

How to make YouTube, TikTok or Instagram videos your audience will love

Presented by Dean Shaw



**Digital Culture
Network**



- The process of making content on your mobile
- Vertical video platforms
- Best settings for your mobile
- Cheap equipment to consider
- Structure & Examples
- Editing
- Q&A

The Process

Shaping the story happens 3 times

Pre-Production

- Strategy/goals
- Script creation
- Talent/characters
- Teams/equipment needed
- Location needs

Production

- Setting up the lights/camera/sound
- Conducting Interviews
- Capturing B Roll

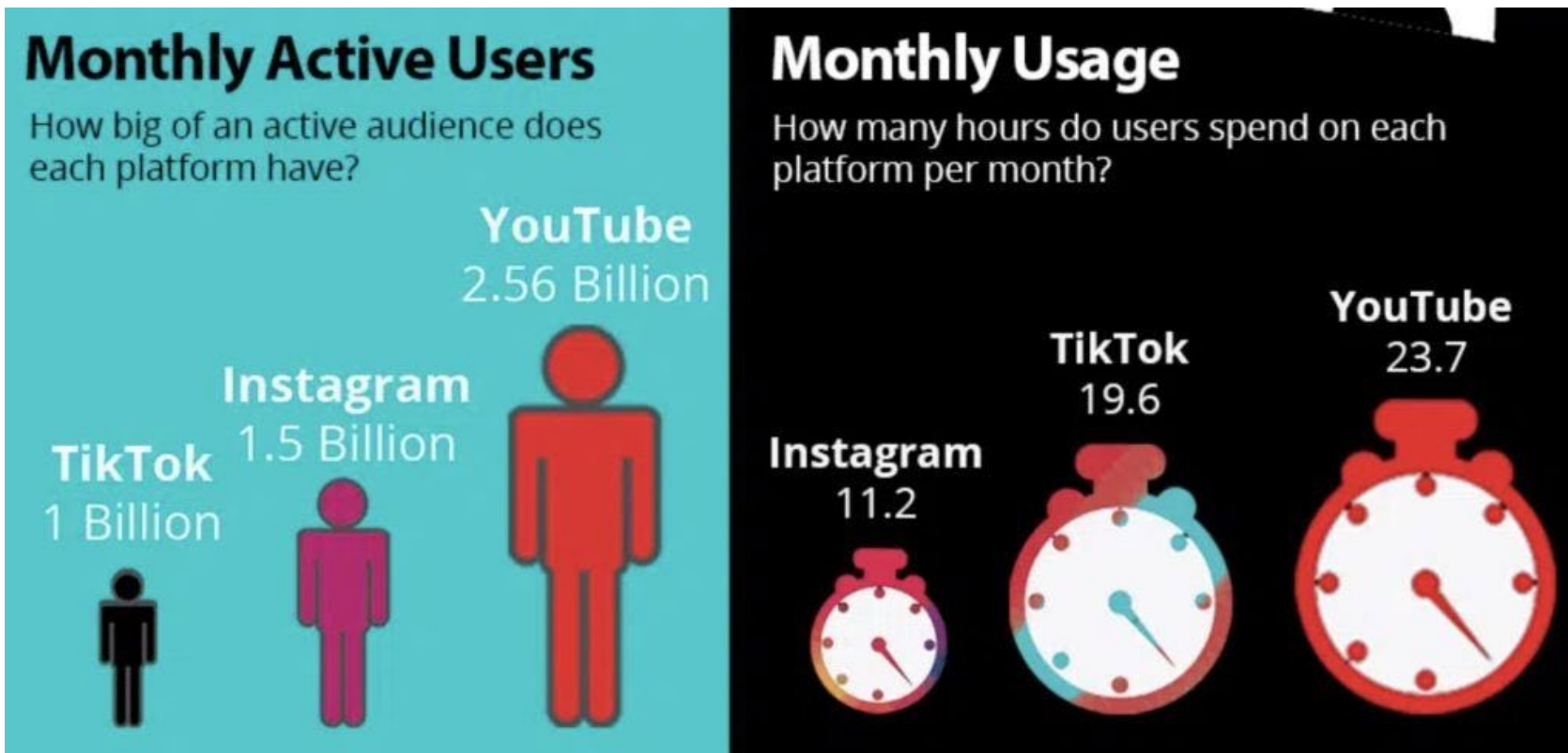
Post Production

- Offload footage
- Shape the final story
- Music Selection
- First Edit
- Review/Approvals
- Final Delivery

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Vertical Videos

Short video that's taking over social media.



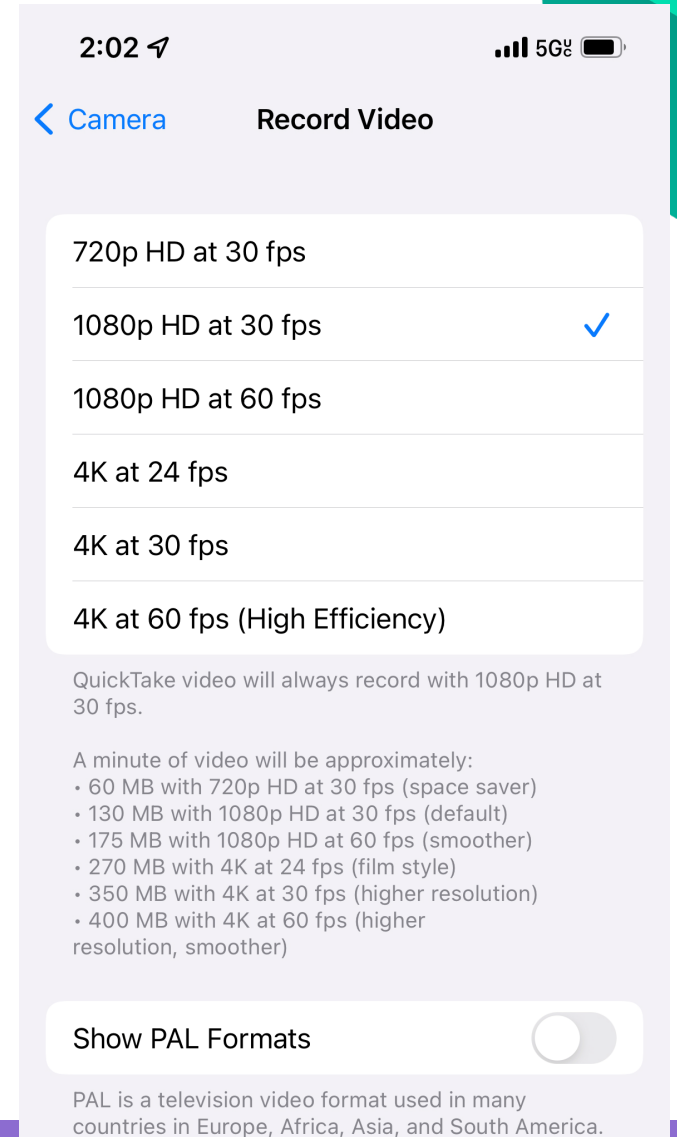
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Get the settings right

The best settings for all social media platforms

Video format is **1080p and 30fps** — this is very applicable for Instagram because it has the most finicky algorithm that may completely ruin the quality.

On an iPhone go to **settings > camera > record video**:

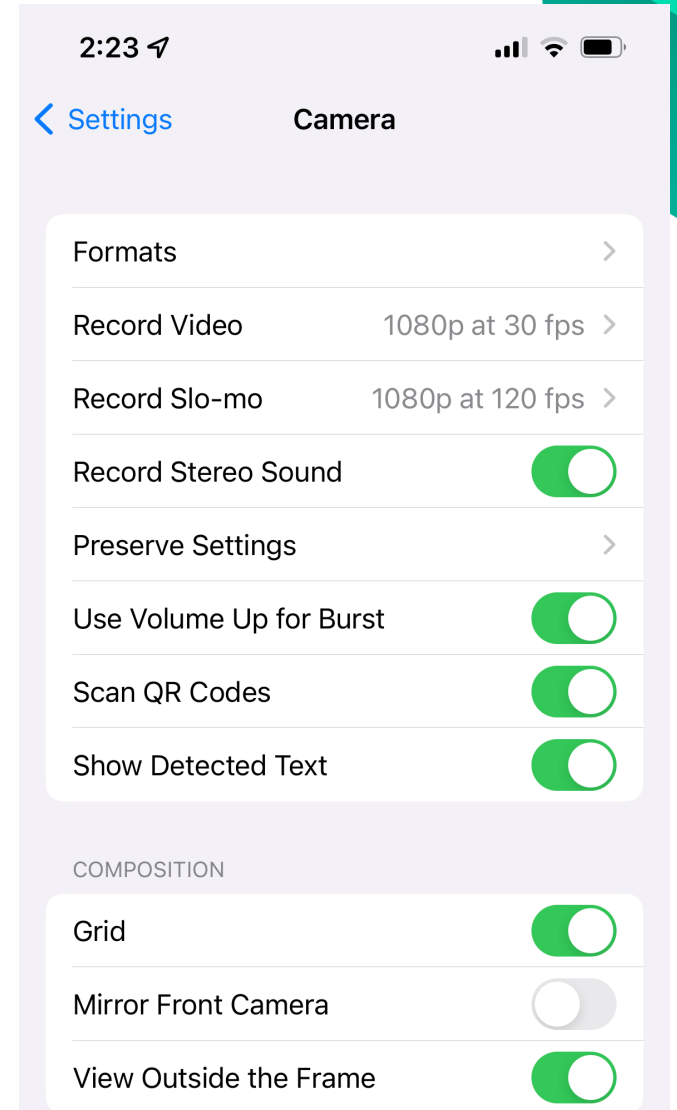


Get the settings right

The best settings for all social media platforms

Turn on the GRID. It will help you compose your shots a lot.

On an iPhone go to **settings > camera > toggle on the grid**



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Equipment to consider

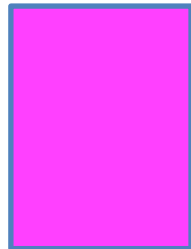
And some to avoid

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Structuring Winning Long Form (3 Minutes plus)



Soundbites
from
interviews
coupled with
voice over



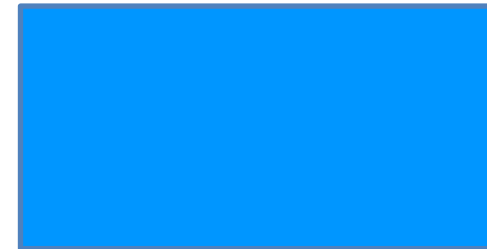
Images
of
project



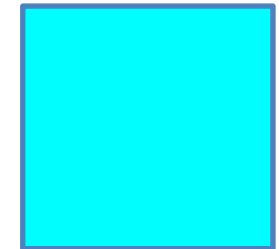
Talking
head
interview
cut with
project
images



The best
interview
answer to
question
coinciding
with the
best B roll

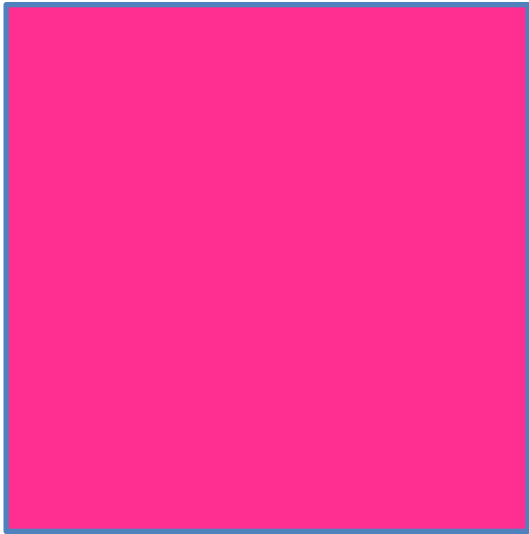


Strong
messaging on
the successes
with
soundbites of
interviews in a
crescendo
finale



Outro
messaging

Structuring Winning Short Form



Hit the ground running. Start with a question
“Did you know?”
Or statement “The best”



Images in quick succession
with a script that ends with
words similar to the beginning.
“Now you know!”
“And that’s the best!”



The Process (where are we now?)

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Shorts that rise up

4 Examples of winning formulas

Short Story

Response

Challenge

Behind The Scenes

Short Story

- Introducing the premise,
- The challenges/obstacles
- The resolution

To watch video example - https://youtube.com/shorts/pAh-WD3H664?si=SYe7_dTqKqgCbr21

Thinking Shorts

- Take a popular conception
- Add a counter argument in your own scenario.

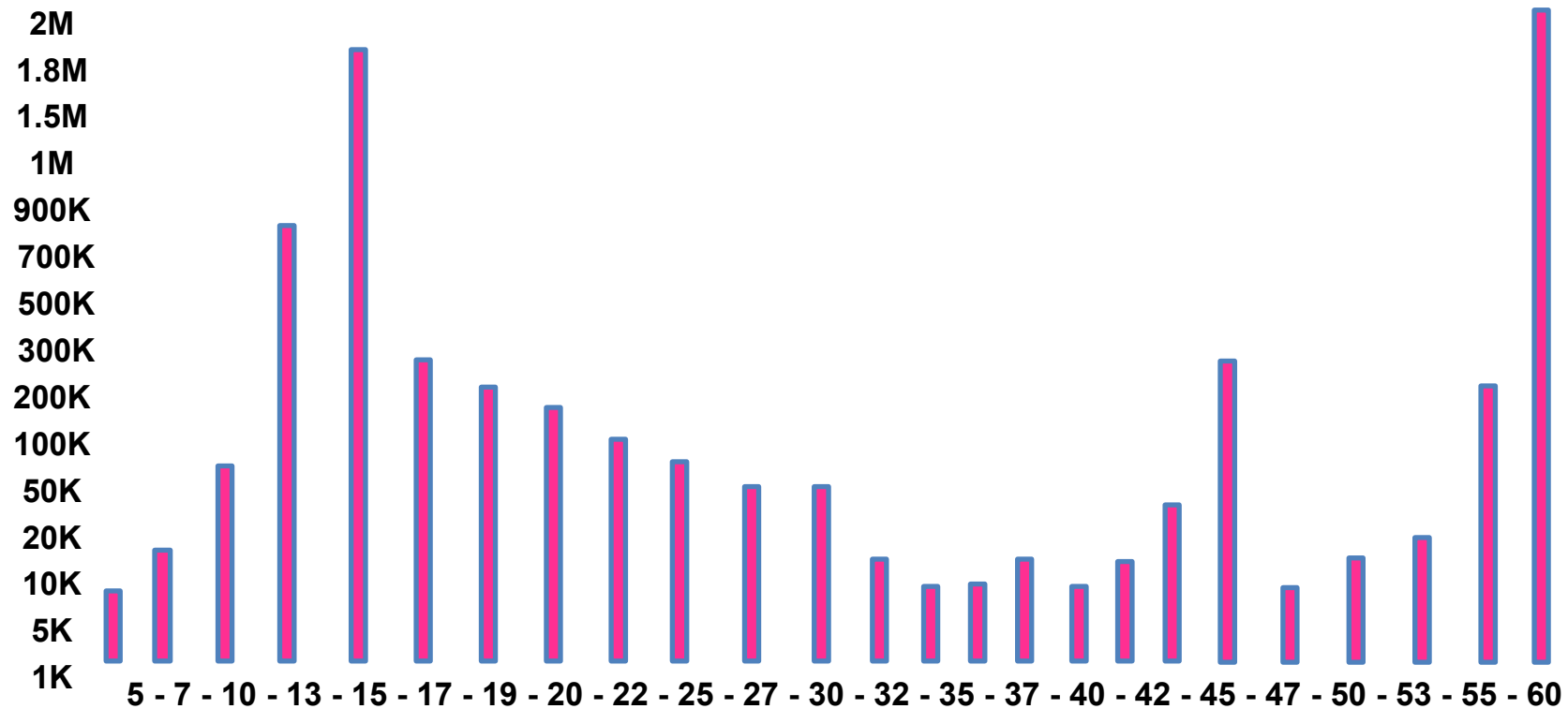
To watch video example -
<https://www.youtube.com/shorts/LSszOxJiP0Q>

Lulu Lemon shorts

- Setting out a challenge
- Showing several attempts before perfecting it at the end.

To watch video example -
<https://www.youtube.com/shorts/QwmkkGUo2F8>

The Goldilocks Length



Looking at the best length for vertical videos

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Behind the scenes

My process



To watch Turnpenny Pottery
Case Study video -
<https://youtu.be/0tN5KLXGKj0>

Behind the scenes

- Behind the scenes
- Sneak Peak
- Glimpse into
- Making of



To watch video case study -
<https://youtu.be/gfQQLuGgfKs>

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Reality Check

If you are making the next greatest indie feature film starring Ana De Armas, shot on location, using hundred of extras etc etc



Reality Check

- TikTok & Canva more intuitive
- Basic options are FREE
- Frequently updated and improved

To watch video example - <https://youtu.be/qqO9guoTkXM>



Questions?

Get in Touch



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[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



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