

TIPS FOR PRODUCING GOOD KICKSTARTER VIDEOS

1. Be yourself

Kickstarter is all about community. In most cases, people are funding you as much as they're funding your project. They want to see you, hear your passion, and get excited with you. Viewers also want to make sure you seem competent and trustworthy. When you're on camera, bring all the energy you can muster, have fun, and smile often.

2. Keep it snappy

If you haven't noticed, most people have short attention spans these days, like 8 seconds short. Most viewers aren't going to sit through a 5 minute video to figure out if they want to back you or not. You have 10 seconds or less to hook the viewer and convince them that your video is worth finishing and your project is worth investing in.

3. Cover the basics

Your video should cover these 6 essential topics:

- Tell viewers who you are.
- Tell viewers the story behind your project.
- Come out and ask for people's support, explaining why you need it and what you'll do with their money.
- Talk about how awesome your rewards are, using any images you can.
- Explain that if you don't reach your goal, you'll get nothing.
- Thank everyone!

4. Keep it legal

Whether your Kickstarter video is a personal project or a business venture, beware of violating copyright law. This includes copyrighted music, logos (yes, that Apple logo on your MacBook counts), images, and video. Look for royalty-free content.

5. Close the sale

During the final minute of video, mention the available rewards, and cap it off with a very specific call to action, inviting viewers to click the green button and back your project.

BEST PRACTICES

FOR SOCIAL MEDIA DISTRIBUTION

For **Facebook** videos, here's a quick cheat sheet for making the most of your video:

- Add captions to your video! 85% of videos are viewed on Facebook without sound
- Make the first 3 seconds count. Facebook's Autoplay will count 3 seconds as a "view"
- Use high-resolution 720p or 1080p HD. 720p format has a resolution of 1280 x 720 and 1080p format has a resolution of 1920 x 1080
- Export your video in the format and resolution in which it was filmed
- Write a compelling headline for your Facebook Live sessions to attract more viewers

For **YouTube** video marketing, here's a quick list of best-practices:

- Add captions to your video! YouTube videos may see 40% more views with captions/subtitles
- Make the first 3-10 seconds count. 20-25% of viewers will watch less than 10 seconds
- Use robust video descriptions and tagging in addition to meta data to help with SEO rankings
- Use high-resolution 720p or 1080p HD. 720p format has a resolution of 1280 x 720

For **Twitter** videos, here's a quick cheat sheet for making the most of them:

- Humanize your videos. Videos showing people in the first moments are 2x more likely to be viewed
- Tell a story. Videos that have a clear beginning, middle, and end can increase viewership
- Videos that simply aim to entertain your audience can lead to a 15% higher intent to share
- Maximum video length is 140 seconds with a file size of up to 512mb
- The video format supported for mobile apps are MP4 and MOV

TIPS FOR SHOOTING VIDEO LIKE A PRO

1. PLAN YOUR VIDEO

- Write a script
 - Think story first
 - Consider target audience
 - Purpose of video
 - Subjects
- Prepare a shot list, you will forget something if you don't
- Scout locations (consider backgrounds, noise etc..)
- Find people to help
- Get permissions

2. CONSIDER CAMERA OPTIONS

- Smart Phone
- Camcorder
- DSLR
- Remember: It's about the STORY

3. FILMING

- Shoot short clips
 - It's easier to make a note of the good takes
 - Saves time in editing
 - Fewer files to import into your computer
- Avoid the Shake
 - Shaky video is distracting
 - Use a tripod
 - Place the camera on something sturdy
 - Have a steady hand

- Framing
 - Don't shoot vertically
 - Rule of Thirds, subject will fall on intersecting lines
 - For interviews, allow "talking space"
 - Consider the following shot types



4. QUALITY SOUND

- Use an external mic
- Rent a microphone (SW Audio Visual)
- Turn off distracting machines or devices in the background
- Move to a quieter place

5. LIGHTING

- Keep lighting consistent
- Daylight is good
- Watch for moving clouds
- Watch for shadows
- Consider renting (SW Audio Visual)

6. EDITING

- If you're trying to produce dynamic (e.g., quick and engaging) content, consider cutting out any awkward silences or pauses in conversation.
- Shorter is better
- If it doesn't help the story, cut it out

KEY TAKE-AWAY

There doesn't have to be anything particularly spectacular about the video quality or sound, but the story it tells needs to be extremely powerful and captivating.

THINK STORY FIRST

Only after you have story you want to tell thought out that you begin to figure out how you're going to capture it and turn it into a video. To develop a compelling story, think of every unique aspect about your brand, about your culture, and about you community.