



EXPAND YOUR HEALTH MESSAGING:
How To Create Engaging Videos With A Student Media Team

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Meet Your (Other) Presenters



Paul Thomson
 Student Host | Senior
 Major: Theatre Production & Africana Studies
 Minor: Art History & Spanish



Wade Shields
 Student Videographer | Senior
 Major: Film & TV Production
 Minor: Creative Writing



Today's Game Plan

- Learn something useful (hopefully more than 1 thing)
- Watch videos (yes, this really is educational)
- Have fun!



Why Video?

- Internet is kind of a big deal, people use it. A lot.
- YouTube + college students
- The brain likes it
- A tool for your health communication toolbox
- The possibilities are endless (when you do it right)



Your poll will show here

1

Install the app from pollev.com/app

2

Make sure you are in Slide Show mode

Still not working? Get help at pollev.com/app/help
or
Open poll in your web browser

Would You/Your Students Rather...

- Read an entire brochure, poster, or flier about having a plan before you drink

OR

- Just press play



<http://youtu.be/Up7UJEIth-ZQ>



What You'll Need (You Can Do It!)

- Vision/Purpose
- Student Recruitment
- Relevant Content
- Creativity
- Equipment
- Money (or not)
- Streamlined Video Production Process



Before You Act

- Have a clear **vision/purpose**
 - Don't create videos just to say that you create videos
- Know your audience
- Create your game plan
- Set goals



Awesome Students Are Key

- Types of Students
 - Acting & TV/Video Production majors
 - Creative writing minors = bonus!
- Hiring Process
 - Videographer
 - Host



Be Relevant. Get Creative.

2 vital components of engaging videos

- Relevant Content
 - People like things they can relate to.
- Creativity
 - Talking straight to the camera is boring. So is telling someone what they have to do. So is medical jargon.



Equipment & Money (or not)

- Equipment
- Money (or not)
 - Student workers vs. student interns
 - AV equipment checkout
 - Campus computer labs



Streamline Video Production Process

Components:

- Brainstorming
- Filming
- Editing
- Posting/Sharing

Take it away Paul & Wade!



<http://youtu.be/DkkRHt2BU>



The Possibilities Are Endless



<http://youtu.be/fqDNfUjMY4>



<http://youtu.be/btsIQrvilQ>



Let's Get Engaged!

- Tone
 - Depends on video topic/video style
- Length
 - Keep it short. Very short.
- Topic
 - Narrow and focused
- Delivery
 - Relatable (NOT preachy)



Why Do Students Participate?



<http://youtu.be/uR4eO42Kla0>



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Ideas? Thoughts? Questions?

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