

# **Using Video for Self-Advocacy**

# Who We Are and What We're Doing



We will share some examples of how we use video for Self-Advocacy and some tips about how to do it.

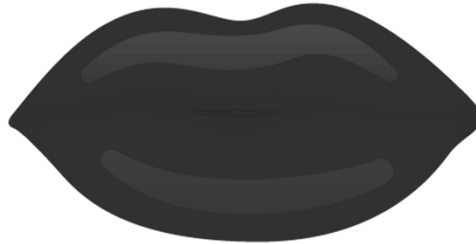
We have a time for questions and answers at the end.

We a lot more information about this that we can share, but we don't we don't have a lot of time. You can also email us if you want to know more!

# #1 Thing to Remember: KISSSSSSS Your Video!

Keep It....

- Short
- Simple
- Snazzy
- Silly but Serious
- Sounds Good



The most important thing that we have learned over the years is to “KISS YOUR VIDEO”

Keep it SHORT, SIMPLE, SNAZZY, SILLY BUT SERIOUS, AND make sure it SOUNDS GREAT!

We will tell you what each of these means in the new few slides.

## **Words to Know as We Go...**

- FOOTAGE
- TAKE
- EDITING
- VIDEO

Here are a few words you may want to know about all of this:

“FOOTAGE” is the raw video.

A “TAKE” is everything that record from when you say “ACTION”, which means “GO”, to when you say “CUT” which means STOP

There may be a lot of TAKES in all of your FOOTAGE.

“VIDEO” is your final product.

EDITING is when cut up your FOOTAGE, find best parts from all of your TAKES , and paste those together to make your VIDEO

# 1: SHORT

Keep it short means get right to the point.

Record as much video as you need. But use as little as possible.



The FOOTAGE for this video was about 15 minutes long.

It took us 6 TAKES until we had what we wanted.

When we edited it all together it only a SHORT 24 second video

## 2: SIMPLE

Keep it simple means make one point per video.

If you want to make another point, make another video!

Don't confuse people with too much information all at once.

For example, people in our Leadership Class had a lot of ideas about what you should do if you're not sure how to make a decision, so we made a separate video for each idea.

Here is one of them...





## 3: SNAZZY

Snazzy means You want to capture their attention!

If it's boring (zzzz) people won't watch it.

Avoid the snooze fest at all costs!

Here's a snazzy example for you .... (R Word Busters)



[Click Here to Watch on YouTube](#)

## 4: SILLY but SERIOUS

Silly but Serious means it is OK to make people laugh, so use humor!

Laughter makes people loosen up and then their brain relaxes and they can listen.

Here's a silly but serious example for you...



## 4: Sounds Great!



Sounds Good: this is REALLY IMPORTANT!

If the audio is bad, people won't watch the video. The sound has to be good.

## Hot Tip for Good Sound:



Record the audio on your smartphone to use with your video.

You can record sound as a voice file and then use it when you edit your video.

Record in room without other noises or distractions. Get close microphone, but not too close.

## Do You Remember? Here it is Again ...

Keep It....

- Short
- Simple
- Snazzy & Sexy
- Silly but Serious
- Sounds Good

Short: One message per video

Simple: Don't confuse people

Snazzy: Get their attention! Don't have a snooze fest

Silly but Serious: Humor makes people loosen up and then their brain relaxes and listen. It's prevents a snooze fest!

Sounds Good: this is REALLY IMPORTANT! If the audio is bad, people won't watch the video. The sound has to be good. (use picture of Keith doing boom mic )

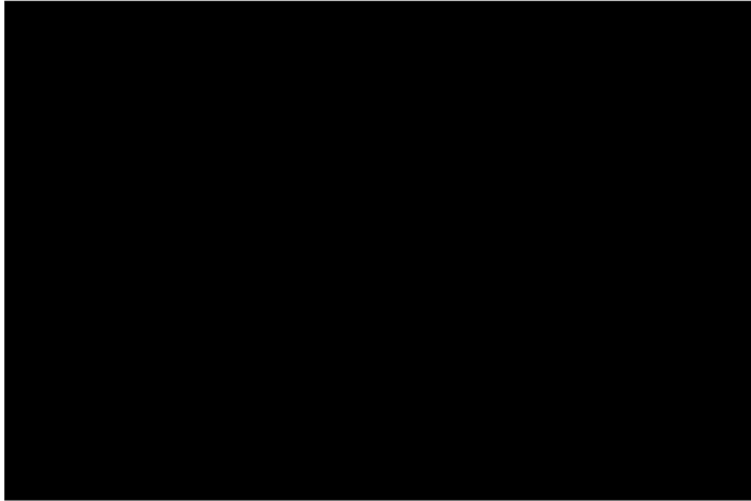
## One Final Tip ...

If you don't have the footage you want,  
you can always fake it!

If you don't have the footage you want, you can always fake it!



Make Your Clipart MOVE!



(SA Pokey .... )

And ***THAT'S***  
What It's All About!

Any Questions?

*(Why, YES, Keith is Single.  
Any OTHER Questions??)*

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**Using Video  
for  
Self-Advocacy**  
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