



**Northern Illinois  
University**

# **Storytelling with Video on a Budget**

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# A little bit about myself



- hired by Shaw Media in 2006 as the companies' first videographer
- produced over 450 editorial videos and the daily news show in almost five years
- named Suburban Journalist of the Year in 2008 for work at the Northwest Herald investigating a brain cancer cluster in McCullom Lake
- transitioned to the Daily Chronicle as photo editor in 2014
- worked producing photos for the newspaper as well as most of the video content, sometimes at the same time
- was hired by NIU to be a photo and video producer for the Institutional Communications department in Aug 2016
- shot and produced NIU's institutional spot, the NIU Foundation's Giving Tuesday fundraising campaign and brought drone video flight in-house

# Why is video important?



**By 2020, the average person will be spending 84 minutes a day watching videos online, compared to just 56 minutes in 2017.**

**Videos turn watchers into advocates as 92% of mobile video consumers share videos with others while social media video generates 1200% more shares than text and images combined.**

**Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.**

# What's the impact of video?



**In marketing impact, a single minute of video is worth about 1.8 million words.**

**Having video on the landing page of your site makes it 53% more likely to show up on page one of Google during a search.**

**Adding video to your emails creates on average a 200-300% increase in click-through rate.**

# Key points of NIU's Giving Tuesday campaign



- Five videos were released in the two weeks leading up to the day.
- One video was scripted introducing the campaign with a call to action to financially give.
- The video we just viewed introduces the students, their real life struggles and their triumphs. Studies show that donors tend to give twice as much when presented with a story about an affected individual opposed to simply viewing statistics.
- Another video introduces faculty, staff members and alumni, as they discuss the reasons they give. This allows possible donors to relate with another donors in community backing the same cause.

# Five ways to impact your audience the most with video content:



## ➤ Tell Inspiring Stories

**Stories help us remember, influence how we decide and link us to our sense of generosity.**

**An inspiring story at its core has three main elements**

- 1. A Great Character** - even Hollywood needs a protagonist. Taking the focus of your brand and shifting to one relatable character.
- 2. Desire** - don't get this confused with greed. This is the desire from your character to make their lives better or make the world better.
- 3. Conflict** - this is the character's barrier to desire. These are the obstacles that arise and keep your character from achieving what they desire. Their conflict does not need to be outrageous and it should be relatable (i.e. job loss, hunger, eviction, mental illness, abuse)

# Five ways to impact your audience the most with video content:



## ➤ Grab Attention

**People, especially while on social media, have very short attention spans, keep videos served on social 2 mins or less.**

- Put your most eye catching shot up front. Don't start your video with a talking head, stop their scrolling.
- Directly upload the video to each individual social media platform so it will play automatically in their feed. Linking to You Tube makes an extra click for them and you want to make it as easy as possible. Plus, algorithms serve it out more.
- Open caption sound as much a possible. People are watching mobile video everywhere and they aren't going to play sound (hopefully) while waiting for a doctor appt. Open captioning assures that your message isn't lost in the silence.
- You have more leeway on longer videos on your website, on You Tube, Vimeo and now on IGTV (vertical format). Know what is right for the platform. When people go to these platforms, they are likely ready to invest more time in watching longer-form video or more videos in succession.

# Five ways to impact your audience the most with video content:



## ➤ **Bring People Behind-The-Scenes of Your Organization**

**This technique of using video will help the audience feel more connected to you and trust your authenticity.**

- Good news! The production value should be low with these videos. Shoot them with your cell phone, people aren't expecting a cinematic experience with these posts.
- Things don't have to be perfect. If you are rushing around to do the best you can to produce an awesome event, show your hustle and don't worry about looking like a hotmess. People like authenticity and it will build excitement for your event.
- Mention other social media and leave cliffhangers. Check out our IG stories or our next video to see ... That way, people know to look for updates.
- Use the creativity and characters you already have. Nobody will have the enthusiasm for your brand like you do. Like "Bob" who is super funny but doesn't have an outward facing role, put him in front of the camera and let it serve as a creative outlet for him and video gold for the brand.

# Five ways to impact your audience the most with video content:



## ➤ **Show the Impact**

**Use videos to show the direct impact your organization has on people's lives and on the community as a whole.**

- **Good way to show where the audience's time, money, goods are going.**
- **Focus on a character and show the direct link in benefit from your organization**
- **When you showcase real stories from real people who have benefited from your services, it directly connects supporters with your cause. If you can't show real people, have them share a story via letter and voice that letter.**
- **Show rather than simply tell. Pair an interview with that character with video of whatever he/she is talking about, seeing is more impactful than simply hearing.**
- **Along with showing an impact, personally thanking them by video also makes a great connection and can act as a wonderful "gift" to a donor.**

# Five ways to impact your audience the most with video content:



## ➤ Use a Mix of Amateur and Professional

**Hope you didn't expect me to say professionals aren't needed at all, I mean... job security. But, a mix is needed.**

- Professional videos are generally longer in length and formally staged and shot. They are best used at gala fundraising events, on the main page of your website and in your major gift solicitation materials. Pay for professional storytelling, it is worth it.
- Amateur videos are created by staff members, clients and/or volunteers. These videos work amazingly on social media channels where spontaneous videos rule and reach viral status organically. To start, try short videos on FB and IG stories.
- Using a mix shows authenticity which is what people are craving after they've been bombarded with overly fake images in marketing showing an all too perfect highlight reel. Plus, people won't think you are using your whole budget on marketing back to them, right?

# So you are ready to make videos with your smartphone. What do you need?



- I'd recommend the Samsung Galaxy series or the iPhone (6 or newer)
  - Make sure you have enough memory space on your cell phone or plenty of Cloud storage
  - Shooting in 4K isn't really necessary right now because so few people actually have 4K displays on their desktops and no cell phones have 4K displays so the video is automatically sized down.
  - **FiLMiC Pro V6** is the best video filming app for iPhone. It adds more control into shooting video, helps with white balance, focus and adds manual setting capabilities. Also allows RAW file shooting which has more pixel information for editing – but they are larger files. \$14.99
  - **MoviePro** is another good app for Android and iPhone. Most people are split on which one is better but at \$5.99, it's cheaper.

# Video filming accessories for your Smartphone:



## Manfrotto MKCOMPACTACN-BK Compact Action Tripod



- Quick release plate
- Small and light, easy to use
- Around \$65
- Allows you to interview and pan without hand holding the phone
- Fluid head of the tripod helps a smooth motion

# Video filming accessories for your Smartphone:



## DJI Osmo Mobile 2

- Helps steady the phone as you walk around and the gimbal softens steps and movements.
- About \$137.
- Makes video shot with your phone cinematic and fluid.
- Fits any phone.
- Buy the extension arm accessory (\$10-15) to hold a microphone and the Osmo Mobile 2 base (\$14.95) to allow it to be attached to a tripod.
- Buy an extra battery or two because the mobile unit actually keeps your phone charged as you are using it.



# Video filming accessories for your Smartphone:



## Rode VideoMic Me



- Make sure it's the Rode mic specifically for smartphones when you order.
- About \$89 but frequently on sale for \$60.
- A directional mic on your phone helps zero in on the sound you are pointing your phone in the direction of instead of all around.
- Very good vlogging mic.
- Fits in your pocket.

# Video filming accessories for your Smartphone:



## Purple Panda Lavalier Lapel Microphone Kit Clip-on Omnidirectional Condenser Lav Mic

- Gives you better speaking sound from someone you are interviewing.
- About \$23.99.
- I've not personally used this brand but in watching You Tube reviews and reading product reviews, this will do all you need it to.
- When the natural sound is so intense and loud around you that a Rode boom mic won't do.
- Use this mic so any sit down interviews even when its quiet.



**You have your gear, shot some video and need to edit...**



## **Best editing apps for SmartPhones currently:**

- **Filmmaker Pro**
- **Filmora Go**
- **Vizmato (IOS only)**
- **Magisto**
- **Quik by GoPro**
- **Apple iMovie**

# Video editing on your SmartPhone



## Advantages

- Edit on the go
- Easily shareable on social media
- Almost everyone has one
- Mobile journalist
- Apps are more basic
- Mostly free

## Disadvantages

- Takes up a lot of space
- The screen is tiny
- Difficult to collaborate
- Backing up footage
- Apps are more basic
- Battery life

# Lower cost video solution that's not a SmartPhone



## DJI Osmo+ Plus Handheld Fully Stabilized 4K Camera



- About \$559, refurbished at around \$375.
- The Osmo+ zooms the Osmo doesn't (worth it).
- Records on a miniSD card so no worry about phone storage.
- Uses your phone as a monitor so you can view what you are shooting.
- FB Live and IG live compatible.
- Very compact and easy to use.

# Any questions on gear?



**These suggestions were for organizations who don't have a content producing person and/or gear for producing videos.**

- If you are using gear that already works, keep using it.
- Gear is an easy budget item to over-buy on, there's always something "newer or better."
- For professional work, invest in the professionals in the community.
- Great content that's authentic will beat a cinematically produced video without an inspiring story any day.

Just for fun... jump on trending #s



# Thank You!



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