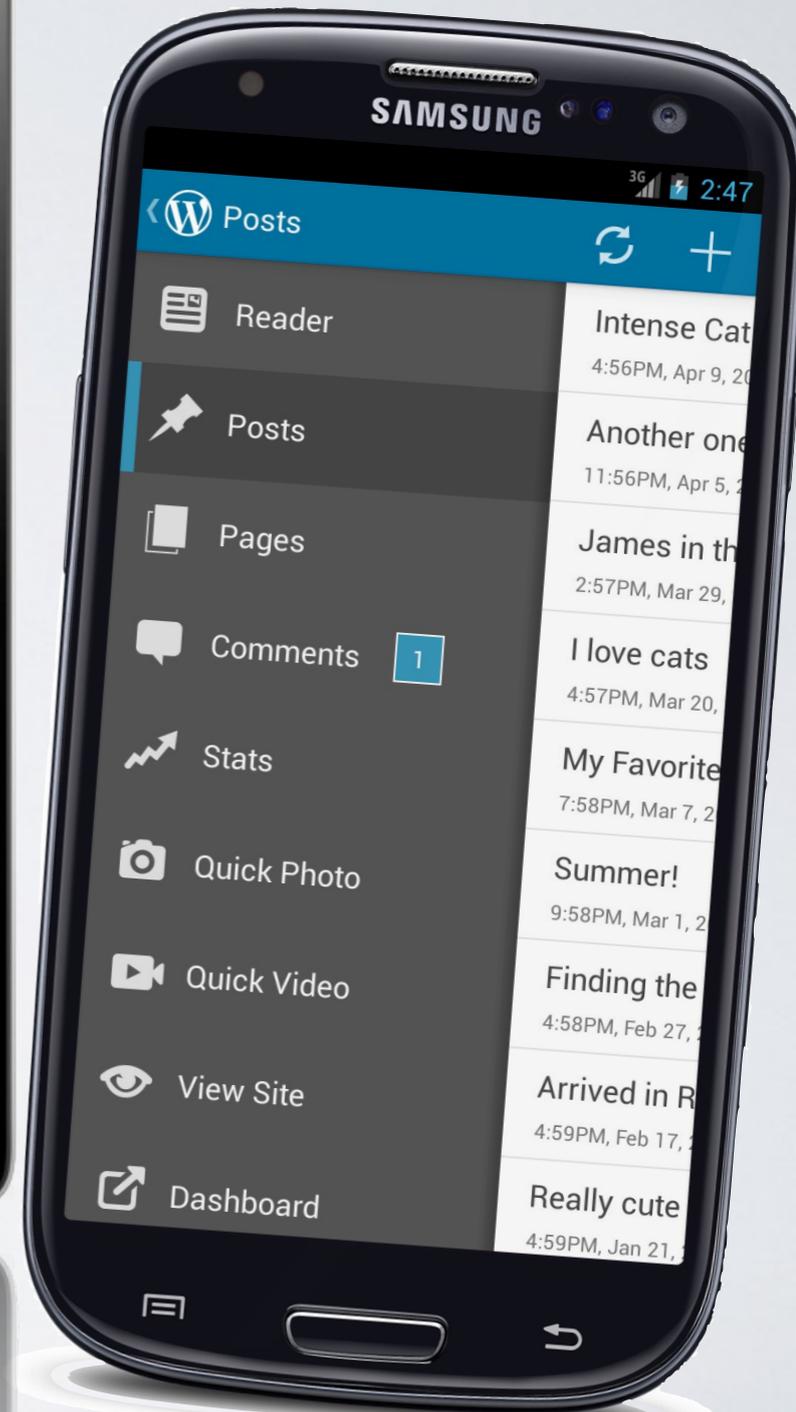


SAY CHEESE!

VIDEO & PHOTO BASICS







WHY USE MULTIMEDIA?

WHY USE MULTIMEDIA?

90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. (Sources: [3M Corporation](#) and [Zabisco](#))

WHY USE MULTIMEDIA?

40% of people will respond better to visual information than plain text. (Source: [Zabisco](#))

WHY USE MULTIMEDIA?

Posts with videos attract 3 times more inbound links than plain text posts. (Source: [SEOMoz](#))

WHY USE MULTIMEDIA?

On Facebook, photos perform best for likes, comments, and shares as compared to text, video, and links. (Source: [Dan Zarrella](#))

Post Details

 **United Steelworkers (USW)**

Check out the #Steelworkers first Throwback Thursday! Share your throwbacks by posting them to your networks and using the hashtag #USWTBT OR you can email them to newmedia@usw.org.

About the Picture: District 33 coordinated local unions primarily in the iron region of Minnesota and upper peninsula Michigan from 1942 to 1995. A big shout out to Penn State's for their great work archiving our #Steelworker history!



about a week ago

Like Comment Share 170 Likes 3 Comments 68 Shares

5,050 people saw this post [Boost Post](#)

5,050 People Reached

346 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
170 Likes	3 Comments	68 Shares

FROM LIKES, COMMENTS & SHARES		
97 Likes	8 Comments	0 Shares

TOTAL		
267 Likes	11 Comments	68 Shares

175 Post Clicks

165 Photo Views	8 Link Clicks	2 Other Clicks i
---------------------------	-------------------------	--

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

WHY USE MULTIMEDIA?

85% of the US internet audience watches videos online. The 25-34 age group watches the most online videos. (Sources: [comScore](#) and [Nielsen](#))

WHY USE MULTIMEDIA?

Over 60 hours of videos are uploaded each minute on YouTube.com. (Source: [YouTube](#))

WHY USE MULTIMEDIA?

700 YouTube videos are shared on Twitter every minute. (Source: [YouTube](#))

WHY USE MULTIMEDIA?

Viewers spend 100% more time on pages with videos on them. (Source: [MarketingSherpa](#))

THE PRODUCTION PROCESS

THE PRODUCTION PROCESS

Production can be broken down into four specific stages:

1. Pre-Production
2. Production
3. Post-Production
4. Distribution

THE PRODUCTION PROCESS

Pre-Production: Pre-production is the planning stage of your shoot, and occurs before the camera starts rolling.

- Concept Development
- [Equipment](#)
- [Location Scouting](#)
- [Script/Outline](#)

THE PRODUCTION PROCESS

Pre-Production: Pre-production is the planning stage of your shoot, and occurs before the camera starts rolling.

- Who is your audience?
- What does your audience need or want to hear?
- What does the audience already know?
- What style of video would appeal to your audience?

THE PRODUCTION PROCESS

Production: During the production phase you will gather all of your raw materials. Raw materials include raw video, photos and audio. This phase probably takes the most work and know-how, especially if you are shooting everything from scratch.

THE PRODUCTION PROCESS

Before You Start:

- Decide what gear you are going to bring.
- Charge all your batteries.
- Make sure your camera/devices have enough storage space.
- Double check that you have everything you need!

THE PRODUCTION PROCESS

Camera Operation Do's:

- When [shooting outdoors](#), keep the sun behind you.
- Use a [tripod](#) or other image stabilization device. (For [handheld stability](#), imagine that your camcorder is a very full cup of hot coffee.)
- Get as close to the subject as possible.
- [Shoot to edit.](#)

THE PRODUCTION PROCESS

Camera Operation Don'ts:

- Headhunting-placing every subject in the center of your frame.
- Firehosing-panning all over the scene.
- Upstanding-shooting everything from standing eye-level.
- Snapshooting-taping only two or three seconds per shot.
- Backlighting-too much light falling on the background instead of on the subject.

THE PRODUCTION PROCESS

Production: Post-production is the phase where you take all your raw materials and assemble them into a finished video.

Mostly, post-production means video editing.

THE PRODUCTION PROCESS

- Make DVD's
- Post your video to YouTube and/or Vimeo
- Embed the video on your website
- Share it on Facebook



[YouTube.com/steelworkers](https://www.youtube.com/steelworkers)



[Facebook.com/steelworkers](https://www.facebook.com/steelworkers)



[Twitter.com/steelworkers](https://www.twitter.com/steelworkers)



[Flickr.com/unitedsteelworkers](https://www.flickr.com/unitedsteelworkers)

www.usw.org