



PHYSICIANS MEDICAL FORUM

"The ultimate reason to become a medical doctor is to help people. PMF is in this business"

DOCTORS ON BOARD® PROGRAM AND COMMUNITY HEALTH INTERNSHIP 2021 VIRTUAL PROGRAMS

Guide To Making Your Video

The following is a quick rundown with some tips that will make your interviews, title, script, and music for your videos even better

1. INTERVIEW GUIDE TIPS

Before conducting interviews, you need an interview guide that you can use to help you direct the conversation toward the topics and issues you want to learn about. Interview guides help you know what to ask about, in what sequence, how to pose your questions, and how to pose follow-ups. They provide guidance about what to do or say next, after your interviewee has answered the last question.

A good interview guide also acknowledges four important facts of human social interactions that influence what people are likely to say to you. These four facts are:

- (1) Research questions are not the same as interview questions;
- (2) People's espoused theories differ from their theories-in-use;
- (3) Interviews are social occasions; and
- (4) Testimony by itself is relatively weak form of evidence.

2. WRITING GREAT VIDEO TITLES: FOUR STEPS

Shooting and editing a video is only the first step toward having a successful video. To make sure that as many people as possible find and see your video, you have to choose a great title that is both persuasive and search engine optimized. Can you imagine reading a book without knowing what it was called? Or watching a movie without hearing its name? That's how important the title of your video is.

Here are just a few tips that we hope will help you create titles that are just as great as your videos:

The title should describe the video! Yes, you want your title to be catchy, intriguing, and even clever, but none of those issues should eclipse the most important goal: your video title should accurately describe your video. If it doesn't, the viewer will feel tricked into watching it, if she even finds it in the first place.

The title should include keywords. It pays to conduct a little keyword research before titling your video. Use online keyword tools, think about synonyms—and think about who you are making the video for.

The title should entice the viewer. It is a mistake to make your video title a string of keywords; your title should also serve to encourage the person to click on your video and watch it. Don't be afraid to be descriptive, edgy, or fun.

The title should be short and sweet. Remember that when your video title appears in search results, only part of your title will appear if it is too long. When only half of your title appears, your readers may be confused or find it difficult to understand what your video concerns.

3. WHY SHOULD YOU SCRIPT YOUR VIDEOS

There are 4 main reasons for which you should script your video.

Reason #1

Any video is better when it has a little bit of a story behind it and what's the best way of creating a little story? You got it—by writing it down.

Writing a script will also make your video more organized and what is the purpose of the video.

You get to sit down and think about what is the message that you want to communicate and what is the outcome you expect to get.

Reason #2

It helps you deliver a clear message to your audience. You will not go off topic or start rambling when you have a script you need to stick to.

You will say everything in the right order, you will be concise with it and you will not babble or have those annoying “ahs” and “uhms” in your video.

Reason #3

So you don't have to memorize everything you need to say throughout the video.

Reason #4

It saves you a ton of time.

Yeah, writing everything down will take a big chunk of your video production time.

But on the flip side of it, you will have a much smoother filming and video editing process.

Not to mention that you will avoid re-recording the parts that you got wrong. Or even the entire video if your speech doesn't make any sense when you check out the recording.

So even if video scripting can take maybe 1 hour of your time (more or less depending on how long the video will be), overall you will be actually saving time.

4. HOW LONG SHOULD THE SCRIPT BE

To give you the short answer: not very long.

You actually need to think about how long you want your video to be and try to fit that in a reasonable number of words.

On average, it takes a person 1 minute to read 130-150 words. So that's a good starting point to determine how long your script should be.

For a 3.5 minutes video, 500 words are enough. You can also include video clips, photos, word graphics, subtitles, drawings, animations or any other type of visual representations that are easy to follow.

5. CHOOSING MUSIC FOR YOUR VIDEO

Background music plays a wicked important role in your video. It's a powerful way to drive the video forward and create emotion around your message. However, choosing the right track for your video can get tricky. Here are some tips that can help you pick the perfect song for your video project.

How do you want your audience to feel when they watch your video? While you might pick a pop song that is stylistically and emotionally the right fit for your video, the transitions will probably not jive with your video's narrative structure.

6. KEEP BACKGROUND MUSIC IN THE BACKGROUND

In a lot of cases, good background music is the music that you didn't even notice. So if someone's talking on screen, don't let the music get in the way. Watch out for songs that have sonic elements that compete with the human voice

- Think About Your Audience - This is the number one rule for the tone and feel of the music you choose – demographics.
 - What Footage Does Your Video Contain
 - Choose Subtle Background Music for Your Interviews: You don't want music to overcrowd the rest of your audio, particularly when there is a voice over or interviews.
 - Synchronizing Can Be Powerful: by syncing video and audio together, you can create a very pleasing and engaging effect. Choosing music that has clear downbeats and breaks in it makes this easier of course and if you use the music as a guide for editing, then your video can come alive.
 - To Fade or Not Fade: How you end your video is just as important as how you start your video. Choose music that has an ending that is easy to edit and ends things nicely so you have the option when you start editing your video
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