HINTS & TIPS TO PRODUCE EFFECTIVE VIDEOS (& MAKE THE MOST OF THEM)

Planning their production and publication

- Go back to your **communication strategy** and make sure producing videos fits with/feeds in your overall communication objectives
- Define your **objectives** (what do you want to achieve by producing videos? Outlining challenges and objectives of your involvement with URBACT, highlighting solutions and lessons to implementation challenges developed using the URBACT method of exchange and learning, showcasing the work done at local level, promoting network results etc.)
- Define your **target audience** (who are you doing the video for? Is it a well-adapted format to reach out to those people? Are people internal or external to your project? Etc.)
- Define your **key messages** (what do you want to demonstrate with your video?):
  - 1 video = no more than 3 key messages
  - video ≠ promotional tool for a city
- Decide on a **budget** to allocate for the production
- Decide on the **type** of video(s) you want to produce (interview, vox-pop, animated movie etc.)
- Think about **timing** (when to launch the production depending on when you want to share the video)
- Mobilise (network) **partners** for the production (some might be experienced or have more capacity) as well as to share the final product
- Decide on how you will **measure the impact** of your video(s) (number of views, number of times it was shared on social media etc.)
- Upload your video(s) on your YouTube channel, add it to your URBACT webpage, share it on **social media**, include it to your newsletter and let the URBACT Secretariat know about them!

Producing your video(s)

- Shoot in a place visually relevant with your topic and in an **authentic working environment**
- Be careful to background **noise** and make sure you are equipped with a microphone
- Be mindful when adding **music** (has to be royalty-free otherwise you have to pay for it)
- Keep your video(s) **short** (max. 4 minutes). If longer, divide them into stand-alone chapters
- Have a **script** ready (including a narrative arch) beforehand
- **Rehearse** with your interviewees (and don't forget to make them sign a consent form)
- **Technical elements**: film in full HD, format 16:9, full frame, width:1920, height: 1080

- Always include **English subtitles,** even if the video is in English
- Think about **branding**:
    - if you're doing a series of videos, make sure they all look consistent and are well identifiable as your network's product
    - Don't forget to include the ERDF, URBACT **logos** along with your network's one at the beginning (no logos = no reimbursement of costs) and make sure branding is consistent with the URBACT Graphic Charter
- Promote your **other outputs** in your video (ecosystem thinking)
- Include **stakeholders' testimonies** (different perspectives)
- To go beyond passive listening, include **action points** and concluding **recommendations** for your audience

Some good examples

- <u>Animated movies from Action-Planning networks</u>

- *RetaiLink: The   evolution   of   retail   (52 700   views):* https://www.youtube.com/watch?v=8dMfXQvJpnw&t
    * a good visual representation using elements of their network's logo
    * chapters clearly indicated

- *Procure: How   we   spend   money   can   make   a   difference?* https://www.youtube.com/watch?v=Vx4mXbBSsus
    * effective voice-over (pacing)
    * highlighted keywords
    * well represents the diversity of the population
    * includes action points and addresses the audience
    * includes a link to the network's page

- *REFILL: Temporary   use   for   dummies:* https://www.youtube.com/watch?v=Z8L2rOccJsU

- <u>Videos from the programme</u>

- Interview of Daniele Terzariol (San Dona di Piave), Lead Partner of City Centre Doctor   Action-Planning   Network: https://www.youtube.com/watch?v=jd0URX7zTTA&t
    * use of subtitles
    * is a stakeholder testimony

- Presenting URBACT in the frame of the URBACT City Festival 2017 (Tallinn): https://www.youtube.com/watch?v=HTZoiXNb6oc
    * includes perspectives from different stakeholders
    * indicates interviewees' job titles
    * show interactions between people