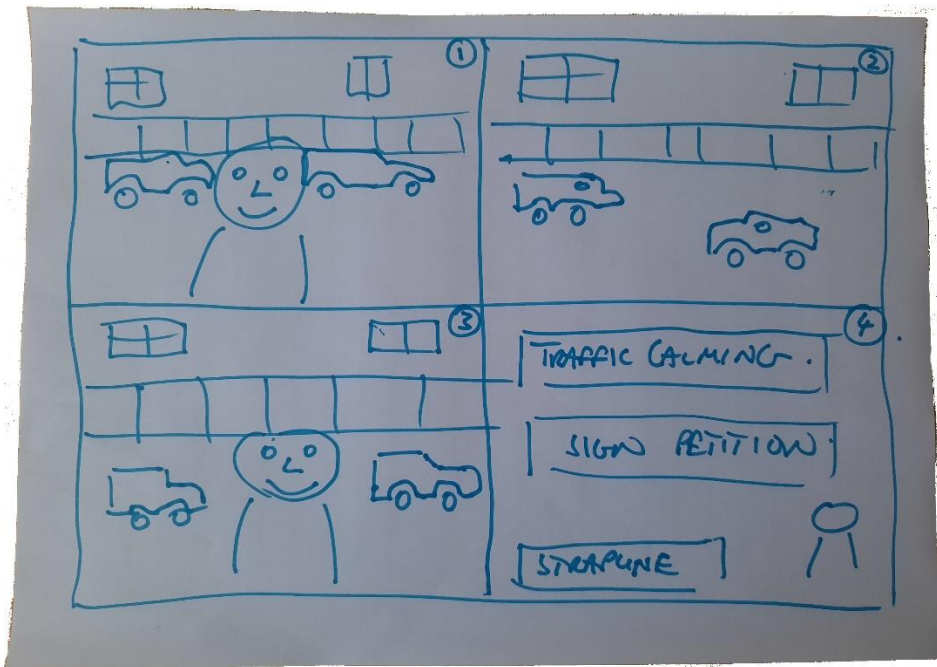
PLANNING YOUR VIDEO

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 (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

Caroline Nokes MP - www.facebook.com/383722574978742/videos/948089772241313

Edinburgh City Council - 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

Bournemouth, Christchurch and Poole beaches video - www.instagram.com/p/CCBO0FWjhBk/

Andy Street, West Midlands Mayor -

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