

Meals On Wheels
LEADERSHIP ACADEMY



Developing Videos for the Web

Heather Gwaltney

August 24, 2012, 10:45 a.m. - 12:15 p.m.
2012 MOWAA Annual Conference
Gaylord National Harbor Hotel

Meals On Wheels
LEADERSHIP ACADEMY

agenda

1. Intro and what you want to achieve
2. Self-assessment of strengths and needs
3. The value of video
4. best practices examples
5. Tips and resources
6. Action plan exercise
7. Contact

Meals On Wheels
LEADERSHIP ACADEMY

how many of you...

have used an MOWAA PSA or other video clip?

Meals On Wheels
LEADERSHIP ACADEMY

have...

done your own video work?

Meals On Wheels
LEADERSHIP ACADEMY

were...

in my previous E-strategy session?

Meals On Wheels
LEADERSHIP ACADEMY

introduction

- ▣ Heather Gwaltney
- ▣ Over 15 years experience in marketing-communications and video industry
- ▣ Teach at George Mason University
- ▣ Undergrad Psych/Business; Grad OD
- ▣ Consulting focus is on human rights and environmental issues

Meals On Wheels
LEADERSHIP ACADEMY

agenda

1. Introduction and what you want to achieve
2. Self-assessment of strengths and needs
3. The value of E-strategy and social networks
4. Best practice examples
5. Tips and resources
6. Action plan exercise
7. Contact

Meals On Wheels
LEADERSHIP ACADEMY

my goal

Intention and goals for today	<ol style="list-style-type: none">1. Safe space to question, experiment and have some fun2. "Whatever is said in the room stays in the room"3. Integrate my own external knowledge with existing MOW knowledge
--------------------------------------	--

Meals On Wheels
LEADERSHIP ACADEMY

what you need from today

Meals On Wheels
LEADERSHIP ACADEMY

defining web video

A short movie less than 10 minutes long that is distributed through an online channel

Meals On Wheels
LEADERSHIP ACADEMY

types of web video

1. PSA's
2. Educational
3. Personal stories
4. Call-to-action
5. Promotional

Meals On Wheels
LEADERSHIP ACADEMY

self-assessment

Rate yourself/your program on a scale from 1 to 5 (1 being the lowest and 5 being the highest) on all of the items listed on your self-assessment

Meals On Wheels
LEADERSHIP ACADEMY

self-assessment

1. Where were people getting 1's and 2's?
2. How about 4's and 5's?

Meals On Wheels
LEADERSHIP ACADEMY

video objectives

1. Increase awareness
2. Drive traffic to your website
3. Build a following
4. Generate revenue
5. Incite people to act

Meals On Wheels
LEADERSHIP ACADEMY

video distribution channels

1. Facebook and Twitter
2. Blogs
3. Electronic newsletters
4. Email
5. YouTube
6. Vimeo
7. DVD

Meals On Wheels
LEADERSHIP ACADEMY

viral videos and campaigns

"Tivo gave us the joy of fast-forwarding through crappy 30-second spots, but YouTube gave us the ability to call up the spots we like" – **Nick Summers, Newsweek**



Meals On Wheels
LEADERSHIP ACADEMY

why care? MOWAA survey results

Most contributions come from:

1. Clients = 95%
2. Individual donations (not clients) = 93%
3. Private grants = 82%
4. Special events = 79%
5. Local businesses = 77%
6. United Way funds = 61%
7. Donations, per direct mail campaigns = 55%

Meals On Wheels
LEADERSHIP ACADEMY

MOWAA survey results –cont-

1. Over half of the programs say that direct mail campaigns are most effective for fundraising
2. A little under half said special events are

Meals On Wheels
LEADERSHIP ACADEMY

getting started

1. Identify your need and objective
2. Identify your audience and how they communicate
3. Decide whether or not to use existing WOWAA PSA's and story
4. Use inside help, college interns or professionals
5. Integrate with other media
6. Distribute! Distribute! Distribute!
7. Track usage and success

ONE AWAY
CAMPAIGN FOR ELDER ECONOMIC SECURITY

WHAT'S HAPPENING IN YOUR STATE
NORTH CAROLINA


Help for Seniors Living ONE AWAY: Mobile Meals

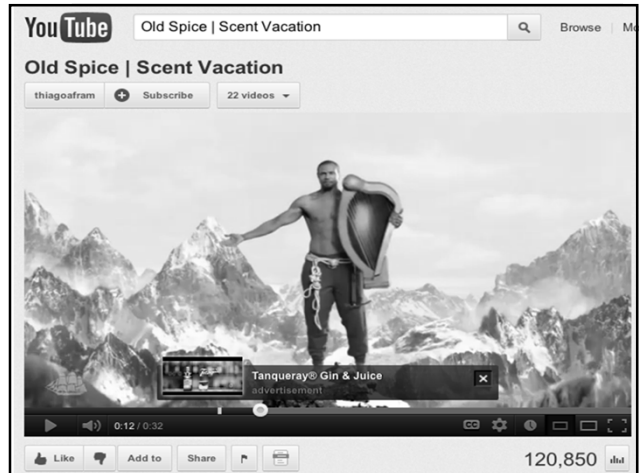
By: RENE GRIFFIN, Senior Resources of Guilford
APRIL 16, 2012

Share 0 Tweet 0 Email 0

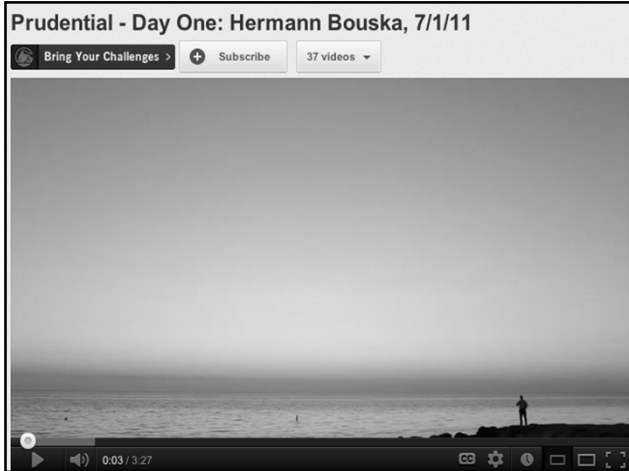
COMMENTS: 0

Senior Resources of Guilford One Away Co... Like Share More info









Meals On Wheels
LEADERSHIP ACADEMY

why do you think these are effective?

1. list

Meals On Wheels
LEADERSHIP ACADEMY

lessons learned

Meals On Wheels
LEADERSHIP ACADEMY

MOWAA resources

1. A video and radio PSA
2. Photos
3. Logos
4. Campaign Q&A and language
5. Social Media Tips & Tricks
6. Media Outreach Guide

Meals On Wheels
LEADERSHIP ACADEMY

external resources



The slide features four logos: the American Film Institute (AFI) logo, the Women in Film & Video (WIFV) logo with the text 'WASHINGTON, DC', the YouTube logo, and the Vimeo logo.

Meals On Wheels
LEADERSHIP ACADEMY

action plan exercise

1. Select spokesperson
2. Form groups of 4 or 5 around your seats
3. Select one section on your action plan outline that you'd like help with
4. Each person get's two minutes for the group to help them with the one action plan item
5. Rotate until each person has received advice
6. Spokespersons report back key findings for groups

Meals On Wheels
LEADERSHIP ACADEMY

stay connected

1. **MOWAA LinkedIn community group:**
linkedin.com/groups?gid=4304589
2. **Membership:** membership@mowaa.org
or call Emily Persson and Logan Goulett
at 703-548-5558
3. **Heather Gwaltney:**
<http://BullsEyeCommunications.TV>

Meals On Wheels
LEADERSHIP ACADEMY

Q & A

Any questions?

Web Video

Self-Assessment

On a scale from 1 to 5 (1 being the lowest and 5 being the highest), rate the following:

1. How prepared you are with your E-Strategy, which may or may not include a video or set of video's: _____
2. How clearly defined your E-strategy and video objective(s) are: _____
3. How to use video to achieve your objectives: _____
4. How well you've applied baseline metrics to existing efforts: _____
5. How well you understand your audience's demographics, attitudes, preferences and/or behaviors: _____
6. How well you understand your audience's communication practices and the channels they use: _____
7. How well you have identified your messaging: _____
8. How well you've identified your communication distribution channel(s) to match your audience's communication practices: _____
9. How likely you are to use existing MOW video's to achieve your objectives: _____
10. How likely you are to create your own video to achieve your objectives: _____
11. The level of access you have to the following resources to help you with the video(s) you need to achieve your objectives:
 - a. MOW media: _____
 - b. Paid staff: _____
 - c. Volunteer staff: _____
 - d. Funding: _____
 - e. In-kind donations: _____
12. How well you have applied metrics and tracked your success to date: _____
13. How well you have celebrated success to date: _____

Tips:

1. Understand your audience, their demographics and how they communicate – even if you have to ask them directly.
2. Match your video distribution channels to the way your audience communicates.
3. Use existing MOW PSA's and toolkit, and have them customized when needed before starting from scratch.
4. Keep web videos to 3 minutes or less.
5. If you are unable to use existing video from MOW, and don't have internal capabilities, consider posting an announcement at a local college to hire interns (only if production quality is not an issue).
6. If hiring professional outside help, expect to pay approximately \$1,000 a minute. You can use the film associations (listed in Resources) to find professional staff.
7. Typical equipment involved in video includes an HD camera, tripod, lighting kit, audio equipment, external drive and editing software (final cut pro and adobe premiere are most popular). Apple also offers a free, but very basic editing program called iMovie.
8. You typically need at least three people to produce a video (producer/writer, videographer/director of photography and an editor). You are lucky to find individuals who can do two or three of these kinds of tasks.
9. Most common channels for web videos are YouTube and Vimeo.
10. Make sure to have a "playable" high resolution version of your video burned on a DVD in addition to the lower resolution version that is distributed on the web, so that you can provide people with the video if they do not have access to the internet and/or if you will be presenting the video in a place without a stable internet connection.
11. Posting your web video next to content online or in an email will yield more views than posting on social networks alone.

Resources:

1. MOWAA Media materials:
<http://www.mowaa.org/studio>
2. 30-sec. MOWAA video PSA's, posters, promotional goods, three stories, and radio spot: <http://studiostore.thenextmeal.org/>
3. Ordering MOWAA PSAs, photos and collateral: Studio@mowaa.org or Lindsay Garrett at 703-548-5558
4. MOWAA Membership Department: membership@mowaa.org or Emily Persson and Logan Goulett at 703-548-5558
5. MOWAA LinkedIn community group account:
<http://www.linkedin.com/groups?gid=4304589>
6. For a free custom webpage, first contact studio@mowaa.org.
7. MOWAA Media FAQ:
http://www.studiostore.thenextmeal.org/index.php?main_page=page&id=2&zenid=2qcijprdf1dbjiid4pg3lr6 or
<http://www.mowaa.org/studio> > click on FAQ tab.
8. MOWAA photos to use in your video:
<http://www.mowaastudio.org/>
9. To post your video(s), MOWAA Twitter:
<https://twitter.com/#!/mealsonwheels>,
MOWAA member blog:
<http://mowaablog.org/>, MOWAA YouTube:
www.youtube.com/user/mowaausa, and
MOWAA Facebook:
<https://www.facebook.com/mowaa>
10. Sign up for your own Vimeo account:
<http://vimeo.com>
11. Your own YouTube account:
<http://www.youtube.com>
12. Your own Facebook account:
<https://www.facebook.com>
13. Your own Twitter account:
<https://twitter.com>
14. American Film Institute: www.afi.com
15. Women in Film and Video: www.wifv.org

Action Plan Outline

Identify the following –

1. E-strategy and/or video objective(s):
2. How you will apply baseline metrics:
3. Your key audience (who's likely to be receptive to your message and who needs to hear it the most):
4. Audience demographics (at least three characteristics, preferences and behaviors that affect how they may respond to your E-strategy or video message(s))?
5. Audience communication practices and channels (e.g. are they on YouTube, Facebook or Twitter; do they use them; what do they use?):
6. Key message(s)/central ideas (use no more than three):
7. Communication channel(s) and the tracking mechanisms you have in place for most (if not all) of the online channels:
8. Map out how to integrate your video with other communications channels to be use together strategically:
9. Resources that could provide video support (e.g. MOW PSA's and stories, paid or volunteer staff, money and/or in-kind donations):
10. Timing to distribute video through your communications channels:
11. How you will track and apply metrics:
12. How you will celebrate success: