Video Tips and Tricks

We want you to have all the tools you need to make an effective (and easy!) video that you can share not only with us, but with your community for years to come. That’s why we are highlighting some simple video creation tips and tricks, below.

What to Include in Your Video

All video submissions must be under three (3) minutes to be considered. While this may feel like a short amount of time, you can say a lot in this time frame! Here are some things you may want to include:

- Information about your organization and your commitment to MetroWest
- Information on the needs you address and your organization and/or project impact
- Strengths that will make your organization, program, or project a success
- Plans to reduce gaps and inequalities and to lift up those living in our region (don’t forget to use Impact MetroWest as a resource!)
- Big, bold, and forward-thinking ideas, solutions, and collaborations
- Goals as you look towards to your next 25 years
- How funding will be used, if received

Before You Begin

Watching a video is an experience! You want to tell a story and connect with your viewer in a meaningful way. This takes preparation and planning. Here are some steps you can take before you reach for your camera:

- Plan for your video! Ask yourself:
  - What is your video’s purpose?
  - Who is your audience?
  - What do you want your audience to know after watching your video?
  - What do you want your audience to feel after watching your video?
  - Do you have a video style in mind?
  - What voices/who do you want to include in your video?
  - What filming locations are essential to telling your story?
- Write your script!
  - Build an outline of the key topics and information you want to share.
  - When you are satisfied with your outline, write your script. Remember:
    - You only have three (3) minutes – keep language clear, simple, and concise!
    - People viewing your video may be new to your organization. Avoid any jargon, buzzwords, and acronyms viewers may not understand.
    - Be sure to remind your viewers to vote!
  - Read your script out loud and adjust as needed. How does it sound? Does the language need to be adjusted to match the video medium?
- Practice, practice, practice!
- Grab your phone, tablet, or camera and film! Don’t forget to…
  - Check your audio and make sure it is clear and strong.
  - Film your b-roll (footage that will complement your key video shots). This could include, but is not limited to, additional video footage or still photographs of:
    - Your organization and/or program in action
    - Your staff at work
    - Your organization and program space
Your communities served
  - Get media releases for everyone featured in your video! Learn more about video releases.

Tools

There are many easy-to-use tools that are accessible to you, the first being your phone or tablet. A smartphone or table tripod is also a great way to achieve stability in your filming. If using these devices, film horizontally; this will fill the screen when loaded onto a computer.

There are also many intuitive, free video editing tools for both PCs and Macs. Here are some options for you to try:

- iMovie (for Mac users who filmed on an iPhone or iPad)
- Windows Movie Maker (for Windows users who filmed on a Windows compatible phone or tablet)
- Clickchamp (for Mac and Windows users)

If you have a video software that you like and are comfortable with, that software may be used as well.

Lastly, remember that Google is your friend! There are lots or resources (writing and visual) on creating and editing videos.

Submit Your Video

1. Upload your completed video to your preferred video platform (i.e. YouTube, Vimeo, Wistia).
3. Once you are logged in, click on the “Apply” icon on the top of the menu bar.
4. Select “25th Anniversary Grant Program.” You will be asked to complete a brief form about your organization and to submit your video link.