

A close-up photograph of a pair of dark blue Senal headphones and a GoPro Hero 3+ camera resting on a light-colored wooden surface. The headphones are positioned on the left, with their coiled black cable extending towards the bottom right. The GoPro is on the right, showing its screen displaying a sunset scene and its mounting arm. The background is blurred.

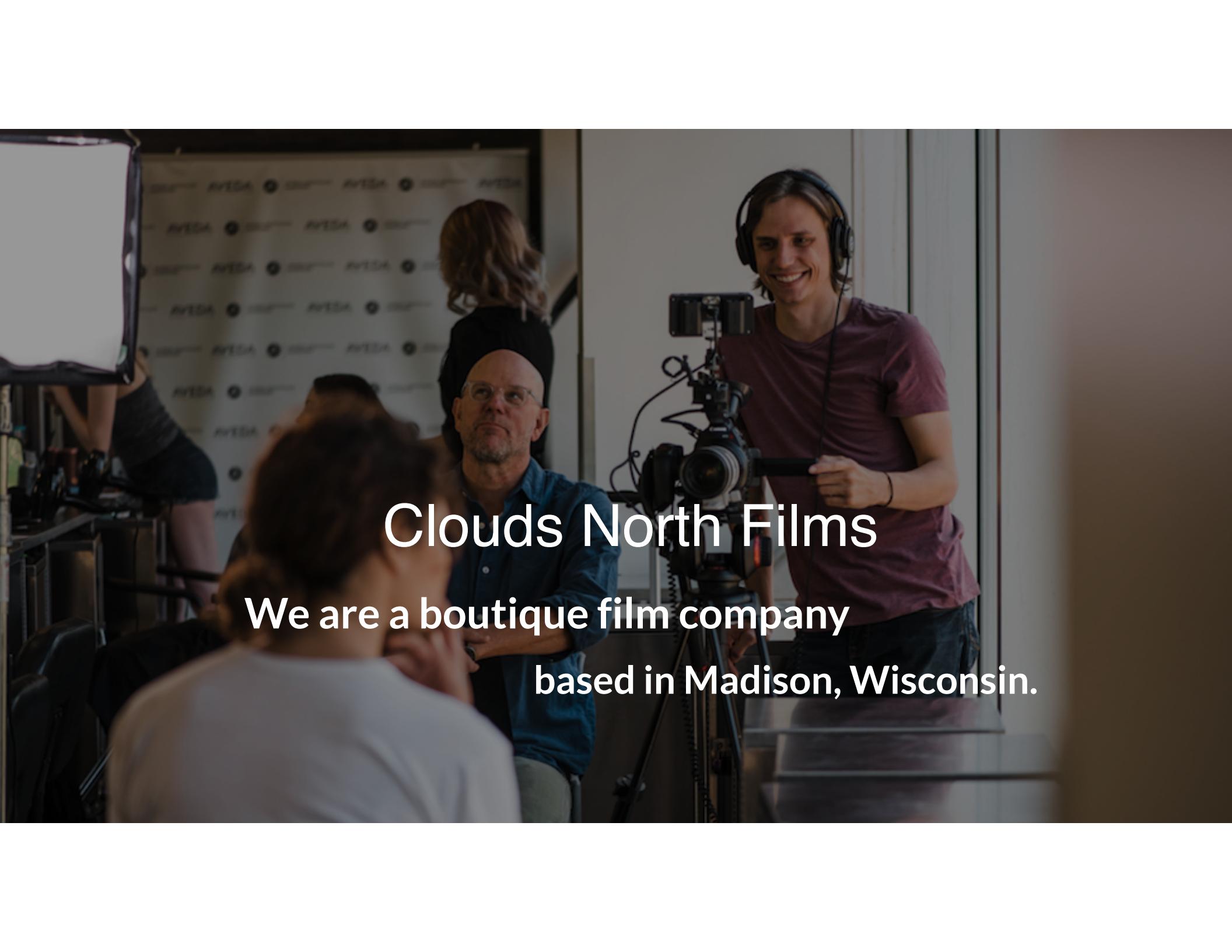
Direct-To-Camera Social Media Videos

How to do them right.

A close-up photograph of a person's hands writing in a spiral-bound notebook. The hands are dark-skinned, and one hand wears a silver ring. A purple pen is held in the left hand, and the right hand is shown in the background. The notebook has horizontal ruling lines. The lighting is soft, creating a focused atmosphere.

Agenda

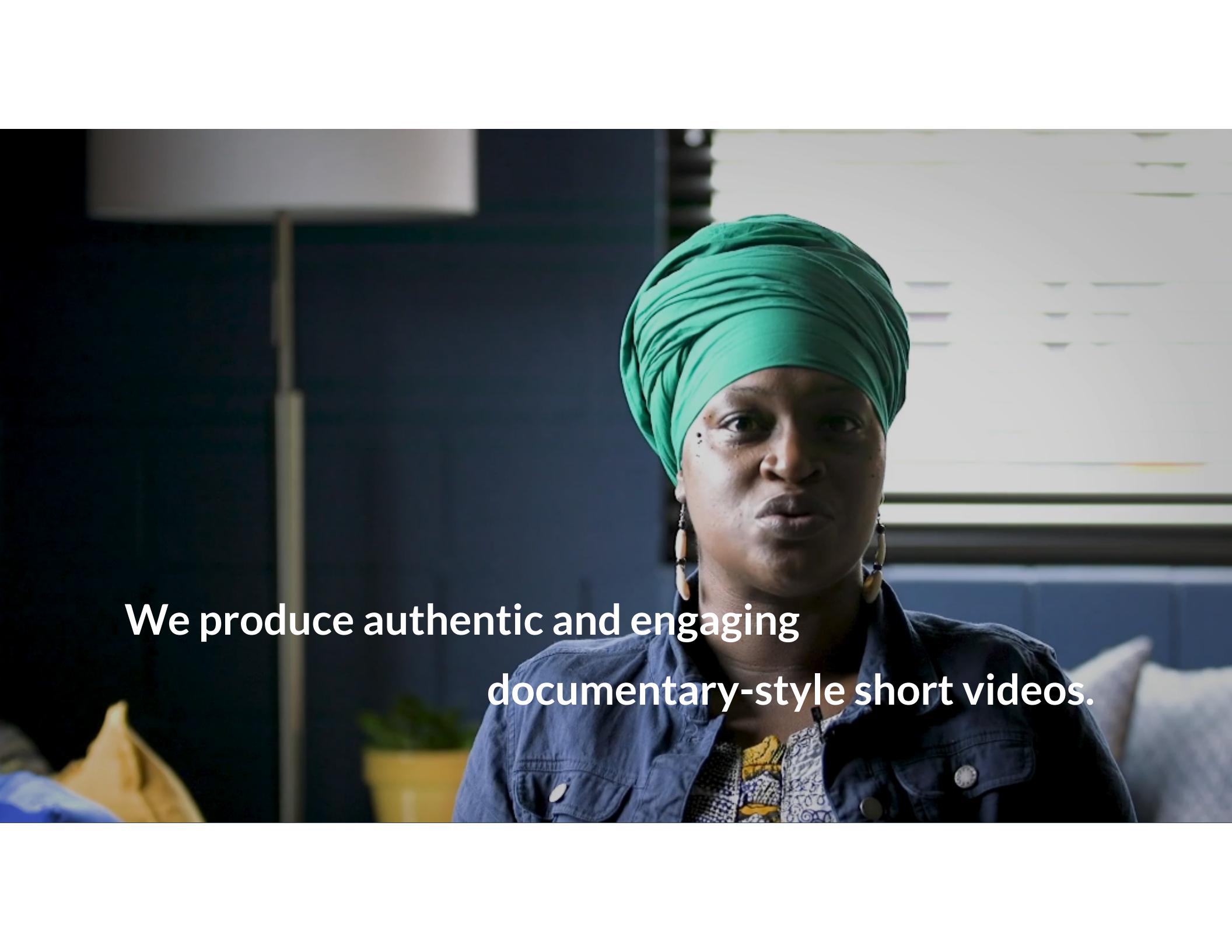
1. Introduction to Clouds North Films.
2. Why are direct-to-camera videos great?
3. Talk about tools, shooting, & scripting.
4. Create your own script.
5. Let's try shooting some videos!
6. Q & A

A photograph of a film production set. In the foreground, a person's back is to the camera, wearing a white t-shirt. In the middle ground, a man with a beard and glasses, wearing a blue shirt, sits in a chair. To his right, a man with long hair and headphones, wearing a maroon t-shirt, stands holding a professional video camera on a tripod, smiling. In the background, a woman with blonde hair is seen from behind, facing a wall with multiple Aveda logos. The scene is lit with professional studio lighting equipment.

Clouds North Films

We are a boutique film company

based in Madison, Wisconsin.

A medium shot of a woman with dark skin, wearing a bright green turban and large, light-colored beaded earrings. She is looking slightly off-camera to her right with a neutral expression. She is wearing a blue denim-style jacket over a patterned top. The background is a blurred indoor setting with a lamp and window blinds.

We produce authentic and engaging
documentary-style short videos.

A close-up photograph of a woman with dark hair, wearing a light-colored striped sweater, holding a baby. The baby has curly brown hair and is looking towards the camera. The background is slightly blurred, showing an indoor setting with a window.

Over 50% of our clients are nonprofits.



ONE CITY
SCHOOLS

A close-up portrait of a woman with long, dark, braided hair. She is smiling warmly at the camera. The background is blurred, showing what appears to be an indoor setting with warm lighting.

Kacia
One City Parent

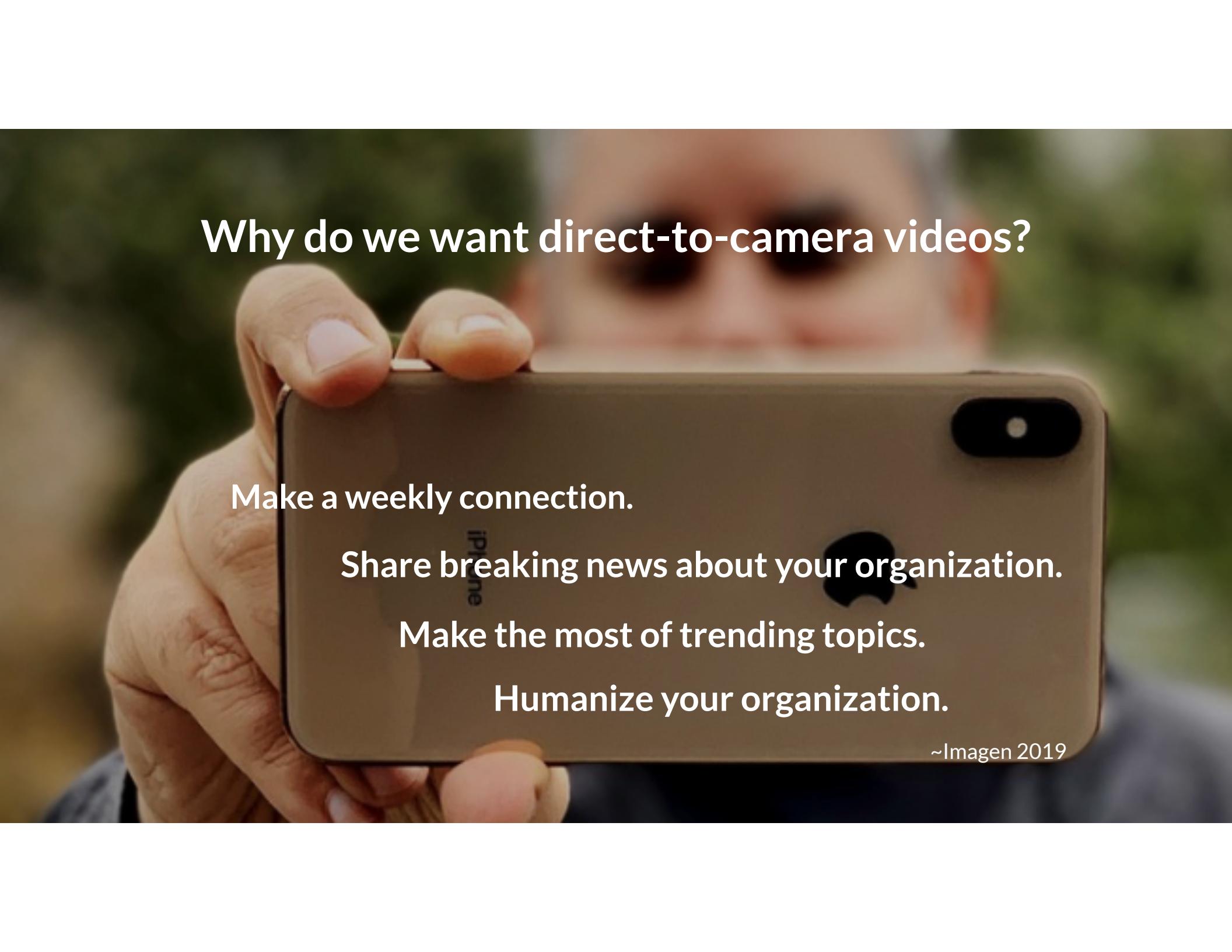


**Viewers retain 97% of message
when watching it on video
versus 10% reading it in text.**

~Impact Marketing 2017

A close-up photograph of a person's hands holding an iPhone X. The phone is oriented vertically, with the back panel visible. The word "iPhone" is printed vertically on the left side of the panel, and the Apple logo is on the right. A black camera lens is attached to the top edge of the phone. In the background, a person's face is partially visible, looking towards the camera.

Direct-To-Camera Social Media Videos



Why do we want direct-to-camera videos?

Make a weekly connection.

Share breaking news about your organization.

Make the most of trending topics.

Humanize your organization.

~Imagen 2019



What did you like about Mark's video?

Positives:

1. We learned something.
2. It was timely.
3. Mark came off knowledgeable & friendly.
4. It got Mark on our radar for the day.

Negatives:

1. It wasn't shot super great.

Helpful Tools

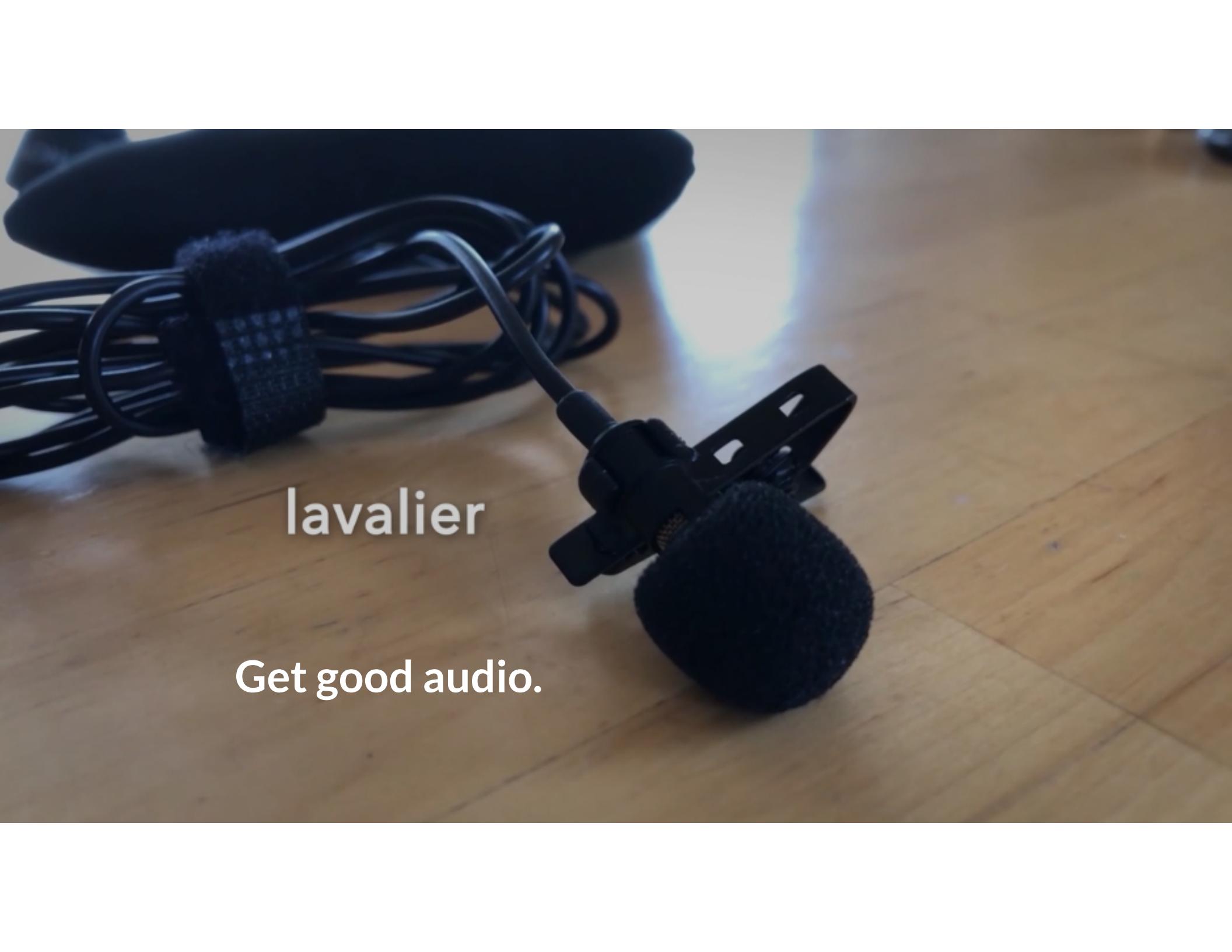




Avoid the "shake". Use a tripod.

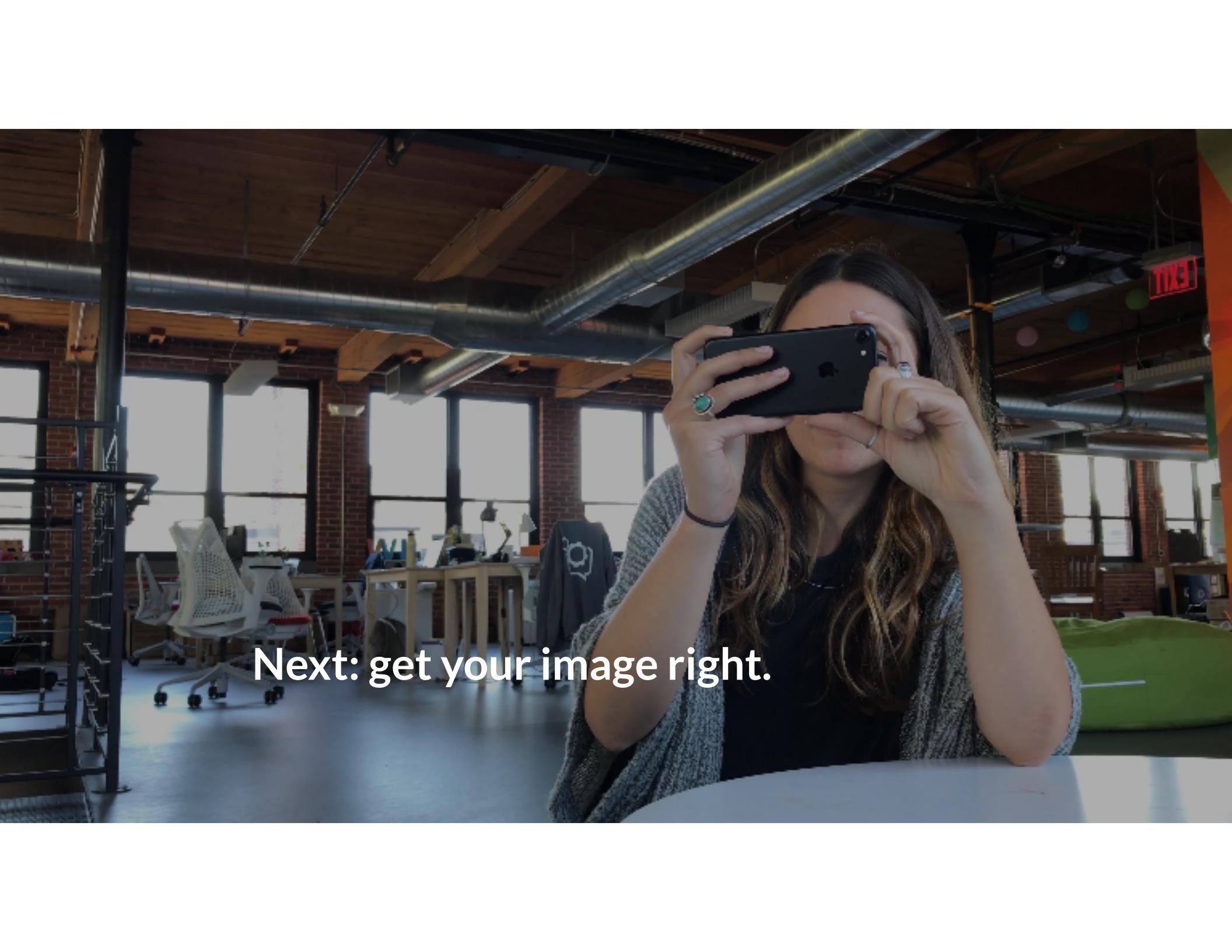


Look great from the start. Use a remote clicker.

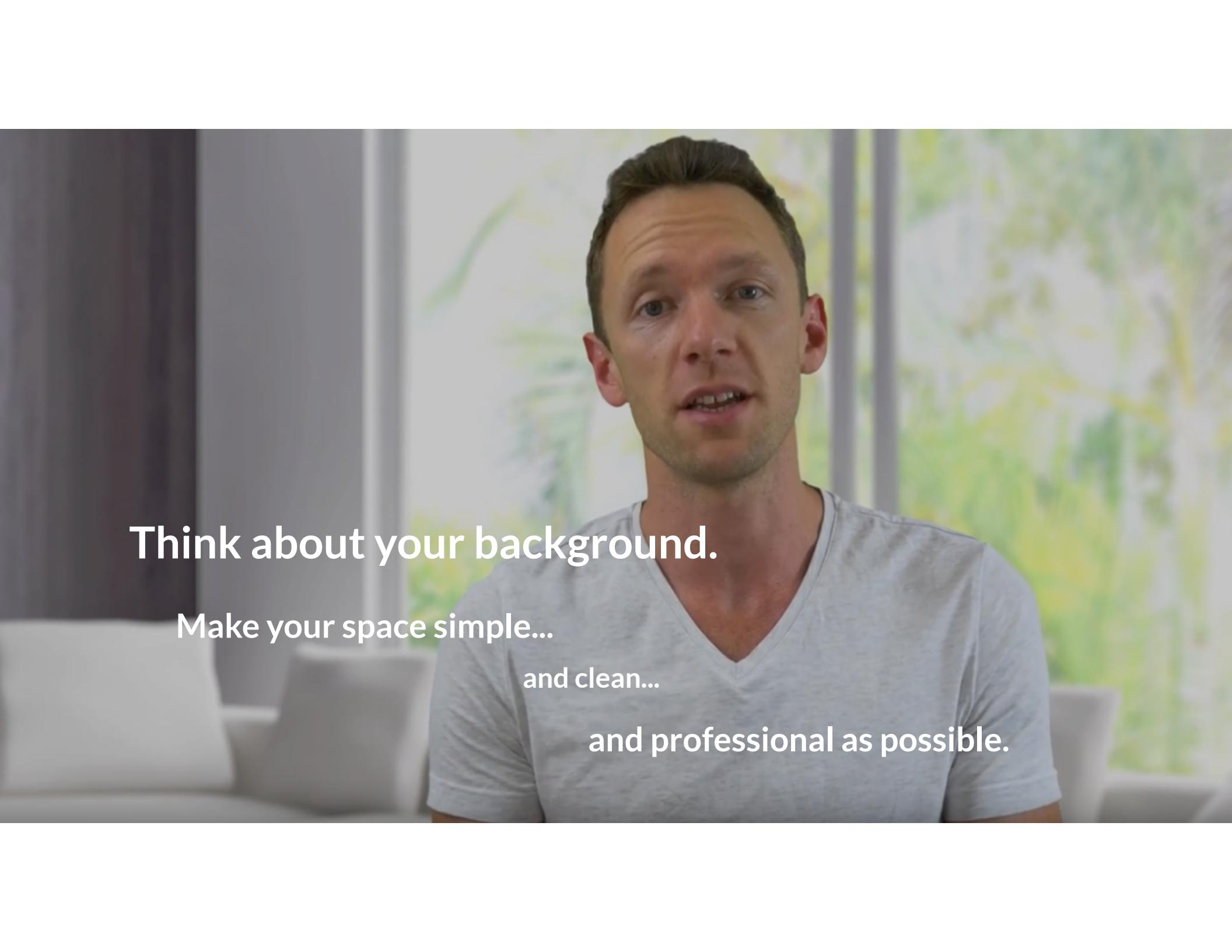
A close-up photograph of two black lavalier microphones lying on a light-colored wooden floor. One microphone is in the foreground, angled towards the bottom right, while the other is behind it, partially obscured. Both have dark, textured foam covers on their capsules.

lavaliер

Get good audio.

A photograph of a woman with long brown hair, wearing a grey sweater, taking a selfie with her black iPhone. She is standing in a modern office environment with exposed wooden beams, large pipes, and brick walls. In the background, there are desks, chairs, and a green sofa. A red "EXIT" sign is visible on the right. The overall lighting is bright and natural.

Next: get your image right.

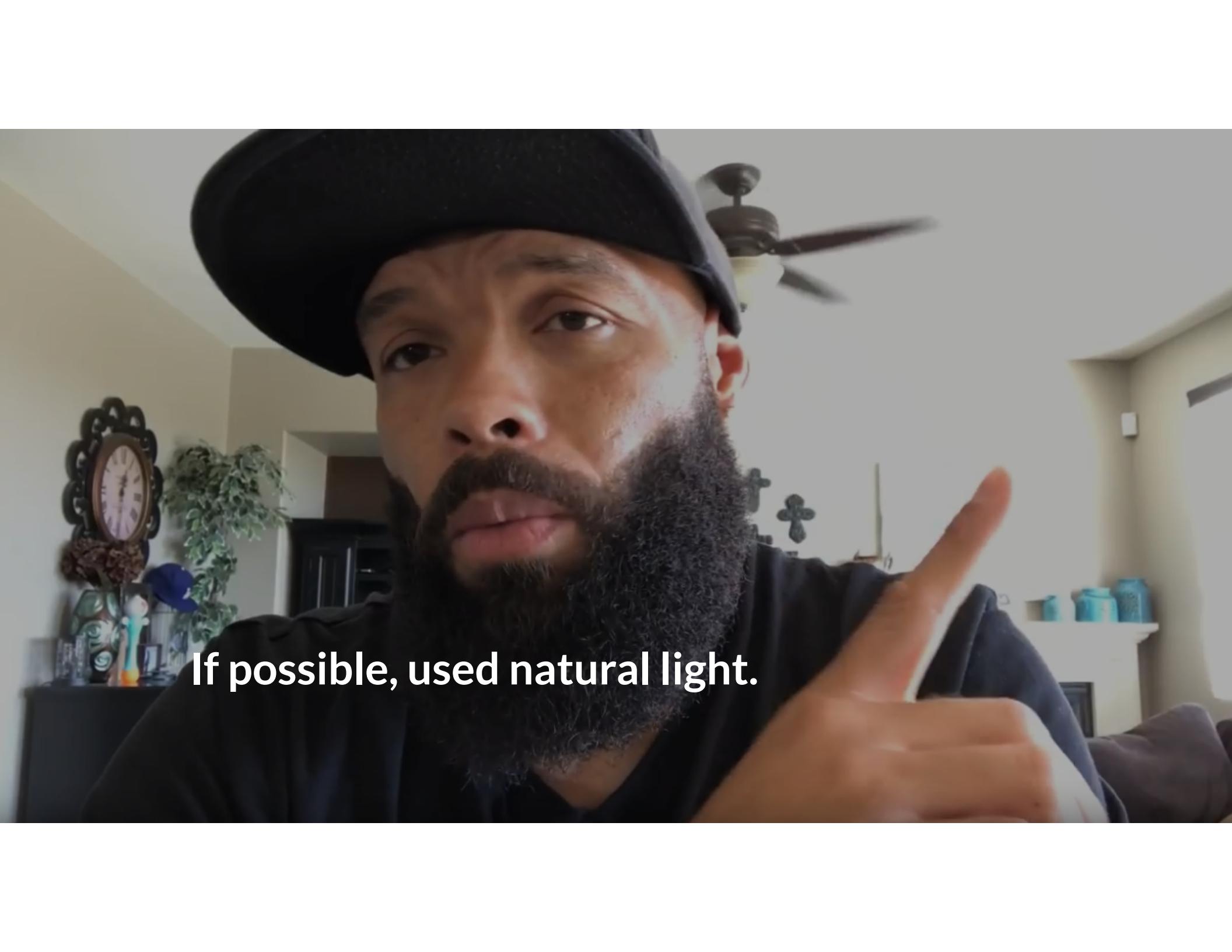
A medium shot of a man with short brown hair, wearing a light gray V-neck t-shirt. He is looking directly at the camera with a slight smile. The background consists of large windows showing a bright, green, leafy outdoor area.

Think about your background.

Make your space simple...

and clean...

and professional as possible.

A close-up photograph of a man with a dark beard and mustache, wearing a black beret. He is looking slightly upwards and to his left. His right hand is raised in a thumbs-up gesture. The background shows an indoor setting with a ceiling fan, a clock on the wall, and some plants.

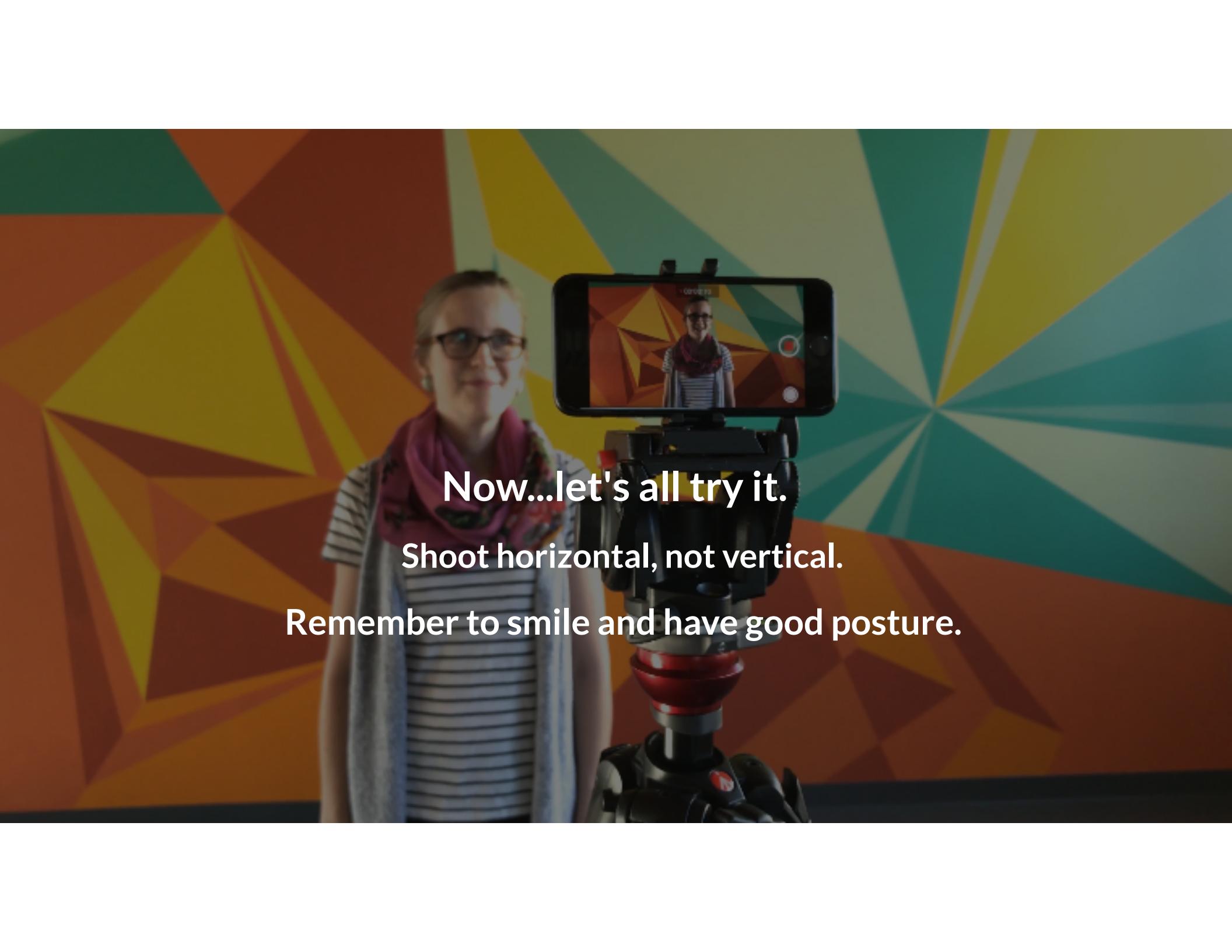
If possible, used natural light.

A photograph showing a person's hands writing in a spiral-bound notebook with a black pen. The person is wearing a light-colored long-sleeved shirt. In the top left corner of the frame, a white smartphone lies on a wooden surface. The background is a warm-toned wooden desk.

Scripting Tips

1. Introduce yourself and your organization.
2. Tell us your message/event/idea.
3. Tell us why this is exciting.
4. Remind them to reach out and get active.
5. Finally, keep it short.

Now...let's create a quick script.



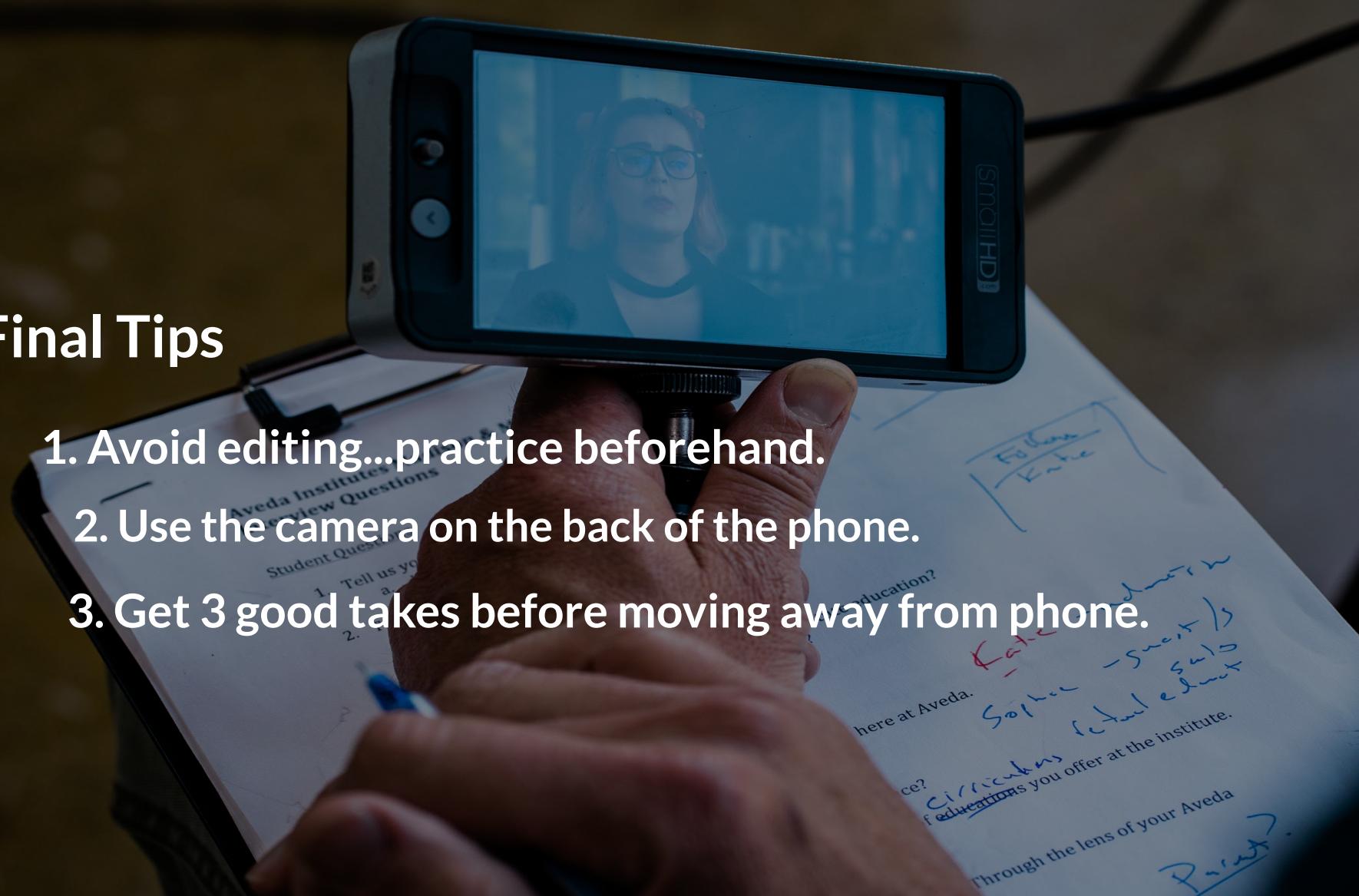
Now...let's all try it.

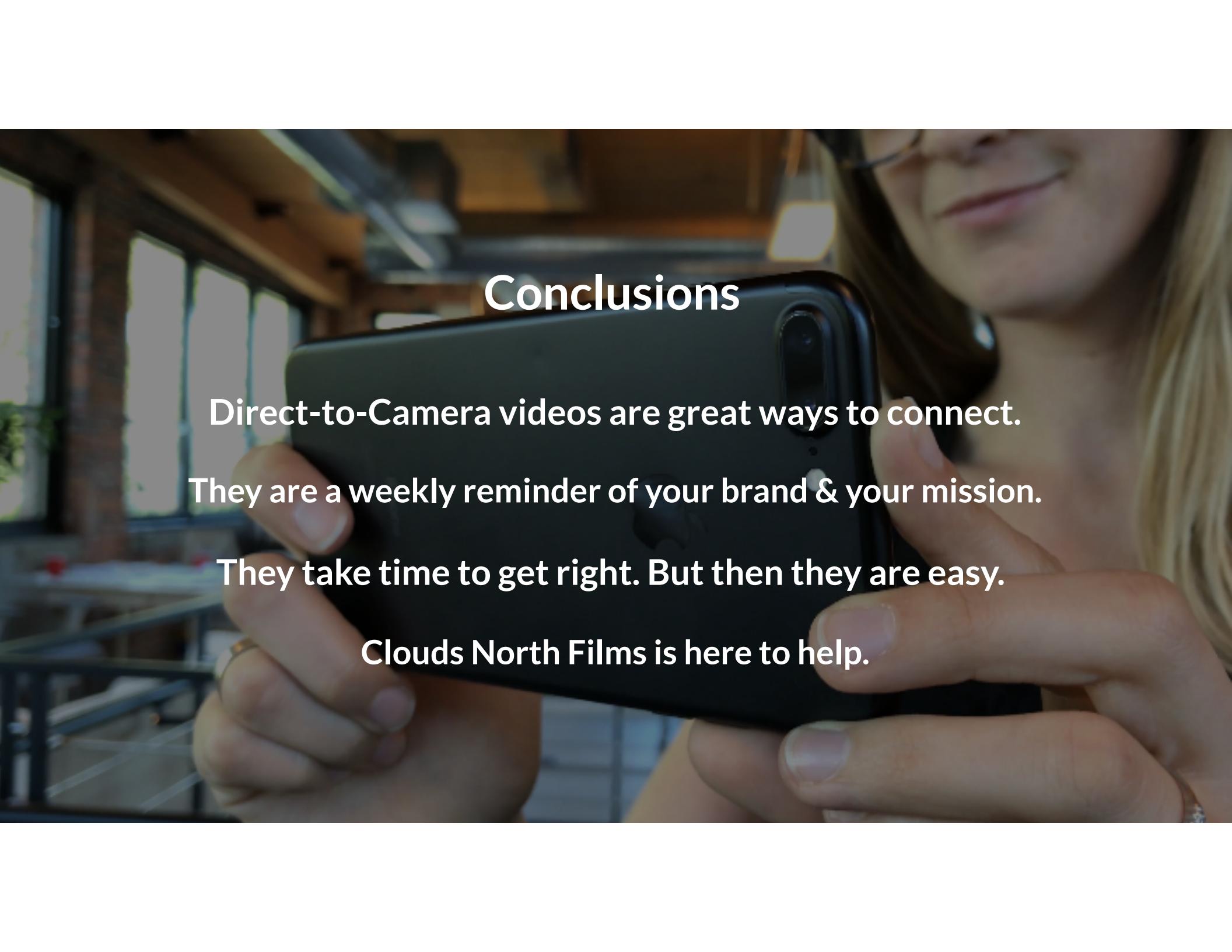
Shoot horizontal, not vertical.

Remember to smile and have good posture.

Final Tips

1. Avoid editing...practice beforehand.
2. Use the camera on the back of the phone.
3. Get 3 good takes before moving away from phone.



A close-up photograph of a woman with blonde hair and glasses, smiling and holding a black smartphone horizontally. She is wearing a white shirt. In the background, there is a wooden bookshelf filled with books.

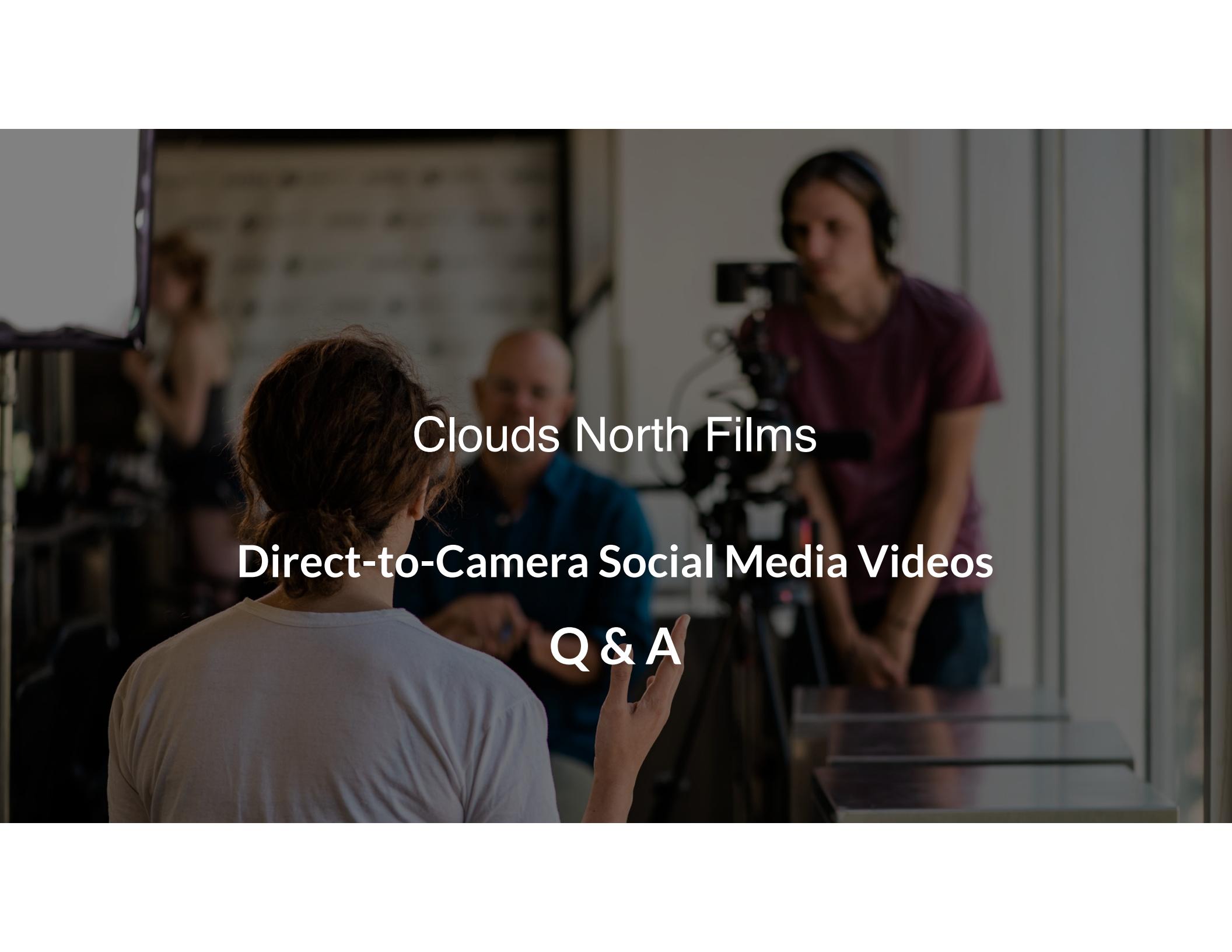
Conclusions

Direct-to-Camera videos are great ways to connect.

They are a weekly reminder of your brand & your mission.

They take time to get right. But then they are easy.

Clouds North Films is here to help.

A photograph of a video production setup. In the foreground, the back of a person's head and shoulders are visible, wearing a white t-shirt. They are gesturing with their right hand towards the right side of the frame. In the background, another person is seen from the waist up, wearing a maroon t-shirt, operating a professional video camera mounted on a tripod. The setting appears to be an indoor studio or office environment.

Clouds North Films

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Q & A