

5 Tips for Creating High-Impact Videos

Maximize the Message

Videos can bring a message to life. They are ideally suited to illustrating processes (how the heart works), demonstrating something (how to make a recipe), sharing stories that humanize a concept (bring a case study to life), and allowing the main character (you) to connect with the audience. Once created, videos can be shown over and over. Use video to its greatest advantage.

Reach your Audience

Who is your video for? Tailor your video's purpose, content, format, and platform to best reach your target audience. What types of video do they prefer: Food (recipe) videos? Cooking shows? Educational videos? Promotional videos? Live stream? Where does your audience access content: Instagram? Facebook? YouTube? Unsure how to answer – ask the audience!

Assemble your Tools

Similar to having the right ingredients and utensils for creating a recipe, a video requires some basic equipment for success: 1) A camera to shoot the video. 2) A tripod to prevent shakiness. 3) A microphone for audio quality. 4) Natural or artificial lighting to create the desired result. 5) A backdrop that enhances not distracts. And, 6) Editing software to create the finished video.

Plan your Production

Careful planning leads to less stress during production and a better product. Once you know your audience, have selected a video platform, and assembled the necessary tools, it's time to plan your production. Begin with a storyboard to illustrate your visuals, camera angles, and action. Write your script and practice it out loud. Plan your set-up clear through to editing.

Shoot, edit, release

"Lights, camera, action!" It's time to shoot video. Check and double-check what is in the field of view. Give yourself room to edit with extra footage at the beginning and end. Record all audio while on camera for continuity between on-camera talking and voice overs. Until more experienced, keep your editing simple. Save special effects for later. Master the basics first.