



Planning Videos & Documentaries

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Agenda

The Why's and How's of using Video in Engagement and Sharing Stories and Ideas

Inspiring Examples - Ours and Yours

Questions for us and those joining us





Our Assumptions





**Who here has used
video for planning before?**






Why and when to use video





Why and When to use video


There is a big shift in how we receive our information. Away from traditional (esp. print media) - we need to meet people where and how they are taking in information. Streaming video is a very important pieces of the pie.





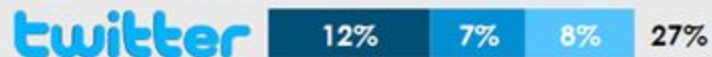
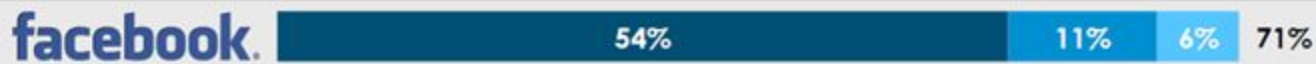
Video and Social Media

**Facebook and Youtube, as well as your website
are the best places to share information**



Social Media Usage (Weekly)

■ Daily or more ■ 4 to 5 times per week ■ 2 to 3 times per week



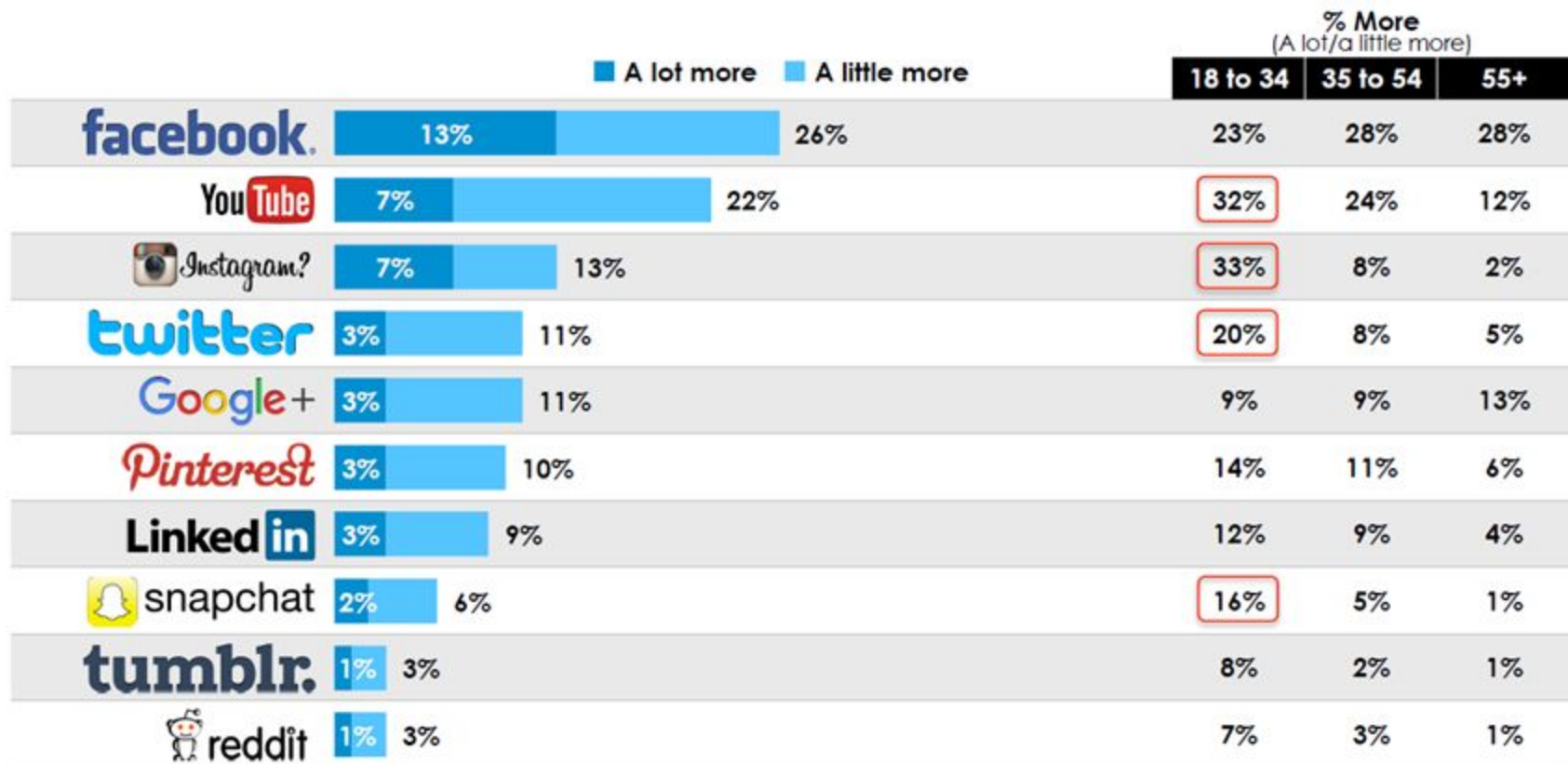
Facebook Is Still The Most Preferred & Fastest Growing Social Platform



Base: All respondents (n=1,048)

Q. How often do you typically use each of the following?

Social Media Usage Momentum (Generational Differences)



Base: All respondents (n=1,048)

Q. Compared to six months ago, are you currently spending less time, more time or about the same amount of time on each of the following?



Gathering Rich Insight and Amplifying Voices





Education and Awareness





So, how do we make good videos?





Storytelling

“A special effect without a story is a pretty boring thing.” – George Lucas

What is most important for impact?

50% - Story

30% - Music

20% - Visual quality and special effects

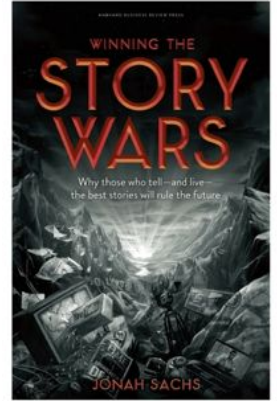


How to tell a story

“Go see a movie and tell a friend what the “story” was and you’ll probably describe a bunch of characters experiencing a series of events, conflicts and settings.”

– Jonah Sachs

[How To Tell a Story]



“... probably the greatest story commandment... ‘Make me care’ -- please, emotionally, intellectually, aesthetically, just make me care.”

– Andrew Stanton [[TED Talk](#)]





How to tell a story

Our Achilles heel for caring? **Empathy.**

Tell stories that include *people*.



Chekov's gun

Less is more





Ethics of storytelling as a planner





What's involved?

How long does it take to produce?

How much does it cost?

How to get free content?

Can get help by working with students.





Let's workshop

How have you shared an idea in a video?

What would you like to be able to communicate?





Main Points

Video will expand your audience beyond those who would read your report or attend your meeting

Learn and amplify voices

The story is really important

