

## Educator submission for teaching about creating video:

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I had 2 guest speaker RDs and former Purdue students ([Hannah \[Hill\] Thompson](#) and [Emily Krause](#)) work together and team-teach on creating videos. I plucked out a small sampling of content they shared (see below), including the instructions they gave for students to make their own videos – they worked in small groups of 3 or 4. Students spent roughly 20-30 minutes in lecture finalizing a topic and getting started, then they spent the first ~90 minutes of lab creating and editing their videos. In the remainder of lab, we all watched the videos together and moved through the checklist (see below), discussing each video as a class. Next semester, I want to improve on giving them feedback; the guests were hesitant to provide any criticism, and the students could have definitely learned more by thinking/talking more about how each video could be improved. The students had A LOT of fun doing this. Some of them had never made a video before; I know I mistakenly assume that when it comes to social media, these students already have knowledge/understanding/how-to, but that's really not the case. They all generally *consume* social media, but creating it of course is a totally different endeavor.

If it's helpful for anyone on the educators call in December to see some of the videos the students created, I'm happy to share.

## Finding Success with Content Creation

- Be consistent - post as frequently as you can and don't be afraid to start now!
- Be patient - growth takes TIME.
- If you feel overwhelmed, choose one platform to start and commit to it.
- Observe other nutrition professionals. See what you like and dislike.
- Make a game plan but don't spend too long in the planning stage - you will never be 100% ready!
- If you feel uncomfortable behind a camera:
  - Create when you are alone.
  - Practice - you will become more comfortable and confident.
  - Remember that you can always edit your content!

# Summary

- Social media is a powerful business tool and a great way to spread nutrition information to MANY people around the world.
- Video content is becoming increasingly popular.
- You can create content around any niche
  - Intuitive eating, weight management, diabetes, pediatrics, sports, recipes/cooking, etc.
- Anybody can create content and you can start right now!

## Up Next

- Get into previously assigned small groups.
- **Finalize** which topic you would like to create a video on - to be done in lab on Thursday.
  - Topics to choose from
    - Benefits of different types of milk
    - Sources of healthy fats
    - Tips for healthy eating with a busy schedule
    - How to shop for seasonal produce
    - Importance of eating breakfast
- Discuss specifics
  - Location (note - outside weather may impact audio quality)
  - Video script

## Activity

- 60-75 minutes to create your video
  - Finalize script
  - Record your video
  - Edit your video
  - Upload to box.com
- Videos should be 30-60 seconds long
  - Cater more toward TikTok and Instagram vibes
- Editing tool options
  - TikTok - screen record final version for sharing
  - Instagram - screen record final version for sharing
  - CapCut or Splice
- Factor to keep in mind
  - Location
  - Audio
  - Lighting
  - Props?

## Video Must-Haves

- 30-60 seconds of attention-grabbing content
  - Avoid long pauses and filler words
- Quality lighting
- Clear audio
- Steady video quality (use tripod or set phone on a stable surface, if needed)

## Optional

- Transitions
- Props
- Background music
- Voice effects
- Speech-to-text
- Filters

## What to Look For

Did the video grab your attention?

How was the lighting? Audio quality? Video quality?

Can you tell what type of audience they had in mind?

Was the content factual?

Did the video abide by the code of ethics?

Anything you'd add or remove from the video?