

# How to Create Campaign Videos: Tools and Videos

## Tools

- Video Brief and Script Google Doc [https://docs.google.com/document/d/1bM4Oio5ad2pCi0efuyzD8E9KMxNdqZpgbwTyF\\_YgLU0/edit?usp=sharing](https://docs.google.com/document/d/1bM4Oio5ad2pCi0efuyzD8E9KMxNdqZpgbwTyF_YgLU0/edit?usp=sharing)
- Download the VideoRev Hookbook <https://videorev.org/hookbook2/>
- More VideoRev Resources and Tutorials <https://videorev.org/#resources>
- VideoRev LinkTree and Socials <https://linktr.ee/videorev>

## Videos played

- 5 Ways to Disrupt Racism <https://www.facebook.com/watch/?v=1842194622678524>
- Undercover police crack down on freedom of speech in Paris <https://www.facebook.com/newint/videos/10153264895188461/>
- Food Systems Solutions video by Sasha <https://www.instagram.com/reel/CiKd-EjMVLx/?igshid=YmMyMTA2M2Y=>
- Melati - Indonesian eco influencer <https://www.tiktok.com/@melatiwijsen/video/7138410454375746842>
- We asked people if they supported the nurse strikes and the answer was a resounding YES! <https://twitter.com/ACORNunion/status/1615673043329638400>
- Green New Deal Rising action interrupting UK Government Minister speech on immigration <https://twitter.com/GNDRising/status/1522902822475509760>
- Would you let Arms Dealers run peace talks? <https://twitter.com/NadiaWhittomeMP/status/1457750596170158087>

# How to Create Campaign Videos



videorev

# This session will

- Take you through the steps to film an interview video
- Take you through the steps to plan and film your own campaign video

# Agenda

- Discussion on powerful videos
- Making a question video - to be edited
- Break
- Writing a brief
- Writing a video outline
- Filming

# My Story



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# Researched why videos go viral





“

This is the ‘we’d all be rich if we knew’  
question. There is no magic bullet.

Recent ECF discussion





# Social media videos can be a powerful tool to:

- Amplify the voice of those affected
- Expose injustice
- Report stories the media won't



# UNDERCOVER POLICE JUST CRACKED DOWN ON FREEDOM OF SPEECH IN PARIS



## Pair Discussion:

What video has had a powerful impact on you? And why?

- Discuss in pairs - 4ish mins each
- Can be a social media video, documentary, anything

# There are so many different ways to make videos

- We can't compete with corporations and the media for resources
- We need styles that are low cost and high impact
- Now social media favour authenticity over polished production

# Two styles that you can make with a smartphone



- Presenter videos



- Interview videos

# Start simple and improve

- Editing is time consuming, avoid it as much as possible
- Focus on your message
- These skills can then be used to do viral actions

# The same skills enable viral actions

Last night we disrupted @pritipatel because her #Rwandaplan is cruel, morally bankrupt & it will cost lives.

We demand the Government drops this widely condemned policy & provides support for people seeking safety.

No matter where we come from, we all deserve dignity & respect

## Activists disrupt Priti Patel speech in protest against Rwanda refugee plan

Green New Deal Rising campaigners were escorted from the dinner to chants of 'out, out, out'



Activists disrupt Priti Patel speech to protest against Rwanda refugee plan - video

A speech by the home secretary, **Priti Patel**, was disrupted on Friday evening after pro-refugee activists infiltrated a Conservative party "spring dinner".

Eight young social justice and climate campaigners from **Green New Deal Rising** disrupted the **Bassetlaw Conservative Association Spring Dinner** and demanded she drop controversial plans to offshore asylum seekers to Rwanda.



**Priti Patel: Good evening everybody**



# 5 steps to planning a video: [LINK TO BRIEF](#)

<b>1. Message</b> What is the topic and key message of the video?	Topic is: Young people's Key message:
<b>2. Audience</b> Who is the core audience that will drive sharing?	Young people who are also care about the climate crisis
<b>3. Motivation</b> Why would people watch? Info, Impact, Values, Emotion.	Values: People want to hear Emotion: It
<b>4. Action</b> What will you ask people to do?	Share the video
<b>5. Video Style</b> Would it be a presenter video or interview video? Who would be in it?	Interview video with young FoE people answering the question "INSERT QUESTION"

## Ask each other:

What makes you anxious about the future?

What gives you hope about the future?

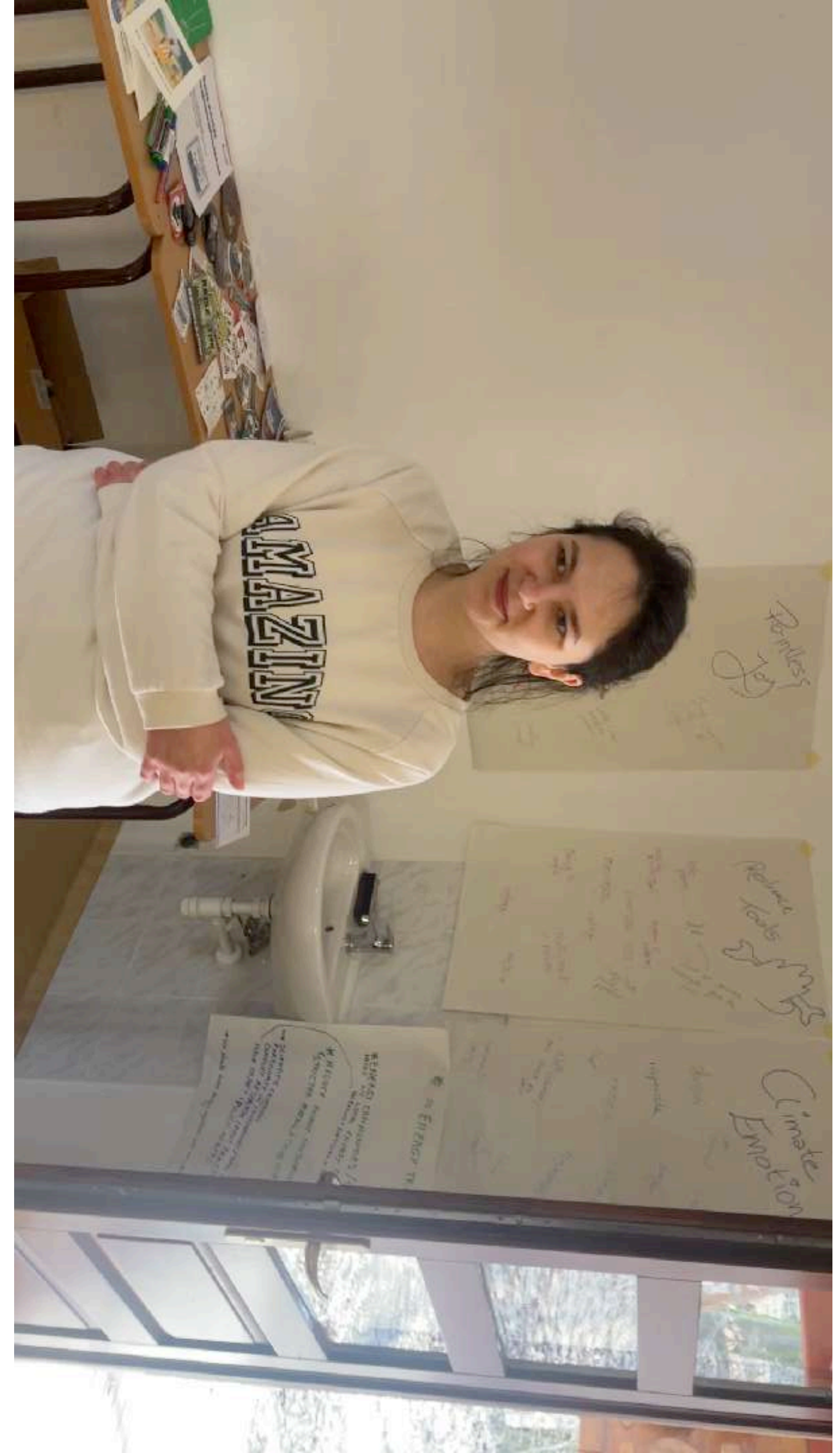
- Ask the question to each other
- Let them speak without interrupting and encourage them to be authentic
- Then try and condense it into one sentence

# Filming Exercise

- We are now going to film each other's answers
- Key is just being yourselves
- Can film in your own language but film the English right afterwards

# Camera

- Use Vertical
- Avoid space above head
- Don't be too far away



# Light

- Avoid silhouette effect
- Aim for even light



# Eye Contact

- Look at camera, not interviewer



# Background

- Avoid distracting background



# Sound

- Avoid background noise





# Filming Exercise: How was it?

- **Speak in pairs about how you found that?**
- **What was easy or hard?**

# Now you can make a video for your campaign

- Can be about anything that you want
- We will make them in the workshop so pick something that's straight forward
- You'll begin by writing a brief

## 1. Message

What is the topic and key message of the video?

## 2. Audience

Who is the core audience that will drive sharing?

## 3. Motivation

Why would people watch? *Info, Impact, Values, Emotion.*

## 4. Action

What will you ask people to do?

## 5. Video Style

# Writing a Brief



Would you let arms dealers  
run peace talks?

## 1. Message

What is the topic and key message of the video?

## 2. Audience

Who is the core audience that will drive sharing?

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Why would people watch? *Info, Impact, Values, Emotion.*

## 4. Action

What will you ask people to do?

## 5. Video Style

## 1. Message

What is the topic and key message of the video?

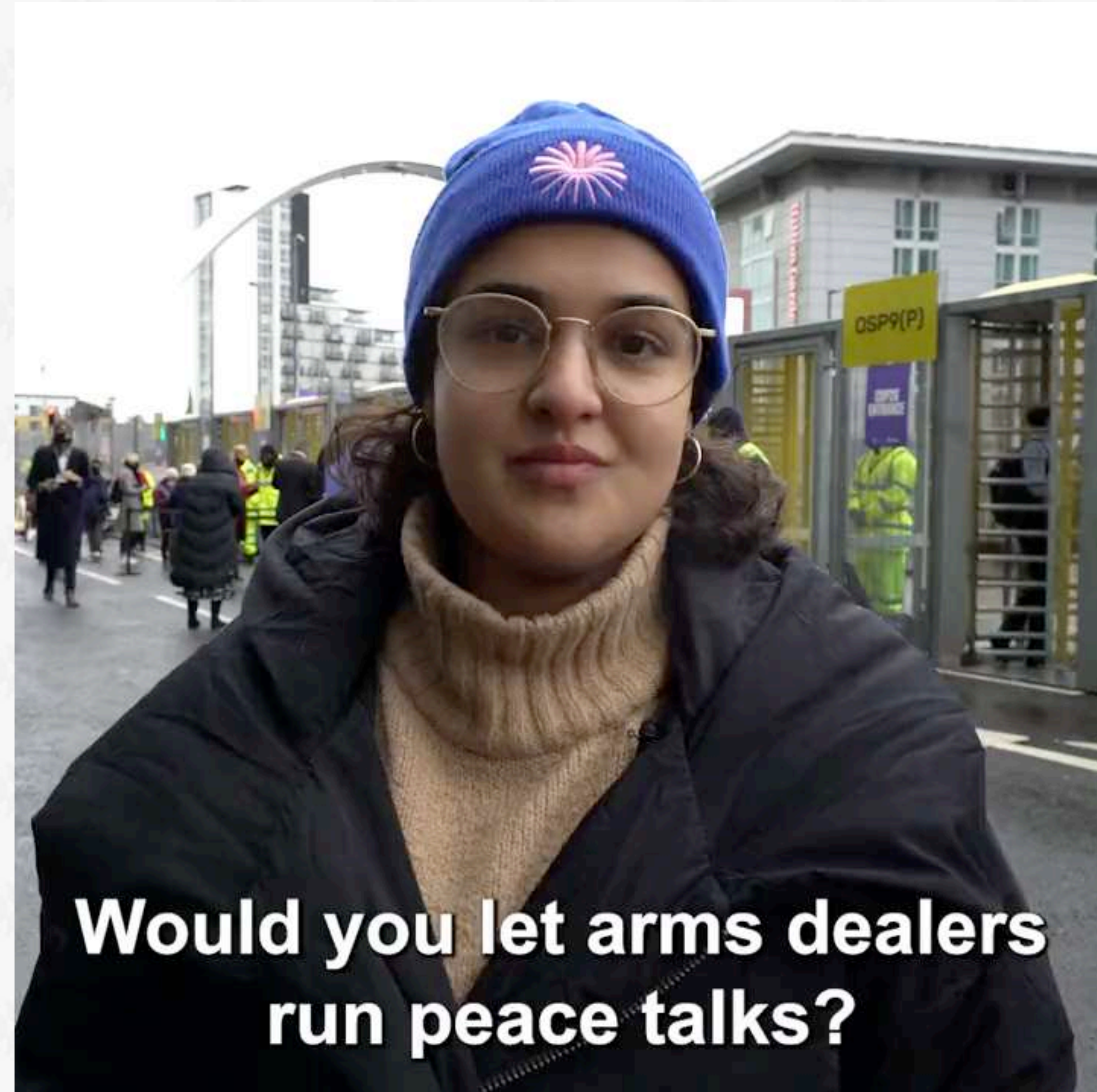
- Fossil fuel companies have sent over 500 delegates COP and this is corrupting the climate talks



## 2. Audience

Who is the core audience that will drive sharing?

- People concerned about climate change and stopping the fossil fuel lobby

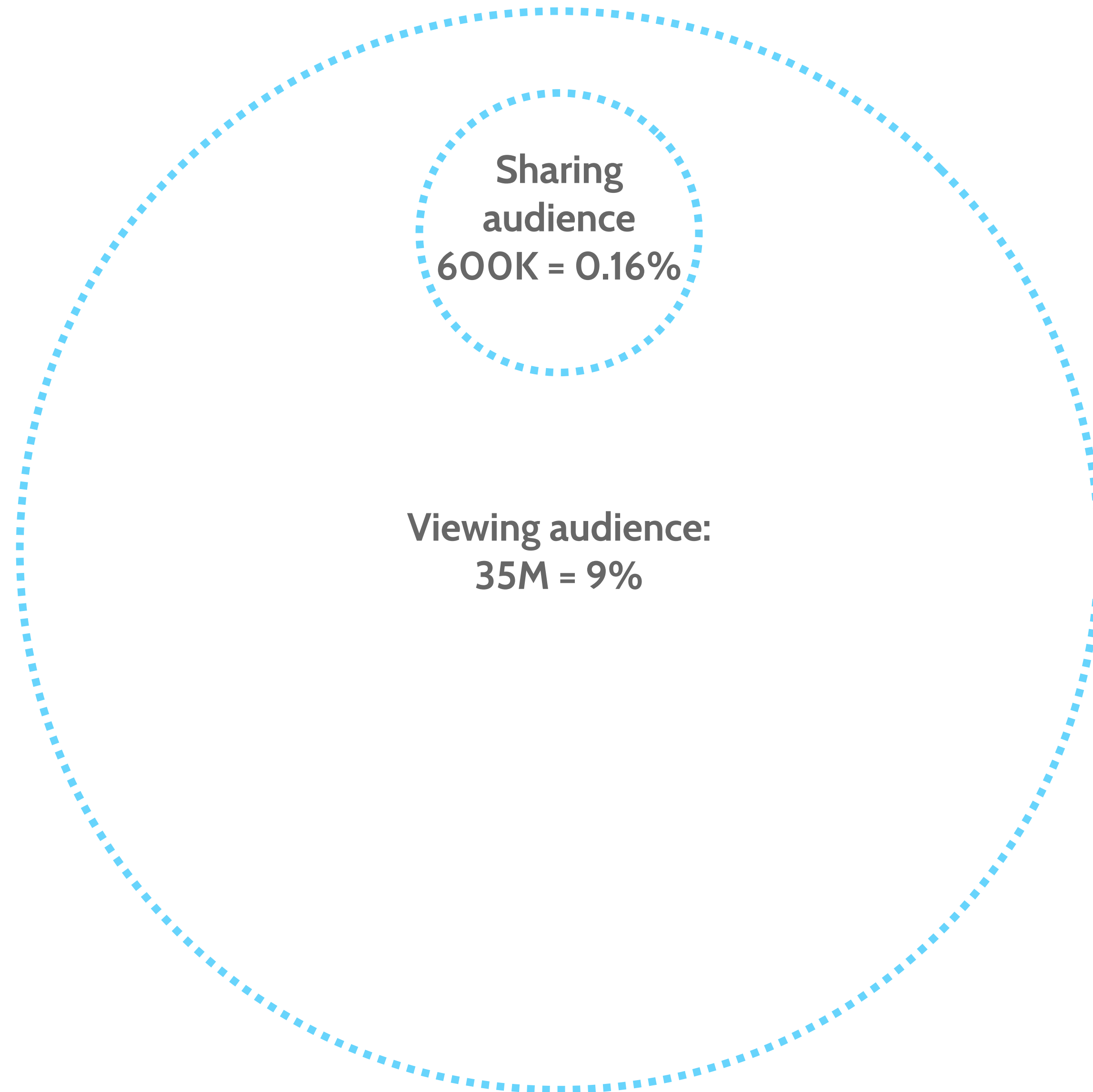








# Five Ways to Disrupt Racism: UK + AMERICA

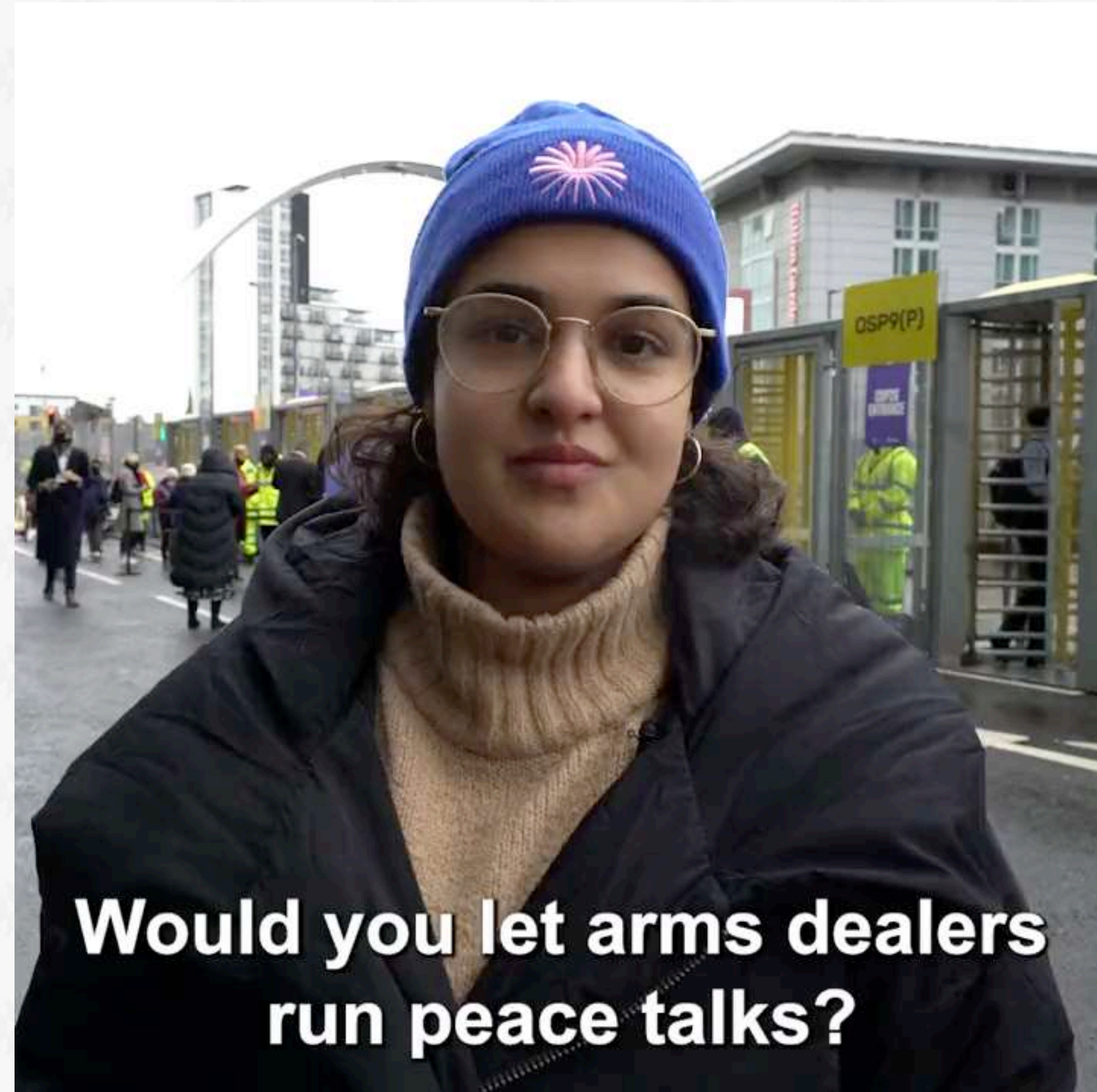




## 2. Audience

Who is the core audience that will drive sharing?

- People concerned about climate change and stopping the fossil fuel lobby



### 3. Motivation

Why would people watch? *Info, Impact, Values, Emotion.*

- Impact: They want to expose the truth to put pressure on oil companies and COP to stop this



# Research shows four main motivations to engage



*The Science of Sharing,  
Dr. Karen Nelson Field*

Psychological Response		Moderate	Strong	Intense
Happiness	N/A 1 2 3	4 Contented 5 6	7 Happy 8 9	10 Joyful
Excitement	N/A 1 2 3	4 Interested 5 6	7 Excited 8 9	10 Exhilarated
Awe	N/A 1 2 3	4 Impressed 5 6	7 Inspired 8 9	10 In awe
Warmth	N/A 1 2 3	4 Warm 5 6	7 Warm & fuzzy 8 9	10 Heart melted
Hilarity	N/A 1 2 3	4 Amused 5 6	7 Very amused 8 9	10 Laughing out loud
Contempt	N/A 1 2 3	4 Disdainful 5 6	7 Contemptuous 8 9	10 Hateful
Disgust	N/A 1 2 3	4 Uncomfortable 5 6	7 Disgusted 8 9	10 Repulsed
Sadness	N/A 1 2 3	4 Sad 5 6	7 Really sad 8 9	10 In tears
Pain	N/A 1 2 3	4 Seeing the pain 5 6	7 Feeling the pain 8 9	10 Wincing with pain
Pride	N/A 1 2 3	4 Pleased 5 6	7 Proud 8 9	10 Proud as punch
Nostalgia	N/A 1 2 3	4 Wistful 5 6	7 Nostalgic 8 9	10 Deeply nostalgic
Surprise	N/A 1 2 3	4 Mildly surprised 5 6	7 Surprised 8 9	10 Astounded
Knowledge	N/A 1 2 3	4 Informed 5 6	7 Enlightened 8 9	10 In-the-know
Shock	N/A 1 2 3	4 Startled 5 6	7 Shocked 8 9	10 Horrified
Confusion	N/A 1 2 3	4 Unsure 5 6	7 Confused 8 9	10 Baffled
Arousal	N/A 1 2 3	4 Titillated 5 6	7 Turned on 8 9	10 Horny as hell
Fear	N/A 1 2 3	4 Nervous 5 6	7 Afraid 8 9	10 Terrified
Anger	N/A 1 2 3	4 Annoyed 5 6	7 Angry 8 9	10 Enraged



There are four key motivations and you should tap into your audience's strongest one.



**1. Info**

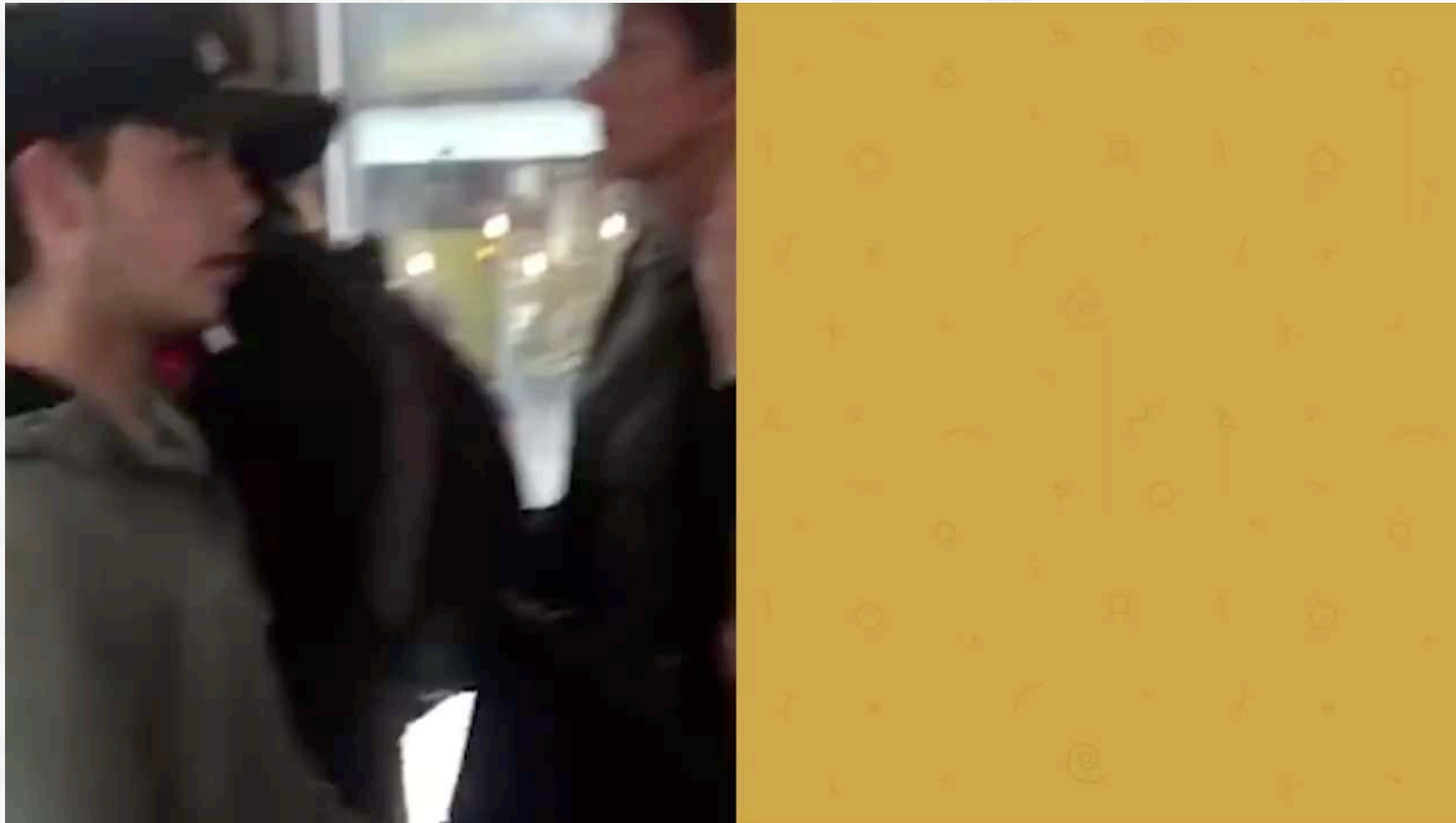
**2. Impact**

**3. Values**

**4. Emotion**

# 1. Information

Some people want to watch and share content that informs



**Key audience  
motivation**

To learn useful  
information to tackle  
racism

## 2. Impact

Some people want to have a positive impact



Key audience  
motivation

Impact: They want to expose the truth to put pressure on oil companies and COP to stop this

# 3. Values

Some people want to share content to show their values

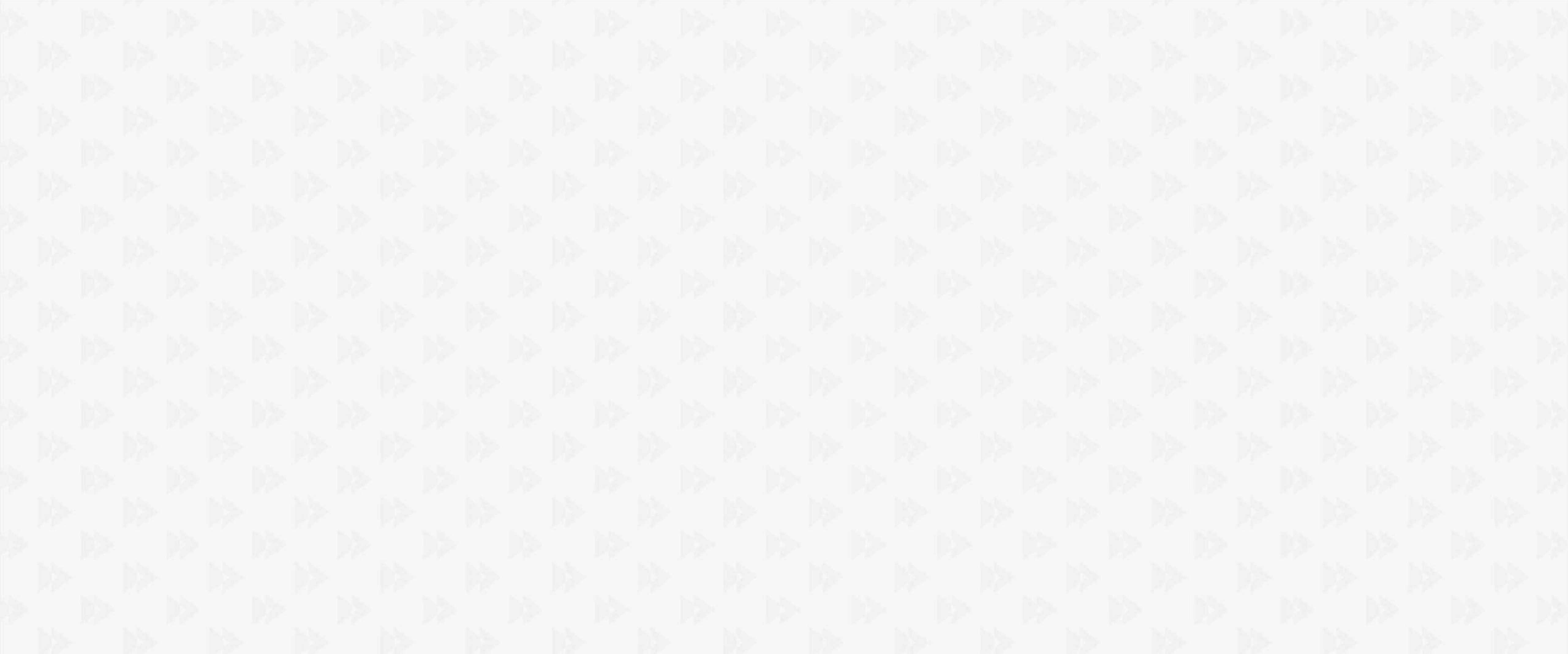


**Key audience motivation**

To watch and share to show I support the strikes

## 4. Emotion

Some people want emotionally powerful stories





### 3. Motivation

Why would people watch? *Info, Impact, Values, Emotion.*

- Impact: They want to expose the truth to put pressure on oil companies and COP to stop this



#### 4. Action

What will you ask people to do?

- Share the video (implicit)



## 5. Video Style

- Presenter to camera video featuring Nadia Whittome outside the fence of COP



@futurefoodmakers



# Fill out your brief

- Get into your buddy groups
- Pick a topic you can make a video on
- Take a sheet
- You have 15 minutes

# Writing a video outline

- An outline plans out the different parts of your video
- For presenter videos this can be a word for word script
- But for interview videos, you still want to plan a structure, so you know what questions to ask

**Video Outline**

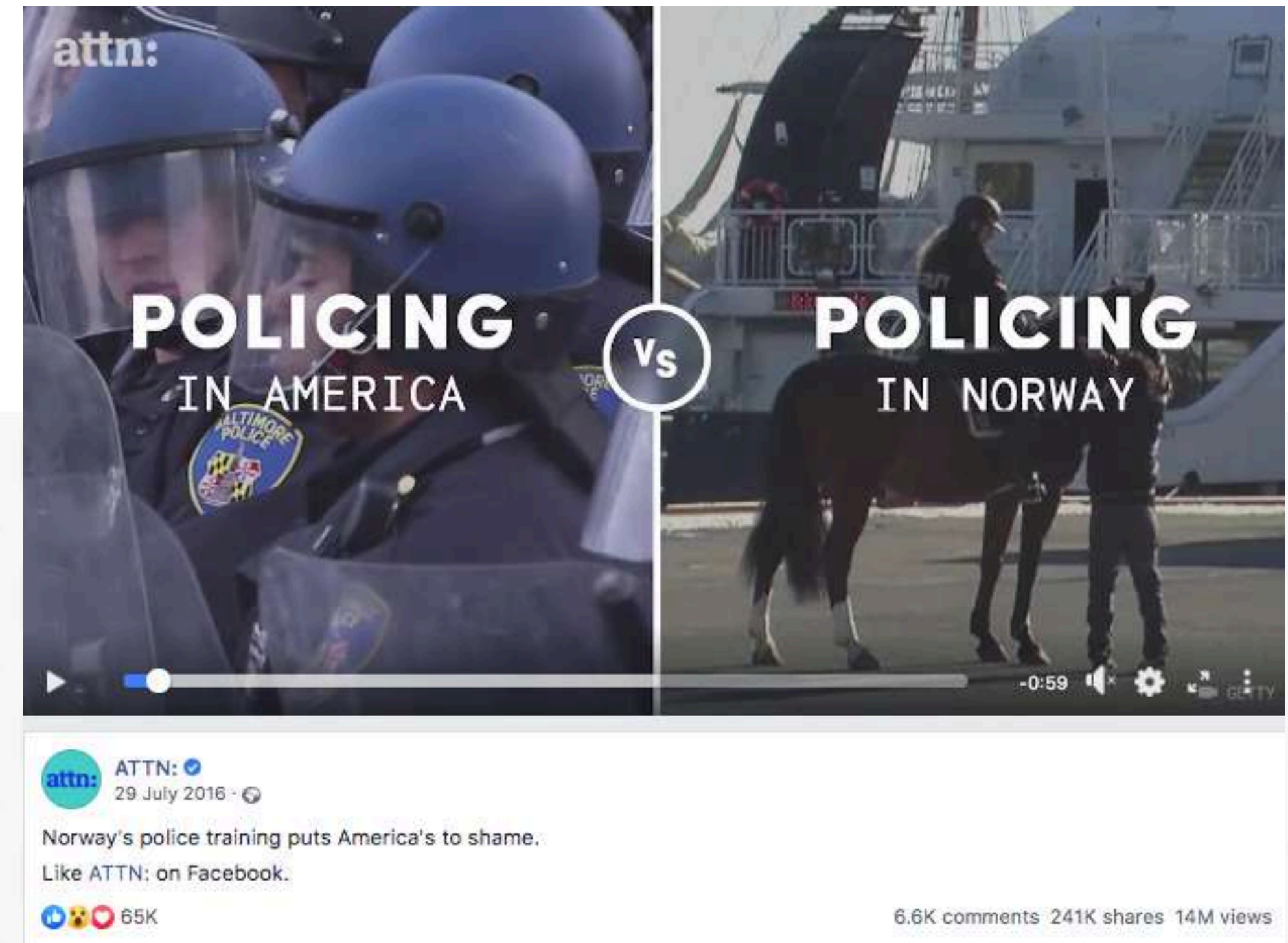
Section	Points
What is the Hook?	
What is the crisis?	
What is the opportunity?	
What is the ask?	

# Simple video outline has four parts

- Hook
- Crisis
- Opportunity
- Ask

# Why Hooks are crucial

- People spend 1.7s looking at content
- So a great Hook immediately give strong reasons why people should watch the video
- Can communicate topic, what you'll learn, what you'll feel, characters and emotion





# Hookbook

- Analysed over 100,000 videos to identify the best performing
- The vast majority of the best performing videos use one of 30 hooks
- Different Hooks fit different campaigns and audiences

## World Is Ignoring a Problem

What is a big problem that the world is ignoring or the media is underreporting?



New Problem is happening and the world is ignoring it

# How to generate a strong hook

Successful hook  
structures

+

Your story  
ingredients

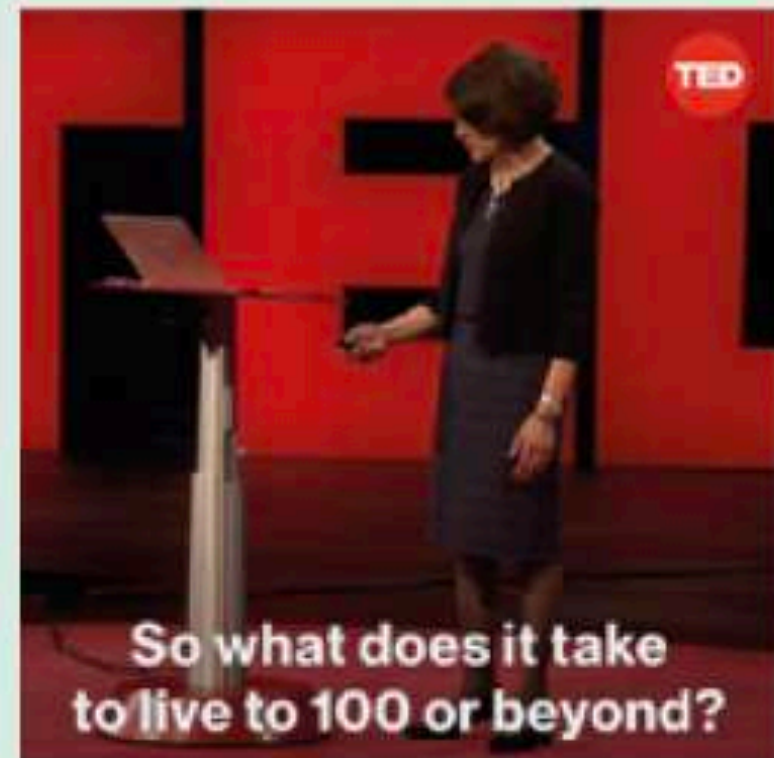
=

Very engaging  
hook

# How to generate a strong hook

## Curiosity Inducing Question

What question would make your audience want to know the answer?



What is the answer to the Problem?

+

Fossil fuel delegates at COP story

=

Would you let arm's dealers run peace talks?

# Writing a video outline

## Video Outline

Section	Points
What is the Hook?	
What is the crisis?	
What is the opportunity?	
What is the ask?	

# Crisis + Opportunity = Crisitunity

- Crisis + Opportunity is most simple and effective way to get people to take action
- Developed for email (Avaaz, Greenpeace, etc)
- Also works for video



# Crisis

- What bad thing is happening or could happen soon?
- But what do we stand to lose if we don't change?

# Opportunity

- Opportunity explains the solution
- How can the audience play a part in that?
- Can you show people the solution is realistic?



**Would you let arms dealers  
run peace talks?**

Section	Points
<b>What is the Hook?</b>	<ul style="list-style-type: none"><li>● Would you let arms dealers run peace talks?</li></ul>
<b>What is the crisis?</b>	<ul style="list-style-type: none"><li>● Then why is the largest delegation at COP26, the fossil fuel industry?</li><li>● Over 500 fossil fuel lobbyists have been <u>accredited</u> the climate talks behind me. That's more delegates than from any single country.</li><li>● Companies making billions from climate chaos are inside the negotiating room.</li><li>● While the fences behind me are keeping out people from countries most affected by the climate crisis.</li></ul>
<b>What is the opportunity?</b>	<ul style="list-style-type: none"><li>● Those who are benefitting from the system are never going to change it</li><li>● That's why it's so important that the rest of us speak out, expose this corrupt climate hypocrisy, and take the fossil fuel industry down.</li></ul>
<b>What is the ask?</b>	<ul style="list-style-type: none"><li>● Share the video (it's implicit)</li></ul>



# Interview videos

- If you're doing an interview video, turn your outline into 2-3 questions

# Fill out your outline

- Get into your buddy groups
- Keep it short: 3-4 lines is great
- You have 15 minutes

# Filming setup

- A. Camera
- B. Camera Position
- C. Location and Background
- D. Prompts
- E. Sound

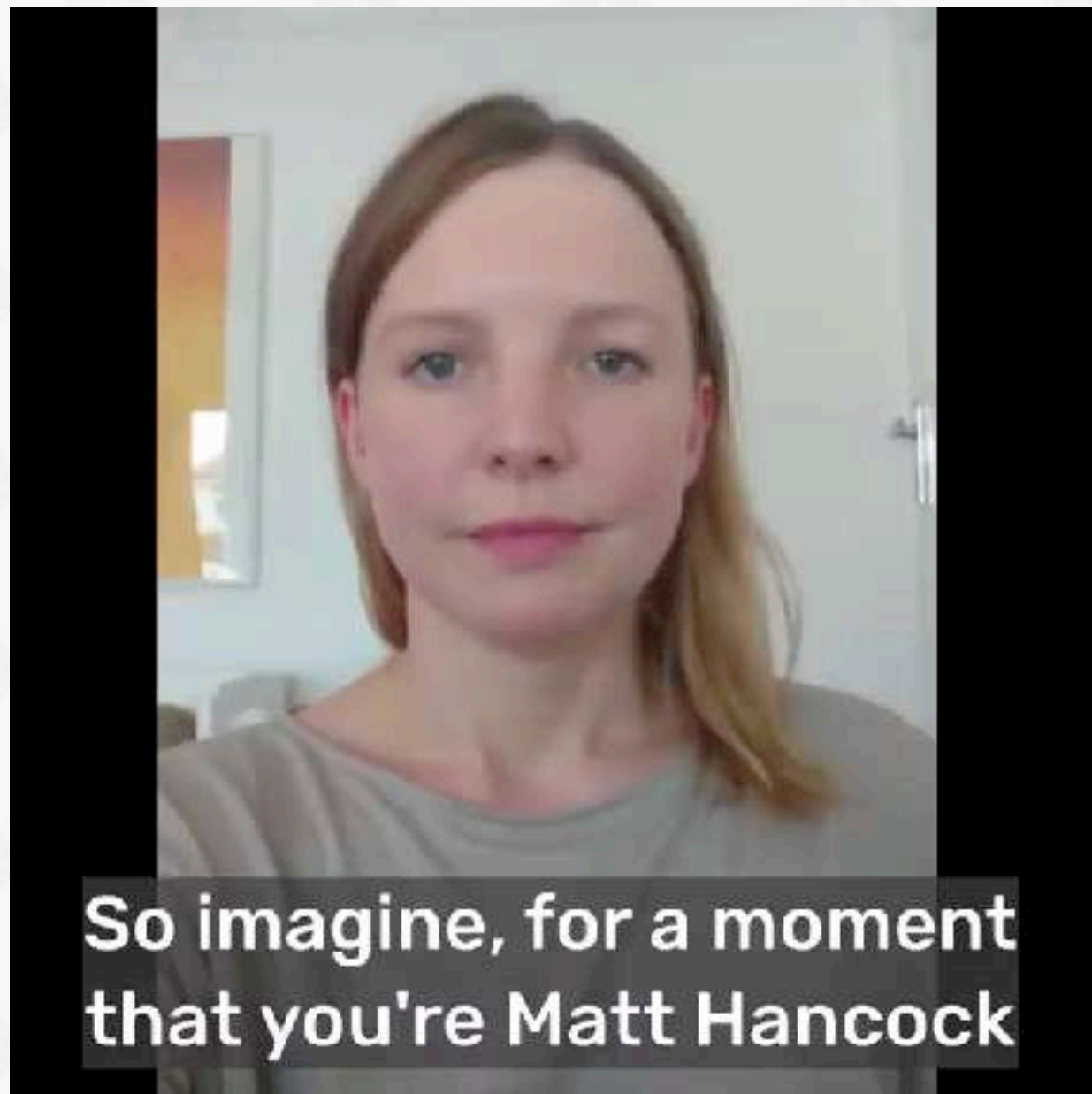
# A. Camera

Choose the best quality device you have access to based on video quality

- 4K (highest quality)
- 1080p HD
- 720p HD
- 480p (lowest quality)



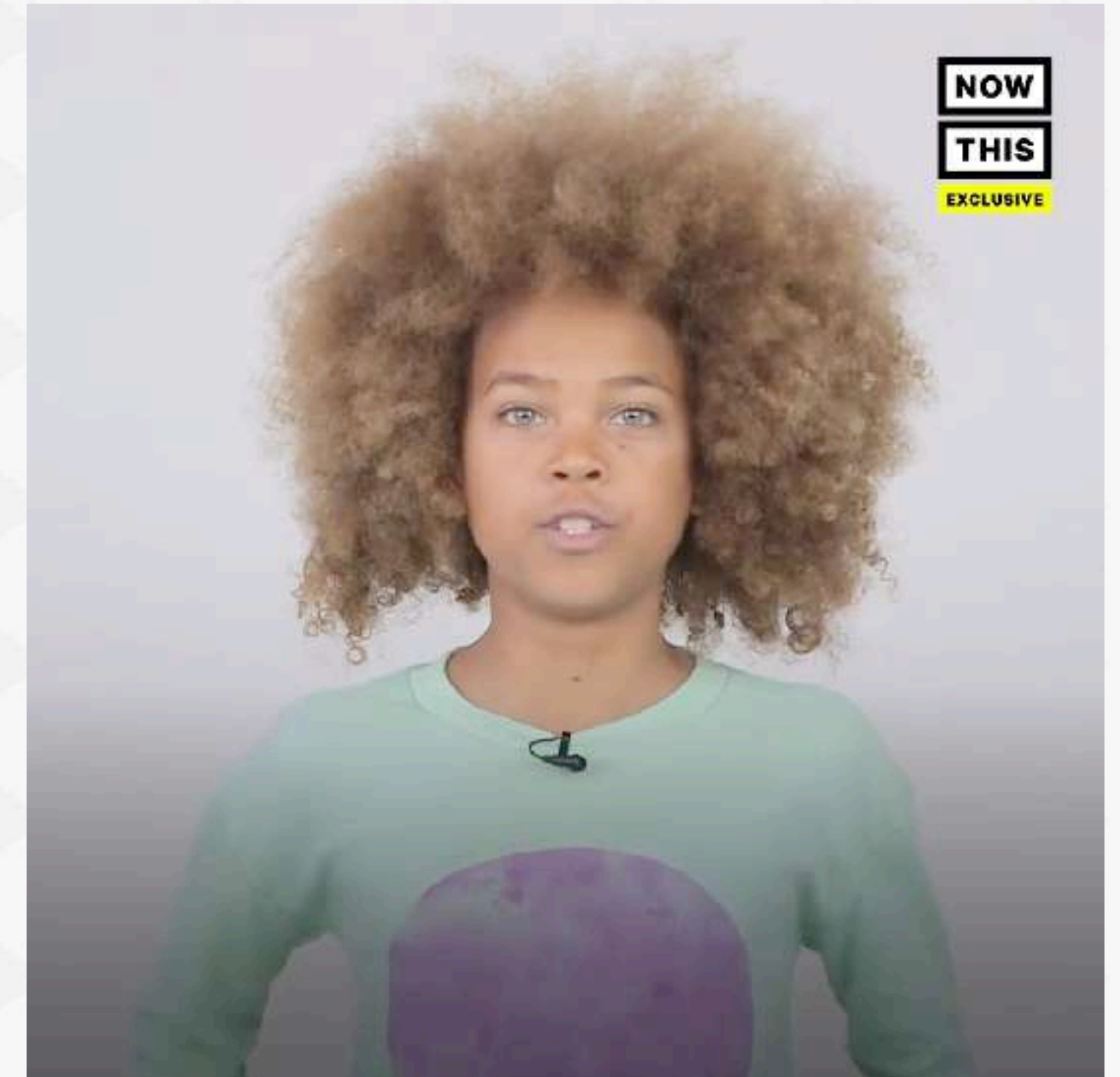
# B. Camera position



**Selfie**



**Handheld**

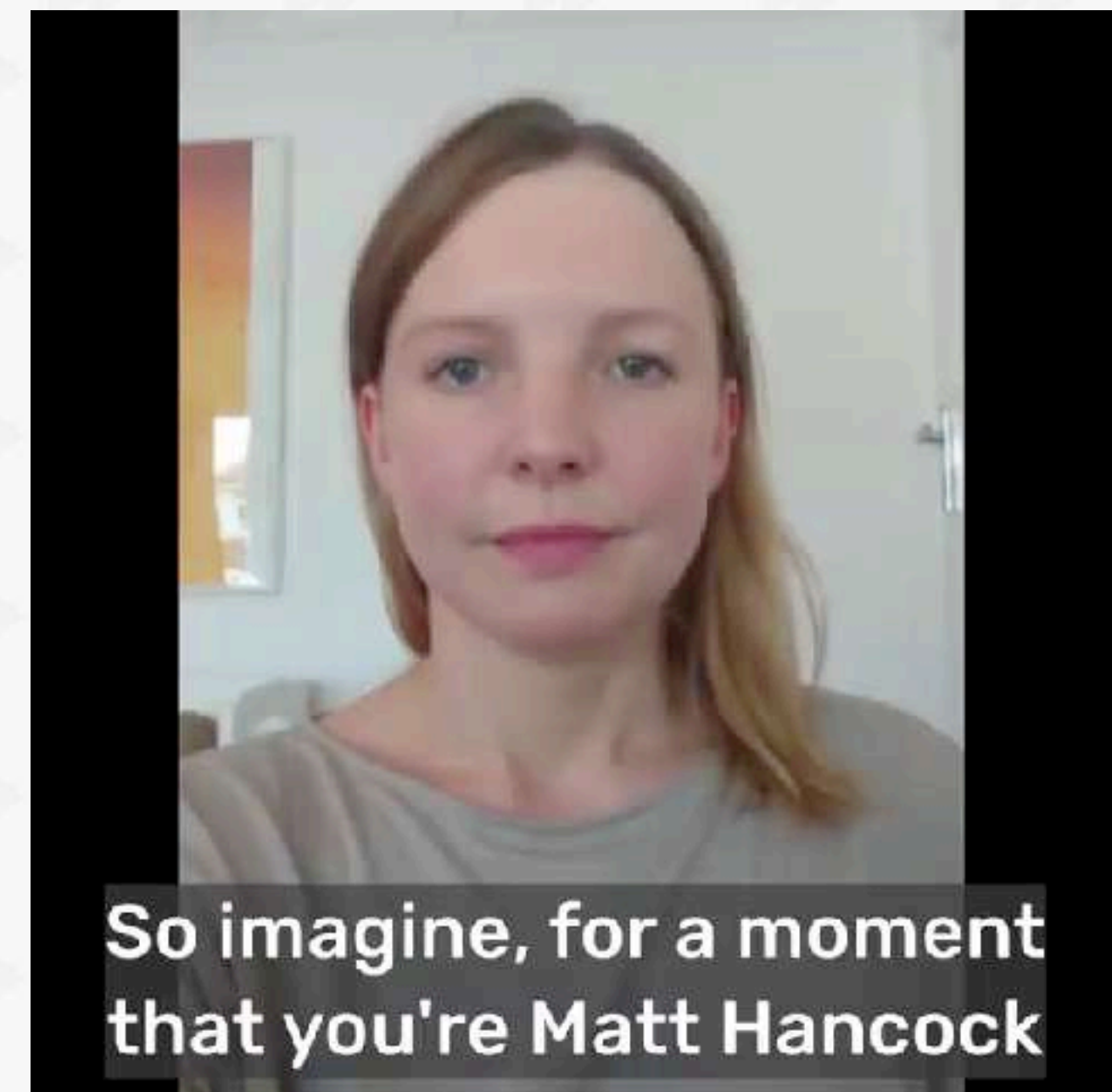


**Fixed Position**

## B. Camera position

### Selfie:

- Most personal
- Like talking to a friend
- Allows for movement

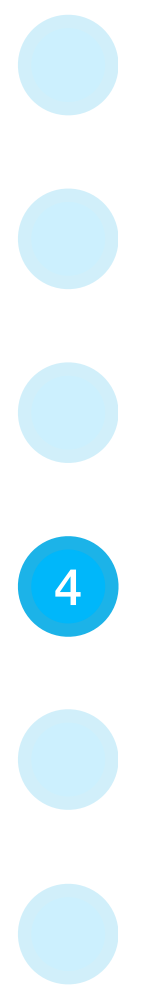


## B. Camera position

### Handheld

- Someone else is holding the camera
- More personal than fixed
- Can get wider shots
- Can buy hand stabilisers





Using a stabiliser will make it smoother

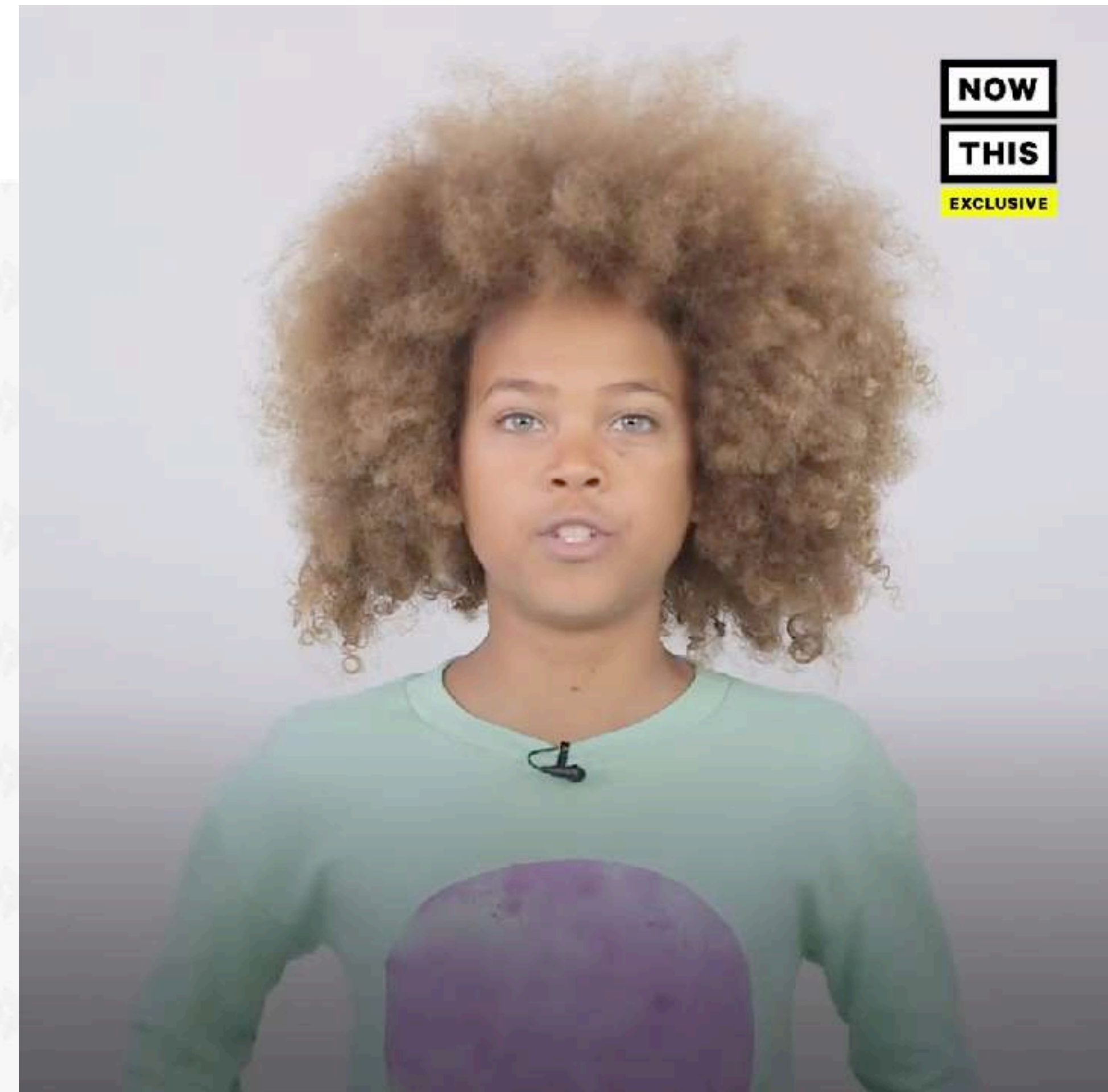


# B. Camera position

Fixed position

Most “professional”

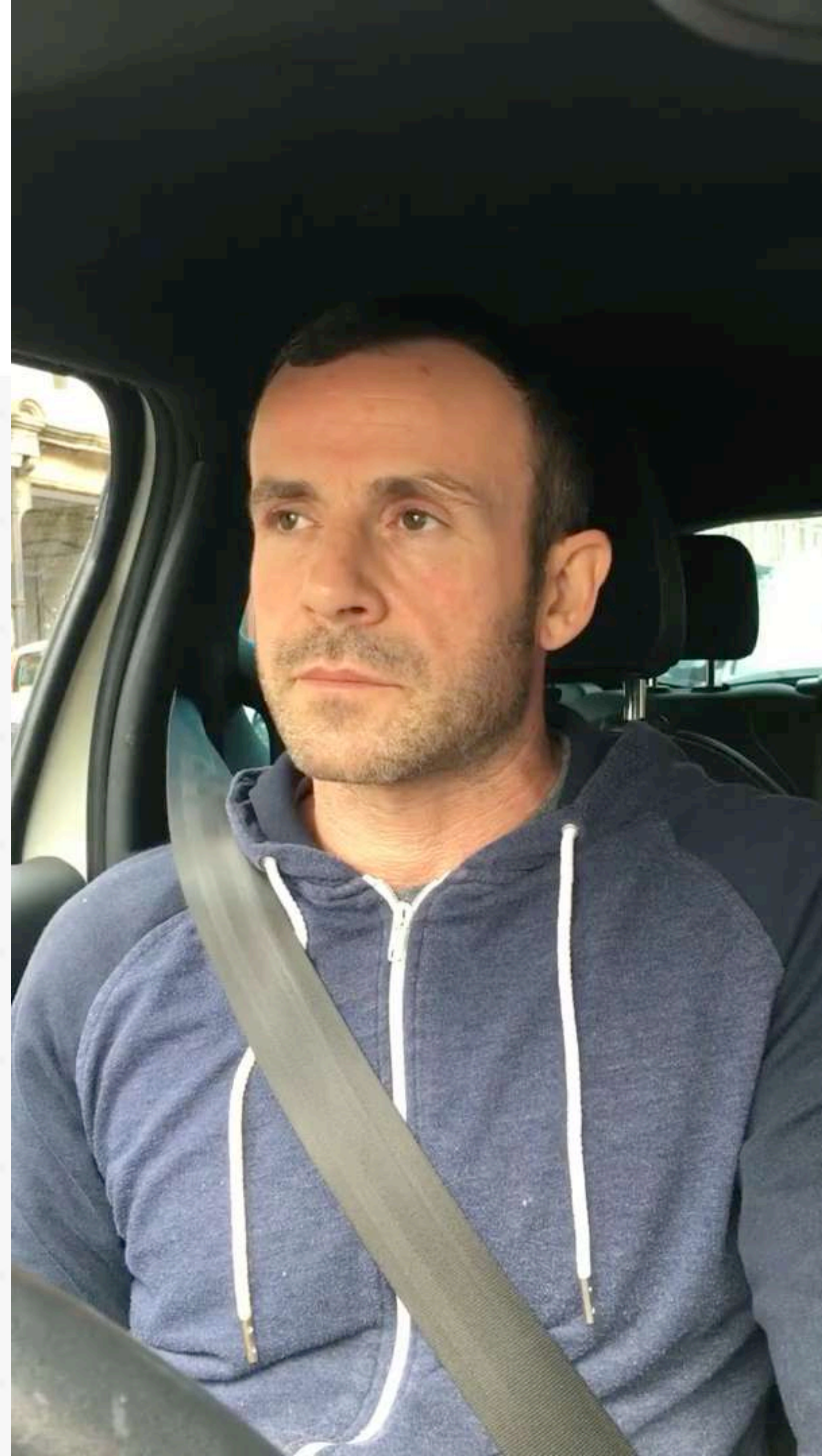
Requires a tripod



# Location and outfit for reliability



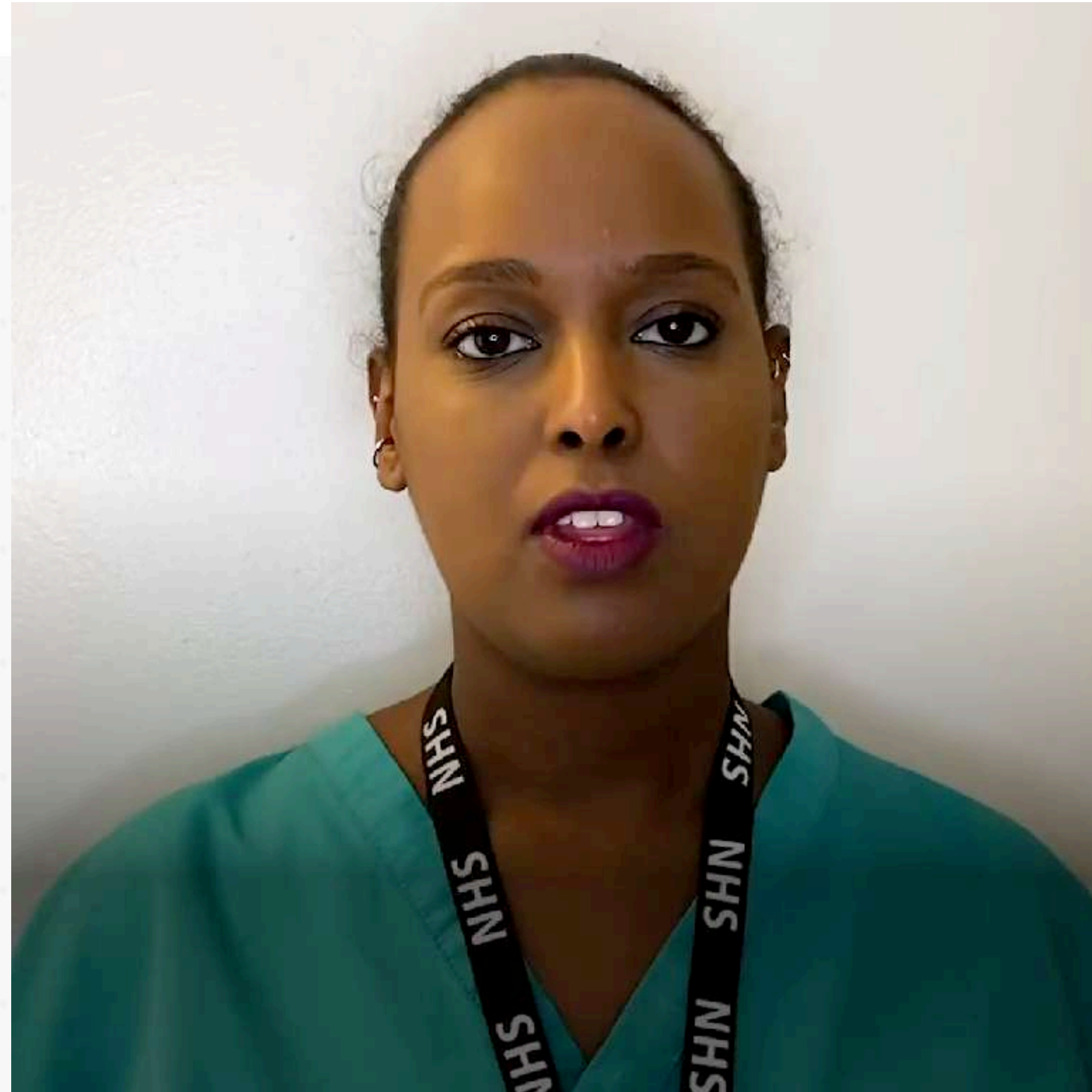
Use a real setting to convey  
authenticity



# Location and outfit to convey role and relatability



Use a work setting and outfit to convey a role



# Background



Go outside and move to give it energy and authenticity

# D. Prompts

Two main ways to remember what to say

**Script:** Write every word



Precise and short



Hard to memorise

Doesn't sound as natural

**Outline:** Write bullet points



Can sound more natural

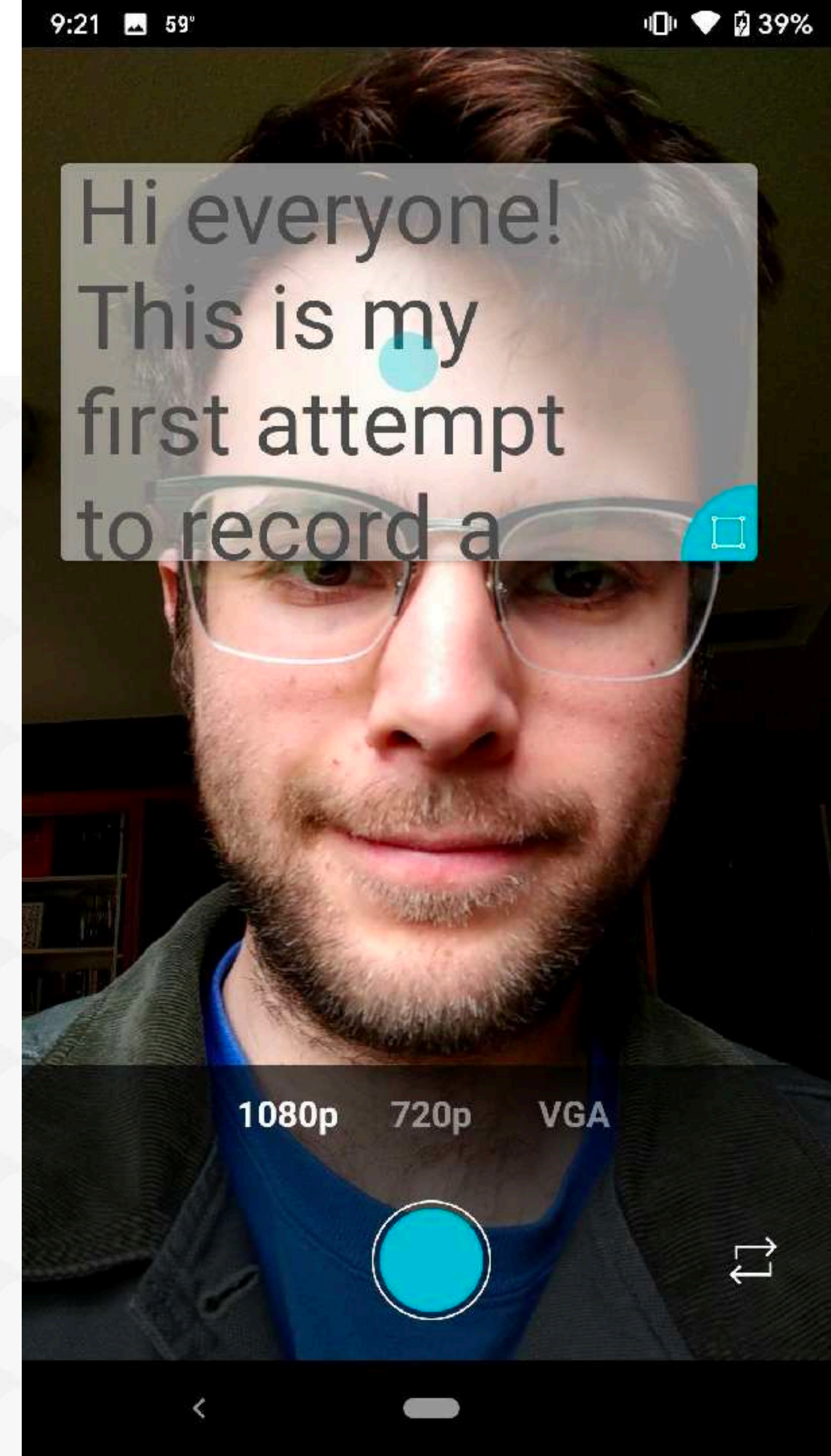


Can be long

# D. Prompts

## Teleprompter app Android

- Can have script / bullet points appear while filming on your phone



# E. Sound

Can use a plugin microphone

Need an adapter for most phones

Can't use headphones at the same time

Key to put it in, then take it out and playback to check it's recording



## **Rode Smartlav+ Microphone**

Lavalier microphone that plugs directly in a smartphone using a headphone jack to improve your sound quality. As it uses the headphone jack it doesn't work for two way communication e.g. a phone call or

Zoom. £53.00.

# Filming

- You have 15 minutes
- Can continue after the workshop, but if you can get it filmed now, great
- If you can do it in one take, then that works
- Otherwise do a few recordings



# Your Videos

- The hardest part is just doing it so well done!

# Feedback and your inner critic

- Constructive feedback is good
- At the start best to focus on the positives
- Because we all have an inner critic
- Can imagine as a snake or an old teacher
- Good to notice the voice in our head and not get fooled into believing it

