



How to Shoot, Edit & Distribute Video (all from your phone)

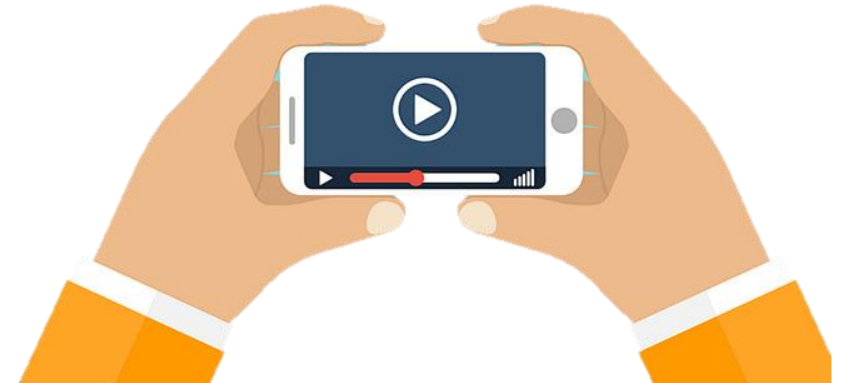
What we'll cover today

- Why is video important
- Equipment & Tools
- Planning Your Video Shoot
- Shooting and Editing Video
- Video Distribution

WHY IS VIDEO IMPORTANT?

Video Attracts Attention

- Immediately captures attention
- First 3-7 seconds are crucial
 - Average video is under 45 seconds
- Videos hold attention 5x longer
- Videos help stop the scroll



Boosts Conversions

- 55% of people watch videos before making a purchase
- Video will keep attention on websites and social longer
- Trust builder



Video Builds Trust

- More conversational
- Adds personality to your business
- Adds a face to your business
- Tells a more accurate story



Video Encourages Sharing

- Likes, Comments, and Shares are digital currency
- Shares bring in new customers
- Shares can bring back old customers



Tells a Story

- Video allows you to share a story
- More interactive and immersive than a photo
- Popular formats
 - Educational, Behind the Scenes, Itinerary, Property Tour, Day in the Life



EQUIPMENT & TOOLS

What you need to get started

THE STARTER KIT

Cell Phone

- It's always with you
- Shoot up to 4k
- Built-in stabilization
- Decent built-in microphone
- Shoots well in low light



THE INFLUENCER

Phone Clip & Mini Tripod

- Go hands-free
- Get a steadier shot
- Further away from the camera



THE CONTENT CREATOR

Light, Microphone, Tripod, Battery

- Shoot in shady/indoor locations
- More versatile heights
- Better audio
- Battery



THE PRO

Phone Gimbal

- Super steady and smooth
- Consistent looking shots



EDITING APPS



InShot



CapCut



BeatLeap



Instagram



TikTok

BACK UP

- Video takes up space
- Back up your content
 - Google Drive
 - iCloud
 - DropBox
 - One Drive
- Back up regularly

Apple Tree on Main	October 4
Barley Creek	October 4
Better World Milford	October 4
Blue Ridge Winery Broll Vertical_~09	October 4
Bushkill Falls	October 4
Callie's Candy Kitchen	July 27
Camelback Mountain Resort	October 4
camp Temike	October 4
Claws n Paws	October 4
Deerfield Inn Poconos	November 22
Dingmans Falls	October 4
Dolon House	October 4
Electrifying Jack O Lantern	October 4
Fall Foliage	October 13

PLANNING YOUR VIDEO

Planning and Shooting

Getting Started

- What's your goal? What's the big idea?
 - Educate, Inspire, Entertain, Engage
- Who's your audience?
 - New customers, engage existing customer
- Where's the video being posted?
 - Determine the Length and Format



Shoot for the Platform

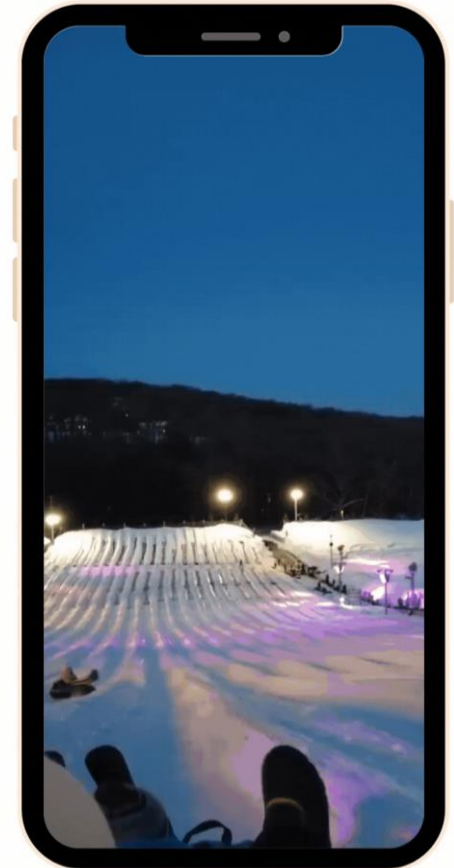
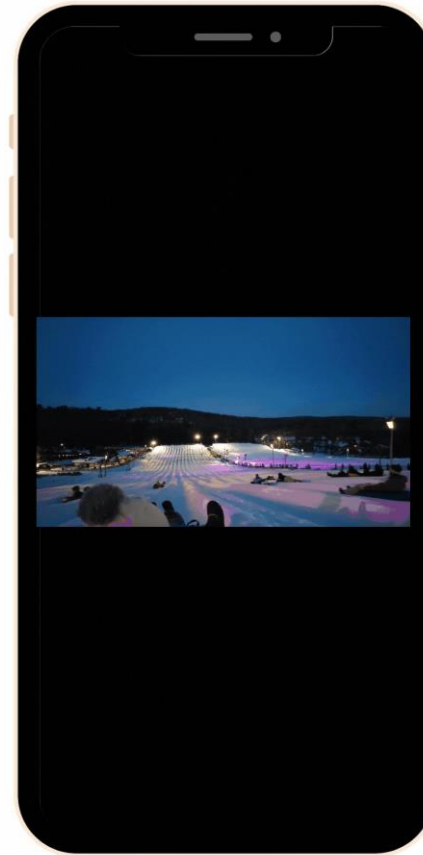
Instagram, TikTok, Shorts

- Vertical video

YouTube and Facebook

- Horizontal video

The algorithm
hates black bars



Planning Your First Video

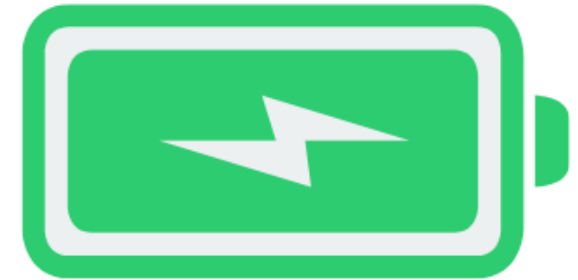
- Brainstorm ideas
 - What are you known for, nearby adventures, Amenities, Activities, and Events, How To, Itinerary
- Take the time to plan
 - Scripting, Outlining, Scout Locations
- Practice, Practice, Practice
 - On camera scaries, Lighting, Angles

SHOOTING & EDITING VIDEO

Practice Makes Perfect

Before You Hit Record

- Make sure your batteries are charged
- Review your script
- Do a practice run
- Have a plan B

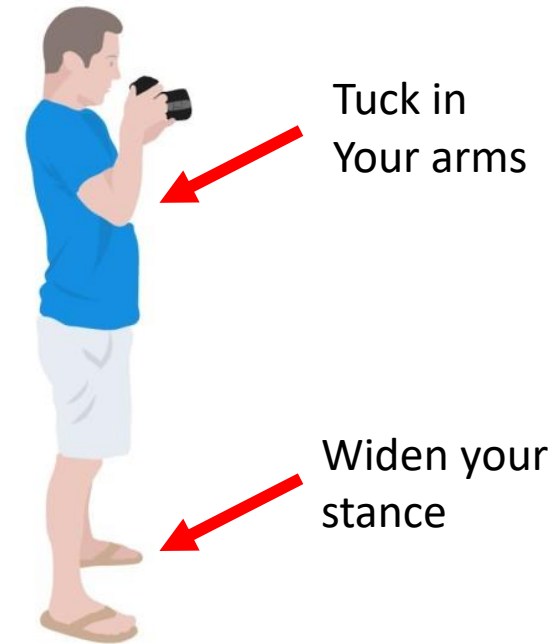


Day of the Shoot

- Take 10-15 minutes to tidy up
- Check each location
- Share your timeline and plans with your staff
- Release forms for non-employees
 - Built into onboarding for employees

Shooting Tips

- Clean your lens
- Keep your phone steady
- Shoot for the platform
- Watch highlights, shadows, back-lit



Recording In Progress

- Record content in smaller clips
- Record a few takes
- Review periodically for sound/lighting
- Try different angles and camera movements
- Shoot lots of b-roll

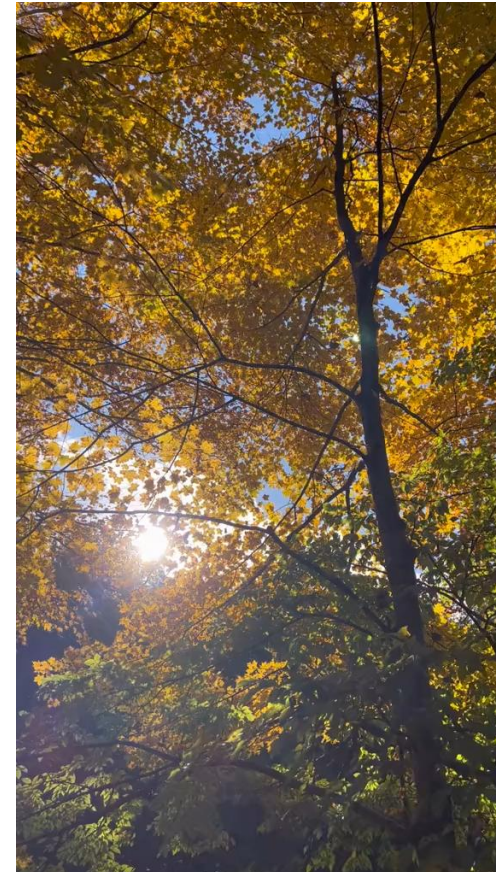
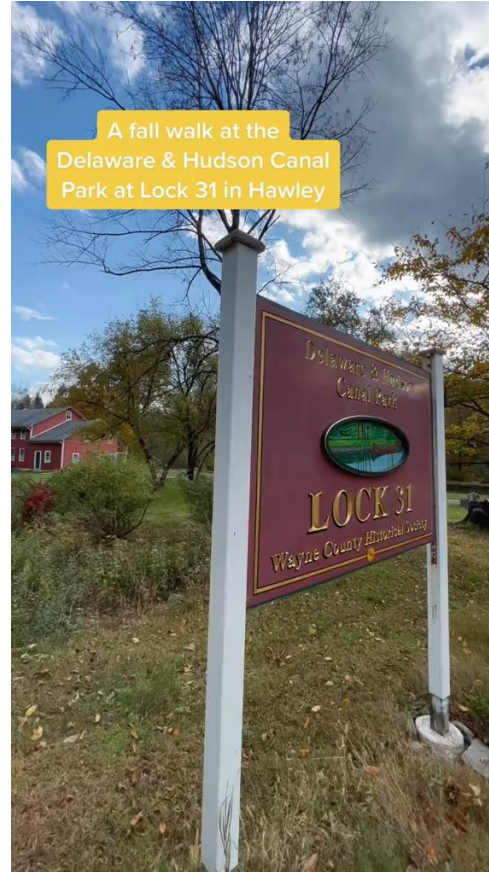
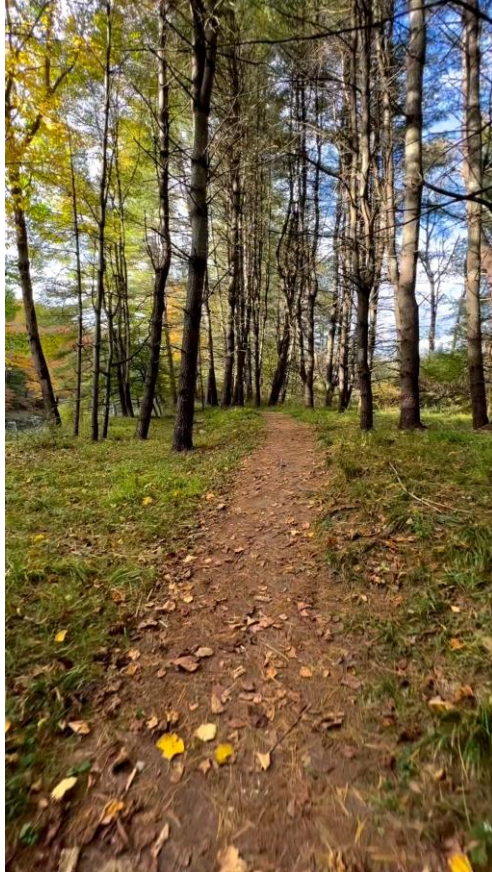


Shoot Lots of B-Roll

- Short clips for easier editing
- Helps tell the story
- Wide shots to establish the location
- Close-up to show detail
- Can be used for multiple videos

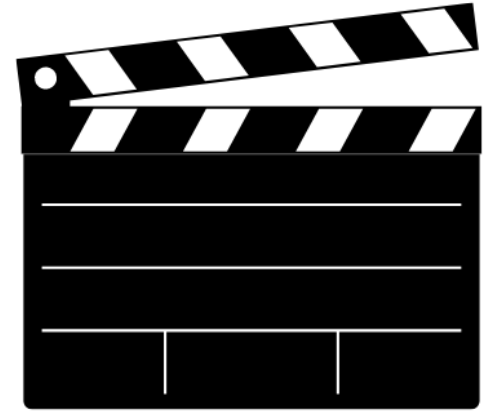


One Shoot, Three Videos



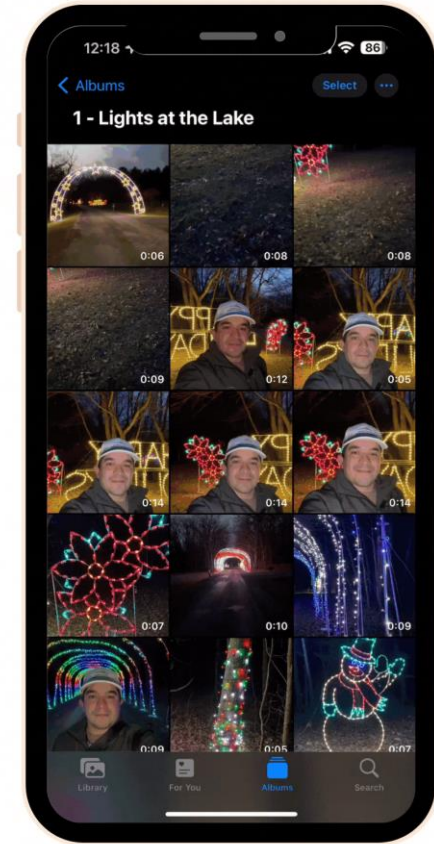
That's A Wrap

- Refer to your outline
- Are any additional shots required?
- Back-up before editing



Organize & Edit

- Review your clips
- Add keepers to a folder
- Delete any clips that are unusable
- Get ready to edit



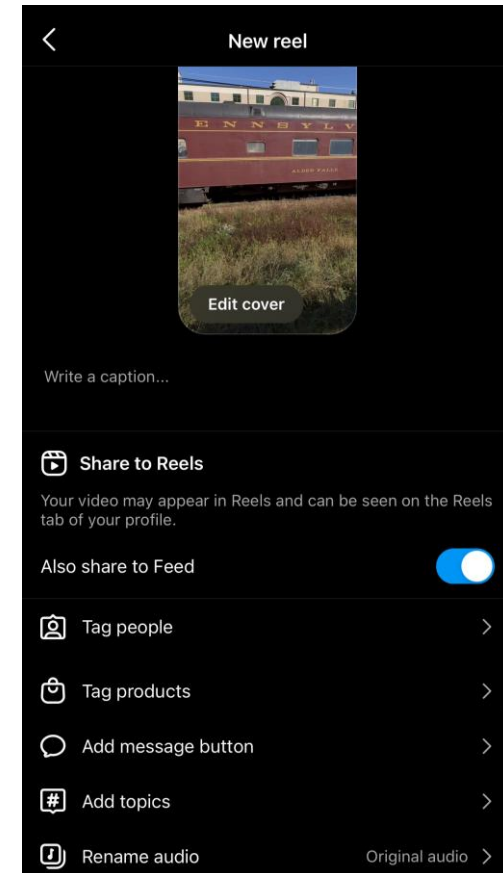
Built-In Editing

- Free to get started
- Instagram & TikTok have built-in editors
- Practice on your personal page
- Explore all the features



Publish & Distribute

- Add a description
- Add hashtags (3-5 are suggested)
- Choose a cover image
- Add topics
- Add music or voice-over

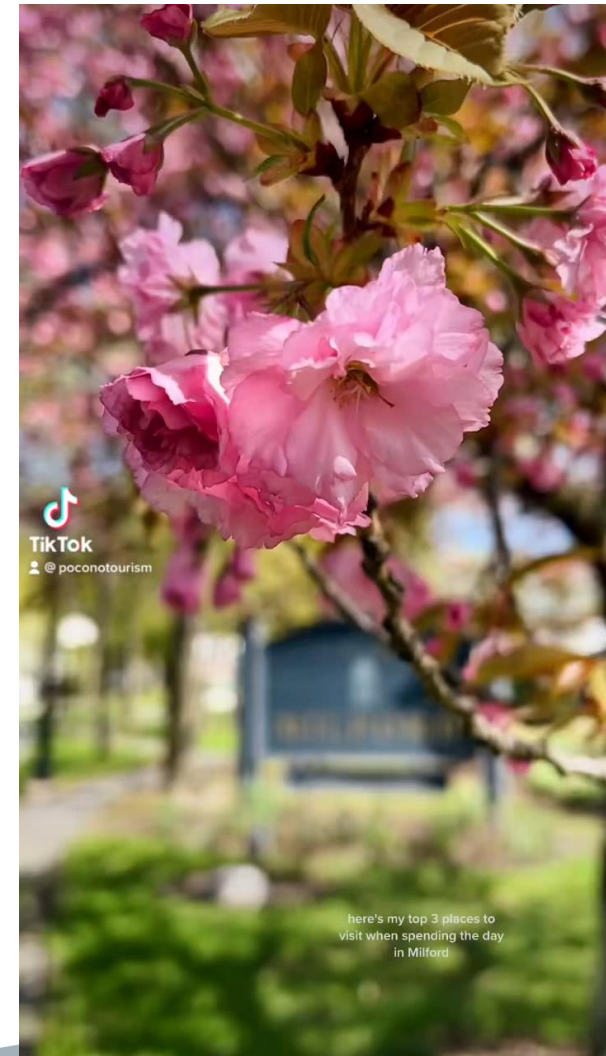


No Watermarks

- Do not share videos with watermarks
- The algorithm is trained to look for watermarks

SNAPTIK

SNAPINSTA



Music Choice and Trends



- Use audio that has the appropriate message
- Use audio that fits your brand
- Look at trending audio
- Trends are quick
- Only jump on if it makes sense

On Camera Talent or Not?



- Younger generations prefer a face over a logo
- More of a connection to a brand



POCONO MOUNTAINSSM
VISITORS BUREAU

Thank you!

TOURISM DAY SUMMIT



2B - How to Shoot, Edit, and Distribute Videos (all from your phone)

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