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Telling your Story on YouTube

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Agenda

1. Know Your Audience
2. Write a Script
3. Organize Your Content
4. Shoot Your Video
5. Edit Your Footage



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Know Your Audience

- Who is my **primary** audience? Age? Gender? Interests? Income?
- What is the core message? Identify the **key** takeaway.
- Call to Action: **SVGives** will help us...?



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Write a Script

- Keep your story simple
- Present the problem (Why should they listen?)
- Show how YOU help solve this problem
- How will you benefit from **SVGives**?



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Keep Your Story Simple





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Present the Problem that you Solve





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Organize Your Content

- What equipment should I use/need?
- What audio assets do I need?
- What images will engage your audience?
- **Create a story board**



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Shoot Your Video

- Listen carefully to your sound
- Natural light can be your best friend
- Practice makes perfect (Take many takes, as it Takes)
- Stay organized. (Logsheets & EDLs will make your life easier)



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Edit Your Footage

- Pay close attention to the audio
- Stay on point. (Don't lead your audience astray)
- Ask yourself: Do I really need this shot?
- Add music to enhance. Not distract.

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Questions
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Additional Resources

- Krause Center for Innovation (at Foothill College) – Has classes & a video editing lab open to the public for more information contact Janet Davis email davisjanet@foothill.edu



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