



WY VIDEO

That's WY

Trends in digital video:

More Online video: Expect to see more video on all platforms in 2017.

360 Video: 360-degree videos, also known as immersive videos or spherical videos, are video recordings where a view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras. The average percentage of people who viewed a 360-degree video was 28.81% higher than for the same video in a non 360-degree format.

VR Video: Virtual Reality video will become more prevalent as VR headsets continue to become more affordable and available.

“Live” Video: In 2016, Facebook introduced “Live” to their arsenal of features. Businesses and consumers alike have reported positive feedback around its use for promotion of business and consumer interaction. Expect more “live” video as social networks and cell phone apps make it easier to record and share video real-time.

Stages of Production:

Pre-Production	Production	Post-Production
Define goals and story line	Set your shots at right time	Coordinate assets
Prepare the interviewee	Focus on the interview	Add background music
Scout the location	Capture enough b-roll to fill story	Edit footage to rough cut
Create checklists / agendas	Use all resources on hand	Add motion graphics
Understand on-site roles	Ensure camera is recording	Conduct Color Correction
	Keep subject in focus	Export final files
	Make sure shots are stabilized	Distribute to video platform

Tips for selecting your equipment:

Cell phone: if using a cell phone, be sure to hold your phone steady. Orient your phone to landscape, or horizontally rather than vertical.

Camcorder: most camcorders will record to a digital format such as Quicktime or Windows Media. This will be important for web use.

Tripod: ideal for long shoots to hold and stabilize your camera, but not essential.

Tips for shooting:

Audio: record your video in an area with minimal atmospheric noise. When speaking, be sure to speak at a level that your camera will be able to receive. Use a microphone if necessary.

Lighting: Ideal times for shooting are early morning and pre-dusk. If shooting in the middle of the day, try to find a location with shade.

Tips for editing:

Most cell phones have a built-in video editor that allows the user to fulfill simple editing tasks such as trimming the video, color correction, and cropping.

Most computers (both PC & Mac) have built-in basic video editing software.

Publishing your video:

Upload to YouTube FIRST: YouTube has 800 Million viewers per-day which each spend an average of 15 minutes of time viewing content per day.

Share the YouTube video to other social networks such as Facebook, Pinterest, Instagram, Twitter, etc.

Monitor your video:

Take advantage of the free performance metrics (Analytics) within YouTube:

Views: The number of times your video has been played

Audience Retention: The duration of the video the viewer watched

Engagement: Likes, Dislikes, Comments, and shares.

Specific video specs for social:

Keep in mind that it is best practice to upload to YouTube first, and then include that link or embed your video into your social platform.

Instagram: 3 to 60 seconds- The Instagram video converter software is able to convert audio video media files from any format to Instagram

Facebook: Recommended use of MP4 or MOV.

Twitter: Recommended use of MP4 or MOV.- 2 minutes and 20 seconds or less