

A VIDEO MESSAGE TO YOUR TEAM

Skill
SCOUT

WHEN YOU MIGHT CREATE THIS VIDEO

In times of rapid change, viral illnesses like COVID-19, natural disasters or other disruptions to our daily business and personal lives, our teams look to us to provide guidance, critical information and direction to move forward.

HOW TO CAPTURE GREAT FOOTAGE



FILM HORIZONTALLY



USE A MICROPHONE & TRIPOD



LENGTH IS LESS IMPORTANT THAN CONTENT HERE



LOOK DIRECTLY TO THE CAMERA FOR THIS ONE

APPROACH

- **Look at the camera.** For these videos, we're speaking directly to our audience (whether clients or colleagues). So we think a direct-to-camera approach makes sense to create a personal, authentic feel.
- **Begin in a human tone.** Even if you are addressing a very serious topic, begin with empathy, acknowledging the human experience your audience is having. Now is not the time to come off stiff or rehearsed.
- **Use notes, don't read a script.** You may want to collect your thoughts prior to filming, to be intentional about the message you are sharing. Create notes, reference them if you need to, but don't use a teleprompter. The goal is to come off as genuine as possible. A minor flub, or "um" makes you relatable.
- **You don't have to have all the answers.** The message should be substantive, not just corporate talking points. Be honest if you don't know what will come next. Imagine you are speaking directly with one person, not addressing the "masses".

TOPICS TO COVER

- What are you seeing with the situation right now?
- How are worldly events impacting you, your company, industry?
- How do you anticipate this will change daily life for your employees? (ex. remote work)
- How do you anticipate this will change life for your clients?
- How are you protecting your **people**?
- How are you taking care of your **community**?
- How are you protecting the **business**?
- Where to people go for questions? How do they reach you or other leaders?
- End by reassuring your people in whatever way you feel comfortable.