

GSNI Video Creation Tips

Things to keep in mind:

- Try to keep videos to three minutes or less for demonstrations. One minute or less is recommended for informational or promotional videos.
- Do some research before you start:
 - Watch similar videos to what you want to produce
 - Put together an outline or script. This helps organize your thoughts and give you a sense of confidence in your project.
- Be sure to use proper Girl Scout language that honors the Girl Scout brand

Before you start:

- Start with a script or outline to keep on track
- Know your audience
- Know your goal: Cover who, what, when, where, why, and how (most of the time)
- Think GSNI – be aware of your surroundings when making the video, use Girl Scout language, and wear clothing that reflects your Girl Scout spirit
- Prepare your space before you begin:
 - ♦ Background should be neutral with no clutter
 - ♦ When taking video outside, be aware of the background, including sounds, noise, people, and animals that could venture into your video
 - ♦ Make sure you have all props before you begin
 - ♦ Practice your script. Speak clearly and slowly.
 - ♦ If demonstrating a project, be sure to have the project completed in various stages to avoid long video segments of repetitive action steps. Time lapses can be edited to shorten video.

Things to include in every video segment:

- Introduce yourself and your Girl Scout level
- Tell your audience what to expect and length, i.e. “Today, we’re taking a minute to learn a new song!”
- When you are demonstrating, be sure to:
 - Follow safety guidelines, such as wearing goggles or protective gloves or close bottles and set them aside (out of the picture) when finished
 - If you must include measured items, such as liquid, pre-measure into a container before you start and tell your audience how much is in the container
 - Take short cuts where you can. This makes the video move quicker. (Suggestion: Watch cooking video! They do a great job of moving along a demonstration.)
- Thank the audience for watching at the end of the video

Tips for making a great video:

- If using a cell phone, take video in **horizontal format only**
- Use an external microphone if available. Otherwise, speak loudly and avoid windy areas.
- Frame your shots as close to the action as possible
- Be aware of noise. If you have loud traffic go by, you’ll want to re-take the video.
- Simple and free editing software is available on Google Play for Android devices and on The App Store for iPhones, such as iMovie and YouCut videos
- Most importantly, have fun!

If you have questions or need help, contact GSNI’s MarComm Team at stories@girlscoutsni.org! We are here to help!