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)

Would You/Your Students Rather...

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

http://youtu.be/Up7UEIThZQ
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!
The Possibilities Are Endless

Let's Get Engaged!

- Tone
  - Depends on video topic/video style
- Length
- Topic
  - Narrow and focused
- Delivery
  - Relatable (NOT preachy)

Why Do Students Participate?
References


Ideas? Thoughts? Questions?

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