

How to... campaign using video

We all remember when video cameras became available to the masses: huge, brick-like contraptions that seemed hell-bent on filming the floor, and the battery would run out right before the vital moment. Thankfully, those days are behind us now. In fact, we all have the tools to make our own videos – it's just a matter of putting the old memories and fears behind us, and start getting involved. This 'How to' guide will help you do just that, using whatever technology you already own.

Lights...

What sparks your imagination? Find something you feel passionate about. Whether is it global warming, health and education for all, or Fair Trade, if made with enthusiasm, your passion will show through your video and inspire others.

Camera...

You don't have to run to the shops and buy new, fancy equipment to get involved. Instead, look at what you already have. Most mobile phones are able to shoot videos. Just check that you can record for at least five minutes, with audio, and that you can transfer footage to a computer. You could also use a web-cam, digital camera, and of course, a digital video camera.

Action!

Plan in advance how you are going to present your video. Who do you want to see it? And how do you want them to react? Think about the length of your film and how much information you are going to give. If you are filming yourself, concentrate on your body language, and environment. No-one will watch you if you're sitting in a dark room, looking bored. If you're thinking of using illustrations or a photo-montage, is the point clear that you are trying to make?

Also, consider that members of your audience may not know much about your campaign, so make sure it is clear and inclusive.

Cut!

Most computers now come with editing software already installed. Windows XP users will have Windows Movie Maker, while Mac users will have iMovie software.



It is also worth checking whether any digital cameras or mobile phones you have come with video-editing software.

If you don't have any of the above, don't panic! There are free online video-editing services such as www.motionbox.com

It's a wrap!

Brilliant. You've got your film, now you've just got to get people to see it! Viral networks are immediate and fast moving. Using web spaces like YouTube and Facebook, will give your video the opportunity to be seen by thousands, while adding a video to your blog will give like-minded viewers something new to think about and possibly respond to.

Video allows you to reach a massive audience. It gives you the capacity to be more creative with your messaging than you can be with text. But the added value that really makes this medium successful, is its capability to make an impression. It can motivate an audience – immediately provoking a response. It gets people talking. So go on – grab your camera and start making a difference through video now!

Don't forget to share your video with us.
email active@oxfam.org.uk