



# How to... Create a Video

We are asking community energy organisations to make a short video to share a skill. It has never been easier to film and edit video. In this social media-driven world, video is an incredibly effective medium of communication. If a picture tells a thousand words and video runs on 24 frames per second, that is a lot of powerful messaging per minute! Most mobile phones can film in high definition and there are plenty of free professional-grade editing apps and software available to edit your video clips together.

## IF YOU ARE UP FOR THE CHALLENGE, CONSIDER ANSWERING THESE QUESTIONS IN YOUR VIDEO:

- Who are you and why are you passionate about community energy?
- What is your organisation's focus right now? What are you doing? How are you doing it?
- What skills do we need to overcome current barriers and challenges we are facing in community energy right now?

### A few tips and considerations for making your video:

- You can use photos in the video to demonstrate what you have been doing
- Consider adding subtitles or text to make the video more accessible.
- If asking multiple people to record a message on their phone, make sure they all do it the same way (landscape is best)
- Upload the video to YouTube and different social media platforms.
- Use the hashtags #CEF2023 and #CommunityEnergyNow and tag @comm1nrg and make sure you let CEE know about the video so we can promote it.