

The FP INFOcus Guide

*A "For Youth, By Youth" Approach to
Sharing Family Planning Information Using
Mobile Phone Videos*

August 2017



USAID
FROM THE AMERICAN PEOPLE



**HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE**

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Cover Photo: Telling Fatima and Musa's Story with a Mobile Phone. © 2017, Cori Fordham.

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Acronyms

DHS	Demographic and Health Surveys
FP	Family Planning
HC3	Health Communication Capacity Collaborative
IUD	Intrauterine Device
LARC	Long-Acting Reversible Contraception
SRH	Sexual and Reproductive Health
USAID	United States Agency for International Development

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About the FP INFOcus Guide

Accessing accurate health information is a first step to making contraceptive decisions that can protect against unintended pregnancy and related risks. Unfortunately, many young people around the world face unique barriers to finding quality family planning (FP) information.

Who Is the Intended Audience for the Guide?

The *FP INFOcus Guide* encourages young sexual and reproductive health (SRH) champions between the ages of 18 and 24 to come together to create and promote short videos featuring authentic voices and perspectives about FP from their own communities – using mobile phones. The guide is intended for a range of audiences who are interested in using digital storytelling to improve youth SRH, including:

- **Groups of young FP champions** who are interested in mobilizing their peers – both in their community and around the world – around FP.
- **Youth-led organizations or youth-focused professionals**, like program managers, designers and implementers, who would like to lead a team of young people through the participatory video-making process.
- **Individual FP users** looking to share their experiences with their FP method.
- **Beginner and advanced filmmakers alike!**

The *FP INFOcus Guide* uses mobile first and participatory video approaches to create content that improves the viewer's contraceptive knowledge, shared from the perspective of someone who truly understands their situation – their peers. When these videos are shared on social media and viewed on mobile phones, they give viewers an opportunity to learn about FP in a low-risk, private setting.

What Does the Guide Include?

This guide includes tips and resources to help you create your own *FP INFOcus* videos. You will find step-by-step guidance on crafting a story, producing videos using your mobile phone and promoting your videos on social media. It also includes practical templates, worksheets and sample materials to spark your creativity.

Whether you are an expert filmmaker or making mobile phone videos for the first time, this guide provides you with all the tools you need to make thoughtful, quality videos. If you would like more information on a particular topic, see the additional resources in [Appendix E](#).

How to Use the Guide

This guide is meant to provide you with an understanding of the key components of creating and sharing videos about FP on your mobile phones. The steps and recommendations highlighted in this guide are based on universal best practices, but are also meant to be adaptable to a range of project types and needs.

Your final products will vary based on your goals, video-making skills and resources. For example, you can use the *FP INFOcus Guide* to develop a series of videos that fit into a larger youth SRH program or advocacy efforts or it can be used to make one stand-alone video with your friends. Although the guide was designed to be a self-facilitated tool used by teams of young people, individual FP champions can use it to make videos on their own. The time it takes to move through the *FP INFOcus* approach will depend on the scope of your project.

Throughout the guide you will see how HACEY Health Initiative, a development organization in Lagos, Nigeria, as an example of how to use the *FP INFOcus Guide* to develop short videos to share information about the most effective reversible methods – the intrauterine device (IUD) and implant – also known as **long-acting reversible contraceptives** (LARCs).

“The FP INFOcus Guide helped us to build capacity, innovate and sustain the impact of our family planning programs for young people who need it most.”

HACEY Health Initiative



HACEY Health Initiative staff member sits by her organization's banner

Using Participatory Video

In movies, directors, writers and actors often tell a story by imagining another person's perspective.

Participatory video is unique because it brings regular people into the video-making process by having them plan, produce and promote videos that highlight priority issues and potential solutions from their own lives – or the lives of others like them.

You can strengthen the power and impact of your videos by using a participatory approach and involving key community members – for example, inspirational peers or trusted nurses. Participatory video will strengthen your video's power and impact by:

1. **Ensuring that your videos and message will reach and resonate with your audience** – other young people in your community.
2. **Building a local group of champions** who understand the common issues around FP and can mobilize others toward action.

You have many ways to share your point of view with an audience. Although your final videos may not focus on your own personal story, participatory video will help ensure that your messages are authentic and reflect the many factors that affect young people's access to and decisions about FP.



When to Use this Approach

There are many opportunities to improve contraceptive knowledge and attitudes through participatory video. Examples of who and how this approach could be used include:

- » **A young community organizer** who is interested in mobilizing their peers around local SRH issues
- » **A network of young FP champions** that wants to raise the visibility of youth FP use at the national or global level
- » **A youth-focused organization** looking to help young people develop and share solutions to FP challenges that they see in their community
- » **A university health worker** who would like to generate demand for the FP methods available to students

See [Appendix C](#) for a list of story ideas that you can use or adapt.

Putting Mobile First

Videos that use a **mobile first** approach are developed with mobile phones in mind – meaning videos are meant to be filmed, shared and viewed on mobile phones and not larger screens.

With mobile phones growing in popularity, and reaching more than 90 percent penetration in low- and middle-income countries, they are a natural choice for sharing information with others. Filming videos on mobile phones is a quick, easy and low-cost way to develop content. With smartphone ownership increasing every day, more people are able to share and view content using the technology that is already in their pockets. Designing SRH content for mobile phones also allows viewers to access this information in private at a time that is convenient for them.



The HACEY team with multiple cell phones



Going mobile requires a bit of planning.

Sometimes videos that are designed for bigger screens or faster processors do not look right or load correctly on a mobile phone. With this in mind, you should design videos that are:

- » Short (approximately three minutes or less)
- » Filmed at the highest quality possible for your phone, so that the file can be saved as higher quality (larger file size) or lower quality (smaller file size)
- » Shared using a common video file format, such as .MOV, MPEG-4, MP4, .AVI, .WMV or .FLV

FP INFOcus in Action: HACEY Health Initiative



HACEY Health Initiative and HC3 staff

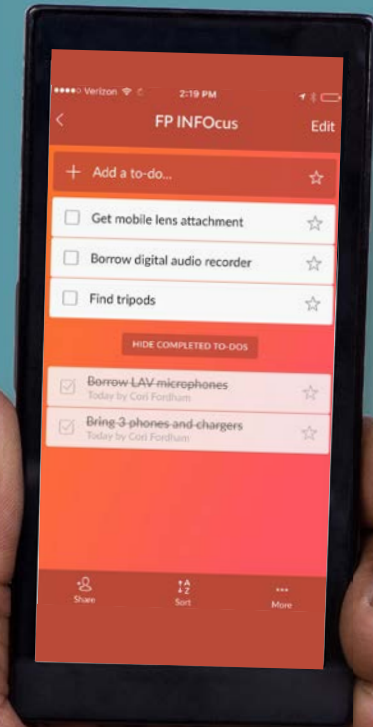
In 2017, HC3 worked with a group of Nigerian SRH champions connected to the nonprofit organization **HACEY Health Initiative** to increase youth access to contraceptive information. Having worked extensively with youth, HACEY knows that reaching young people means meeting them where they are – on their mobile phones. The *FP INFOcus* approach gave them a new and different way to reach young people in their community, and around the world.

HC3 and HACEY kicked off the project with a weeklong meeting at which they reviewed global and national research about young people's FP use and talked about the specific barriers that young people in their community face when seeking contraceptive information and services. It became clear that despite its ability to protect against unintended pregnancy and related risks, FP use is low among youth in Nigeria – especially when it comes to the implant and IUD. Although the group members recognized there were many factors contributing to LARC use – such as availability and cost – they wanted to focus their videos on something they had the power to influence. Many young people in their community did not know where to access LARC information and services, were concerned about side effects and by how they may be treated by health providers. As a result, the group decided to use the *FP INFOcus* approach to create videos that highlighted the facts and benefits of LARCs and improved attitudes about LARCs by sharing the everyday experiences of young LARC users. The group's final product was a series of videos featuring conversations with local health experts and satisfied LARC users – all of which was shared through various social media channels.

Both HACEY and HC3 learned a lot by going through this process – and these lessons have been incorporated into this guide for your benefit. You can also access the sample materials from HACEY's work in **Appendix B** and in their [FP INFOcus YouTube library](#).

The *FP INFOcus* Guide is divided into three sections – Prepare, Produce and Promote – to give you all of the information you need to create and share mobile-phone-based participatory videos.

Prepare



1. Prepare

Thoughtful preparation ensures that the focus, tone and content of your videos are accurate and appropriate for your intended audience. Before you film, assemble your team, identify the issue and stories you want to address, develop a promotional plan, design your creative content and create a pre-production plan.

Assemble Your Team

The first step to making an *FP INFOcus* video is assembling a team of interested young people. Starting with a smaller group of three to six people will ensure that everyone has a role to play on the project. You can include more people with special skills, such as makeup artists, dancers and audio professionals, later if you need them. The following tips will help you make the most of your experience:

- **Communication is key!** Depending on the size and scope of your project, meetings may be a helpful way to plan your project and brainstorm solutions as problems come up. Confirm who is responsible for each next step before you finish a meeting and set a reasonable timeframe for when steps will be completed.



Consider hosting a workshop.

In the beginning, a weeklong workshop can help your team rally around your *FP INFOcus* project and get everyone started on the same page.

- **Define the audience, purpose and objectives for your videos.** Using the *FP INFOcus* approach, groups create videos for young people with mobile phones who are interested in learning more about FP. But this represents a big group – with lots of different interests, wants and needs. The *FP INFOcus* approach is grounded in social and behavior change principles including knowing who your audience, clarifying what behaviors you hope to influence, and understanding what messages might motivate your audience to act. As you use the *FP INFOcus* approach, determine your intentions and goals for this project. For example, whom are you specifically trying to reach with your videos, and how will you reach them? And what do you want your audience to do after watching your videos? What is your key message for that audience, and how will you convey that message? Defining your intentions from the beginning is a helpful step – but keep in mind that you might make changes as you learn more. If you need more information about using communication to change behaviors see [Appendix E](#).
- **Establish roles and responsibilities for each team member.** *FP INFOcus* team members play many roles, including researchers, interviewers, directors, camera operators, lighting or sound specialists, editors and social media gurus. Get a sense of each person's skills and interests to ensure everyone plays a role that allows them to make a meaningful contribution to the project.

- **Be honest about your expectations, resources, timeline and goals for this project.** Although it is great to think big, it is more important to set realistic goals and make concrete plans based on the resources – both human and financial – available for this project – both human and financial – available for this project. This process can be incredibly valuable, but does take time and dedication. Videos could take anywhere from one week to three months to create, depending on what you are planning and the time everyone has to commit. Talk about your timeline and expectations when you are first beginning your project, and plan accordingly. Also, remember: It is often better to keep a project simple and do it well than to strive for something more elaborate and complicated to produce.



Consider people's strengths when assigning tasks and roles.

- » Interviewers or performers should be able to sound natural in front of the camera and should familiarize themselves with an interview guide or script.
- » Set managers should be detail-oriented and organized.
- » Camera operators should be comfortable with the technology and able to notice small details that could affect a scene.
- » Directors should be able to see the big picture, as well as the small details, and be comfortable giving constructive feedback.

- **Have fun!**

Identify the Issue to Address

Once you have assembled your team, you will need to pinpoint the issues you want your videos to address.

You might already have an idea of the key message, or you might need to further investigate before you decide. Misinformation and rumors exist about FP, so it is important that your videos focus on the medically accurate information and benefits.

Start by learning as much as you can about the different contraceptive methods, as well as the factors that influence FP choices. You will need to investigate attitudes and behaviors around FP use. Keep your intended audience – young people (ages 18 to 24) in your community who are interested in FP and have a mobile phone – in mind as you research so that you learn about their specific wants, needs and attitudes. You will use this information to tailor your video content to your viewers, which will make them more likely to take action after watching.



HACEY team verifies the accuracy of video content



Where to start? There are several online sources that provide FP information and highlight issues surrounding the use of FP services. See **Appendix E** for more suggestions.

Sites for reliable websites about FP methods:

- » Planned Parenthood, <https://www.plannedparenthood.org/learn/birth-control>
- » Bedsider, <https://www.bedsider.org/methods>
- » LARC First, <http://www.larcfirst.com>
- » Global Family Planning Handbook, <https://www.fphandbook.org>

Sites for country-specific data about FP, pregnancy and fertility statistics:

- » Demographic and Health Survey (DHS), <http://dhsprogram.com>
- » Guttmacher Institute reports, <https://data.guttmacher.org/regions>

It is recommended that you ask a local health provider or program manager review a draft of your video for medical accuracy before you post it.

Consider the attitudes, behaviors and needs of your intended audience, including:

Their FP Knowledge

- What do young people in your community know about each method of FP?
- Where are they getting their information?
- Is their knowledge thorough and accurate?
- What knowledge gaps do they have, or to what misinformation have they been exposed?
- Do young people in your community know where they can get FP?

Their FP Attitudes and Culture

- How do young people in your community feel about FP?
- Are some FP methods more accepted than others? Why or why not ?
- What experiences have young people in your community had with FP providers? How have these experiences shaped their attitudes about using FP?
- Who would approve of them using FP? Who would not approve? Whose approval is most important?
- What are the actual words they use when talking about FP? Do these words change depending upon whom they are talking with (e.g., friends, partners or providers)?

Their FP Decisions and Use

- What issues do young people in your community consider when they decide whether to use FP or choose a specific method?
 - » What FP methods are available in your community?
 - » What steps do they need to take before they can get FP?
 - » Is there anything that they could know or do to help them reduce the challenges they face?
- What are the experiences of young people in your community who use FP?
 - » Are they happy with their method? Why or why not?
 - » When they experience side effects, what do they do?
 - » Are they using it consistently? Where do they get it ?
 - » Has FP changed their experience with sex? Has it changed their relationship with their partner(s)?



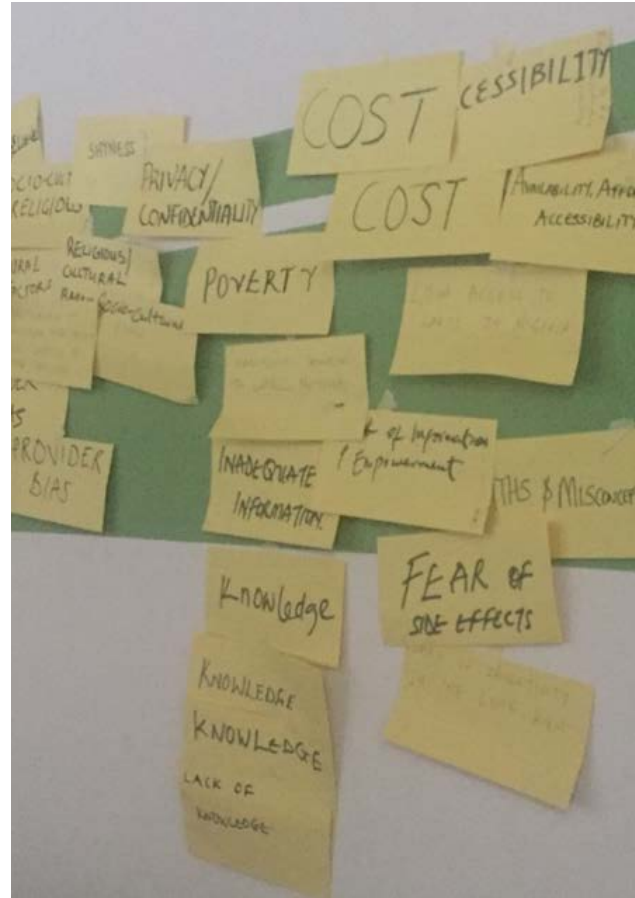
Write it out! It can be helpful to write down key facts or repeated themes in either a notebook or on note cards to help identify and

highlight the most important issues in your area. Note and talk about any conflicting information you hear. Refer to these notes when you are writing your creative brief (described on Page 13).



Focus on what you can do. Although inspirational stories and videos can change someone's perspective or motivate them to take action,

they cannot overcome some of the larger barriers that young people face, like contraceptive stock outs or limited access to health facilities. Focus your videos on issues you can influence – like your viewers' knowledge, attitudes and behaviors – to have the most impact.



Brainstorm of barriers faced by young people in a community

Identify Stories to Motivate Change

The *FP INFOcus* approach is designed around the idea that stories are powerful. A good story can connect people and motivate them to see an issue in a new way or take action to create a positive change in their life.

To generate story ideas, talk with a variety of people who can speak to the experiences of young people interested in FP in your community, including:

- Young FP users (18 to 24 years old)
- Young couples (18 to 24 years old) who decided on an FP method together
- Older people who used FP when they were younger
- FP nurses and youth outreach workers
- Young people in your community with questions about FP

As you speak with each person, listen for stories and perspectives that will be relatable and inspirational to your intended audience. Take note of interesting solutions to challenges your audience may face.

Develop a Promotional Plan

After you have created your videos, you will want to share them. But thinking about how and where you will share your videos from the beginning will help guide the creative process. The easiest way to share your videos beyond your direct physical community is to use social media platforms such as YouTube™, Facebook™, Twitter™, Instagram™ and WhatsApp™. See [Appendix A](#) for a promotional strategy template, and [Appendix B](#) for an example promotional strategy.

Social media is a term used to describe the collection of internet-based interactive tools that let users create and exchange content and engage with other users. This interactive engagement is what distinguishes social media from other online tools. Through social media, anyone can create and share written stories, photos, videos and more.

Your promotional strategy should include the following information:

- Who is your intended audience?
- What is the best way to reach your intended audience?
- What are your goals and objectives for promotion?
- What are your key messages?
- What would you like your audience to do after seeing the videos? What social media and other platforms will you use to promote your videos?
- For how long will you promote your videos?
- How will you time your promotional activities?
 - » What will you do to promote the videos before, during and after their launch?
 - » Are there strategic events, important dates or related hashtags that you can use to reach a broader audience?

- Do you have a budget for your promotional activities, and, if so, how will it be used?
- Who will conduct your social media activities? Are there any standards or procedures they should follow? For example, who will post to official social media accounts? Who will review draft content before it is posted? Does your organization have branding or confidentiality requirements? See the textbox to the right for more information.



What is your brand? When developing a promotion plan, you will also want to think about your branding. You may decide to develop guidelines to ensure that your brand is represented the same way every time – and this may mean using the same colors, fonts, logos, etc. For example, you could use the hashtag **#fpINFOcus** every time you post about your videos on social media. You could also come up with a hashtag that is unique to your video(s), organization or country. If you are making videos representing an organization, follow its branding guidelines and use its logo. If you are working independently, you can either choose to create your own branding or go without.

While social media is a powerful tool for reaching your audience, effective promotion often requires expanding your visibility through targeted online communication, such as WhatsApp threads, email distribution lists, newsletters, blog posts and other publications. Facebook, Twitter and Instagram live videos and discussions can generate excitement for the videos before you launch and encourage interaction with the content and peers. Find social media tips and tools in [Appendix E](#).

Think about video size and quality before you shoot your videos. Higher-quality, larger-sized videos are good for online social media sites such as Facebook or Twitter, but you will want a smaller file for messaging tools like WhatsApp. We recommend that you keep both an original-sized larger file and a compressed file of each video on your phone or computer. Your editing software may provide the option to compress files, or you can use video compressing websites or apps (like [“Video Compress”](#)). See a list of recommended editing tools in [Appendix E](#).



Remember, “less is more!”

With so many ways to reach and engage with your audience, the possibilities are endless! But the best promotion is simple and employs the “less is more” philosophy. Most promotional plans will include the popular social media sites such as YouTube, Facebook, Twitter, Instagram and WhatsApp. Limit your promotion to a smaller number of activities so that you are able to do them well. You can always add activities later if you decide that you really need them. Categorize potential promotional activities into three labels: “must-have,” “nice-to-have” and “currently out of reach.” Keep activities in the last category in mind if additional funding or staff support become available.

Design Your Creative Content

It is important to think through what you want to communicate and how you want it to look before the day of filming. There are three main steps to designing your creative content: (1) writing a creative brief, (2) planning what you would like to say and (3) drawing rough illustrations to show what will happen in the scenes.

As you walk through this process, we encourage you to think big, but start small. Keeping your video ideas simple, especially in the beginning, will help make your messages clearer to your viewers and will reduce your workload.

Write a Creative Brief

A **creative brief** is a short document, usually two pages or less, that is used to guide creative development.

Writing a creative brief will help your team focus on your key messages. You can find a creative brief template in [Appendix A](#) and an example creative brief in [Appendix B](#).

The creative brief helps you identify key elements for your videos, including:

- » The audience
- » The benefits that outweigh the barriers
- » The barriers preventing the behavior change
- » The desired behavior
- » The tone of your message
- » Any additional creative considerations

Choose Your Format

Now that you have identified your story, it is time to think about how to tell it. When choosing a format, think about what would be most compelling to your audience and what would make them connect to your video's message.

True stories can be powerful. If you were able to talk with young people and health experts in your community, you may want to ask one of them if they would be willing to have their story filmed for the project. Even if they are not interested in being on camera, they may be open to having their story told in another way, like with someone acting out their words or through pictures that do not show their face.

If you decide to film an interview or **testimonial**, you will need to develop an **interview guide** to ensure that you can collect the content you need when you speak to the individual. If your message would be better delivered through another method, like a dance, song or game, you may want to write a **script**. You will find a few tips for each of these formats below.

Testimonials: Create an Interview Guide

Developing an interview guide will help you direct the conversation so that you capture your key messages and your story flows well. Have a brief conversation with the individual sharing their story before you finalize the interview guide, so that your guide draws out the most interesting parts of their story. You may want to share the questions in advance to give them time to think about what they will say. You can find sample interview guides in [Appendix B](#).

Here are some tips to keep in mind as you write your interview guide:

- **Use open-ended questions.** Open-ended questions encourage storytelling because they cannot be answered with a simple “yes” or “no.” You can elicit descriptive responses by using phrases like “Tell me about...”, “Describe what you think about...”, or “What are some of the ways...?”
- **Avoid leading questions.** Try not to ask leading questions that steer the person to a particular answer. For example, do not ask, “Was finishing school a reason you decided to use FP?” because you limit the conversation to topics related to school, whether or not it was a factor in the person’s decision-making. Instead, ask open-ended questions that touch on the different points of a person’s story, like: “What was happening in your life when you decided to start using FP?” and “Tell me how your life has been since using FP.”
- **Include follow-up or probing questions.** Probing questions can help get more complete information about a topic or can clarify the intention of what someone just said. Some examples of probing questions include:
 - » “Why do you think that?”
 - » “How did you feel about that?”
 - » “What do you think would happen if ...?”
- **Start with easy questions.** Beginning with questions that are easy to answer can help the person being interviewed feel comfortable with you. Once they are feeling relaxed, you can ask more challenging or sensitive questions.
- **Ask one question at a time.** For example, say, “What led you to choose an implant?” and not, “What led you to choose an implant and what do you like about it?” When you ask multiple questions at once, people usually do not answer both questions completely – they sometimes forget the first question and only answer the second.
- **Tailor questions to the person whom you are interviewing.** If you have a generic interview guide, remember to add some specific questions that speak to the individual’s unique context or experience.



Use your interview guide effectively. The interviewer should be familiar with the interview guide before filming so that the conversation is natural but touches upon the desired points and heads in the direction the team would like. Remember that the interview guide is just a guide. Listen carefully to what the person is saying so that you do not miss the opportunity to ask follow-up questions to elicit a compelling story.

Here are a few things to keep in mind on the day of filming:

- **Start with small talk.** Interviews are best when the person being interviewed feels like they can let their true selves shine. Before you turn on the camera, introduce yourself and have a quick conversation so that they feel welcome.
- **Get informed consent.** Before you film, make sure the individual has consented to sharing their story. Read the informed consent form out loud together, ask if they have any questions and have them sign the form (see [Appendix A](#) for a sample consent form).
- **Ask the individual to look at the interviewer and not the camera when answering questions.** Have the interviewer sit near the camera so the person looks toward the camera, but not directly at it. This approach will make the testimonial appear more like a natural conversation.
- **Ask the person being interviewed to restate your question at the beginning of their answer.** By restating the question in their answer, you can edit the testimonial so the individual is simply telling his or her story, uninterrupted by the interviewer. For example, if you ask, “What led you to choose the IUD?” the individual would respond, “I chose the IUD because I liked that it provided long-lasting, worry-free protection.”
- **If possible, assign a team member to take notes during the interview.** Sometimes you will not know which themes or messages will come out strongest in a testimonial until you have filmed. Having someone note strong responses or key themes that emerge while the interview is happening can help focus your story and speed up the editing process later on.

Alternative Ideas: Write a Script

While authentic stories can be powerful tools for connecting with an audience and encouraging them to take action, you may feel your story could be better told through another means – like a game, song or poem. In this case, you will want to detail what the video will look like in a **script**. A script includes descriptions of the scenes, sounds and actions. Good scripts provide all the information that the performers, directors, videographers and editors need to make scenes come alive. Someone should be able to pick up your script and see the whole story even if you or your team members are not there to explain it.

Meet with your team and write out your script. You can find a script-writing template in [Appendix A](#).

While you write, keep the following tips in mind:

- **Show, do not tell.** The final product will be visual. Do not waste time having people say how they are feeling or what they are doing – this information can be shown through gestures and facial expressions. Be sure your script includes directions for sounds, camera angles/views and dramatic cues.
- **Use basic language.** Use language that sounds natural and authentic to your audience, including common phrases and slang. The language in your videos should sound like people in your community.
- **Rehearse, rehearse, rehearse.** Practice makes the difference between a smooth filming day and a very difficult one. Performers should come prepared on the day of filming. The more comfortable they are, the clearer your message will be.
- **Keep it simple.** Avoid trying to tell a complicated story so that the viewer will have no trouble following along.



Drawing a storyboard

Create a Storyboard

Now it is time to create a storyboard to describe each scene or shot that will be included in your video. A **storyboard** looks similar to a comic strip, using small pictures to display the characters, setting, timing and action of each scene along with the text dialogue. See [Appendix A](#) for a storyboard template.

The detail involved in your storyboard will vary depending on the type of video you want to make. But no matter how simple or complex your video may be, completing a storyboard will help you think through the shots in advance, which will help you speed up filming and reduce the amount of editing that needs to be done after filming is complete.

Develop a Plan for Filming

You are almost ready for lights, camera, action! Before you film, you will want to develop a **pre-production plan** to ensure that things go smoothly on your big day(s).

The pre-production plan should include the:

- Times and locations of filming
- Roles of each team member
- Logistics regarding filming location and schedule, costumes, props, lighting, sound and equipment



Use the **pre-production planning meeting** to identify and plan for key considerations for each filming location. For example, you may want to schedule your day around the scenes that require natural light or electricity, or the times when your filming location is not busy (or noisy). Do not forget to schedule time for travel, lunch, charging phones and backing up files before leaving a location. It may help to assign a timekeeper to help ensure the team stays on schedule on the day of filming.



Developing a plan for filming day

You may decide to improve the quality of your video by using additional equipment. If this is the case, prioritize the tools that will help you improve audio quality, like lavalier or handheld microphones. You can also use a digital audio recorder to capture sound and reduce the phone memory needed for each scene.

Here are some suggestions for useful equipment to consider:

EQUIPMENT LIST	
ESSENTIAL	<ul style="list-style-type: none">• Smartphone with enough memory for filming• Computer or cloud software to back up files onsite
RECOMMENDED	<ul style="list-style-type: none">• Lapel Lavalier microphones or handheld microphones• Adjustable tripod• Mobile flash attachments• External audio recorder
NICE-TO-HAVE	<ul style="list-style-type: none">• Mobile lens attachments• Adapter to connect two microphones into one phone• Reflectors/diffusers



Microphone, reflector and phone

You can find the pre-production plan, timeline and equipment checklist worksheets and templates in [Appendix A](#).

Produce



2. Produce

Film on Your Phone

Filming on your phone is a lot like filming on a camera. Follow these tips to make sure you get the quality footage you need:

- Clean your camera lens before you shoot.
- Consider filming with multiple cameras to capture a range of angles.
- Make sure your phone is fully charged. You should either have a backup phone of the same quality to use should the battery die or bring a portable charger. To prevent losing footage due to limited phone memory or battery life, you may want to schedule breaks to give your camera-people a chance to upload and back up footage and charge their phones while actors rest or review their lines.
- Put your phone in airplane mode to prevent phone calls from interrupting your filming.
- Hold the phone horizontally, using the front-facing camera (not the selfie camera) to get the best quality footage and avoid issues when uploading to landscape-oriented sites such as YouTube.
- Move the light source or reposition the individual being filmed so that the light is shining toward their face (but not in their eyes).
- Record a short test video clip to make sure that sound, light and other elements are exactly the way you want them before shooting the final footage. Once you start filming, be on the lookout for any distracting noises or changes to light and color.



Holding the phone horizontally



You may consider using the front-facing selfie camera if you are making a video on your own, without a separate cameraperson, but be sure to look at the phone's camera (and not yourself!) so that you are making eye contact with the audience.

- Film your video in short clips, rather than in one full take. Use your storyboard as a guide for dividing your clips, with each storyboard box corresponding to one video clip. Filming in clips helps you avoid having to start from the beginning if you make a mistake.
- Frame your shot so the people being filmed fill the frame but are not placed right in the middle of the shot. Many filmmakers make their shots more visually appealing and interesting by dividing the screen into three imaginary rows and columns, also known as “the Rule of Thirds.”
- Mark your best takes as you film to save time in editing. You can note your strongest moments by having the director or camera crew make a note in a notebook. If you are filming a scripted video, have someone on camera do something that will stand out to the editor, like clapping three times and putting their hands up in the air to flag both your audio and video footage.

What is the Rule of Thirds? The rule of thirds is one way to think carefully about your shot and improve composition. When using this rule, pretend the screen is divided into nine parts and line up the most important elements on the lines and their intersections. See how the people (left) have been positioned for maximum impact?

See <http://www.photographymad.com/pages/view/rule-of-thirds> or the FP Voices Storytelling Toolkit (**Appendix E**) for more information.



Using the Rule of Thirds to create interesting composition



HACEY ensures steady footage by using a tripod

- If possible, use a tripod to steady your camera and ensure you are shooting slightly below eye level. You may want to consider an adjustable tripod or several tripods at different heights (e.g., table top and floor-length) so that you capture your story at a variety of angles.
- If a tripod is not available or the shoot requires someone holding the phone, have the operator hold the camera closer to their body and use both hands.



Consider taking some action shots of the cast and crew on filming day. Posting “behind the scenes” photos and quick live videos on Facebook, Twitter or

Instagram can generate buzz around your project. Make sure to capture these moments **IN BETWEEN** takes and not during the actual filming to avoid unnecessary background noise or other distractions.

Edit on Your Mobile Phone or Computer

Once the filming is complete, you will want to edit your footage in order to tell your story seamlessly. Editing can remove or “trim” unwanted moments, combine or “stitch” the best takes into one video, alter the style, pace or mood of the video and add elements such as effects, transitions, graphics, music and subtitles.

You will probably use a number of editing techniques to craft your raw footage into a polished video. Exactly how you apply these techniques will depend on the particular editing software you are using. Find tutorial videos for various video editing software options online by searching the technique along with the name of your editing program.

Common editing techniques include:

- Dividing (“splitting”) or cutting the ends off of (“trimming”) video clips
- Rearranging and combining sections of video clips together (“stitching”)
- Adjusting sound levels
- Adding or removing audio content, such as narration, sound effects or music
- Placing a special effect or a transitional slide between video clips – it could be as simple as taking a shot of a handwritten note to indicate the scene
- Inserting captions, titles, credits or other annotations (for example, the name and title of the person being interviewed, the title of your video or the name of your organization)
- Adding subtitles



What did you say?

Including subtitles in the final cut of the video is a good way to reach audience

members with hearing loss, those watching without sound or those who speak a language other than what is spoken in the video. Be sure the subtitles reflect the final video content word for word. Save time by first typing and proofreading the subtitles in a separate document and then adding the edited version to the video.



HACEY team enhances their footage through editing

Tips for Editing

First and foremost, practice ethical editing. Be careful when trimming or rearranging footage so you do not change the meaning of what was originally said. Show your videos to all individuals before sharing them publicly to ensure that they are comfortable with the way you present them and their story.

Here are some tips to help you maintain quality and meaning, while also streamlining the editing process:

- Use the interview guide, script and notes taken on the day of filming to help the editor understand the intended flow of the video and keep the big picture in mind.
- If editing on a computer, organize your content into purposeful folders (e.g., audio, video).
- Make sure moments where you transition between clips are subtle and are used only to advance your story. Slowly reducing the volume (fading) is one way to transition between background sounds and scenes.
- Use titles to provide key information – like placing a person’s name and age on the bottom of the screen when they first appear in the video. However, be careful not to go overboard or have the title go too close to the edge of the screen.
- Choose music that contributes to your story and does not distract from it. For example, use sound to subtly transition between scenes or emotions, or heighten the emotion that you want the viewer to feel at each moment. Be careful that your music does not overpower what the person being interviewed is saying – especially if the song you are using has lyrics.

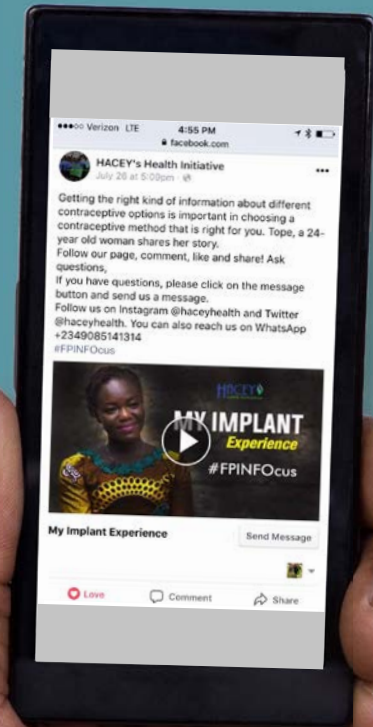


Keep the message and goal of your videos in mind as you edit so that your final cut emphasizes the objective of your videos. You want people to notice the content – not the editing.

Choosing Your Tools

A variety of both free and paid video editing software is available to you. Options include apps for editing on a mobile device and software for editing on a computer. Find a list of free and paid video editing software options in [Appendix E](#).

Promote



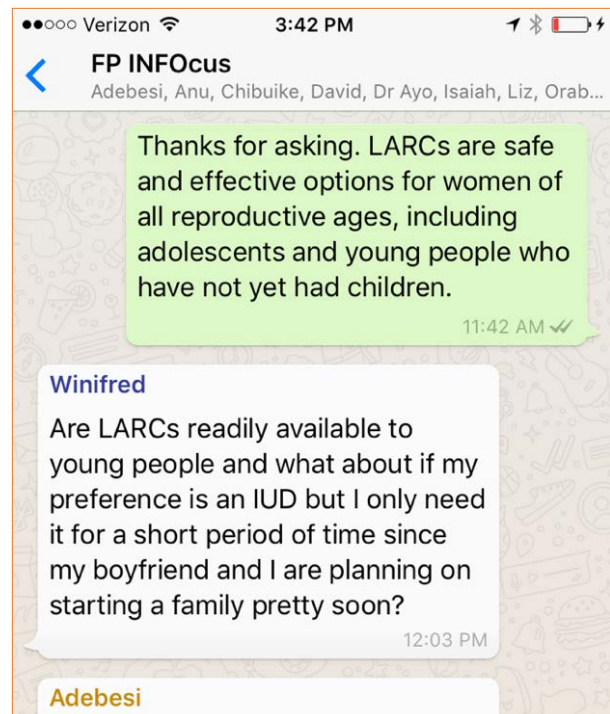
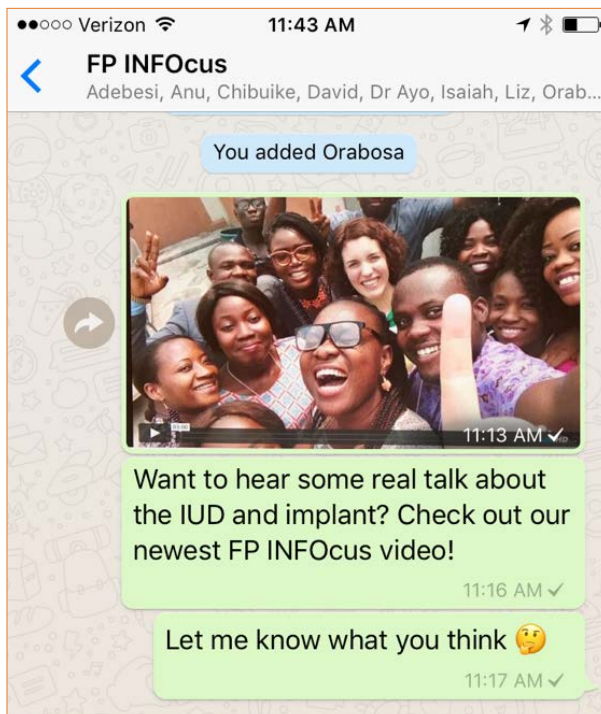
3. Promote

Once you have your final product, it is time to promote your videos. Sharing videos on social media lets you reach a wide audience. Review and update your promotion plan with your team. Then start posting!

Using social media to share health information can take time and effort. It is important to monitor your social media accounts after you have posted your videos to understand how many people are viewing your videos and how they are reacting to them. The level and type of engagement you see may vary depending on whether you are representing an official organization or an informal group of community members. Response may also vary depending on the content of the videos.



Measure your impact. The influence of your videos is about more than the number of people who press play. Challenge your team to track more than “vanity metrics,” or basic counts of clicks, likes, shares, fans and retweets when measuring the reach of your videos. Analyze indicators that show more meaningful engagement, like the number of comments and the number of new followers per week.



Sample WhatsApp chats

Engage with your audience on social media by chatting with them when they post questions or comments. Consider hosting interactive WhatsApp and Twitter chats. Lastly, maximize your “real world” connections by publicizing your online events in your community.



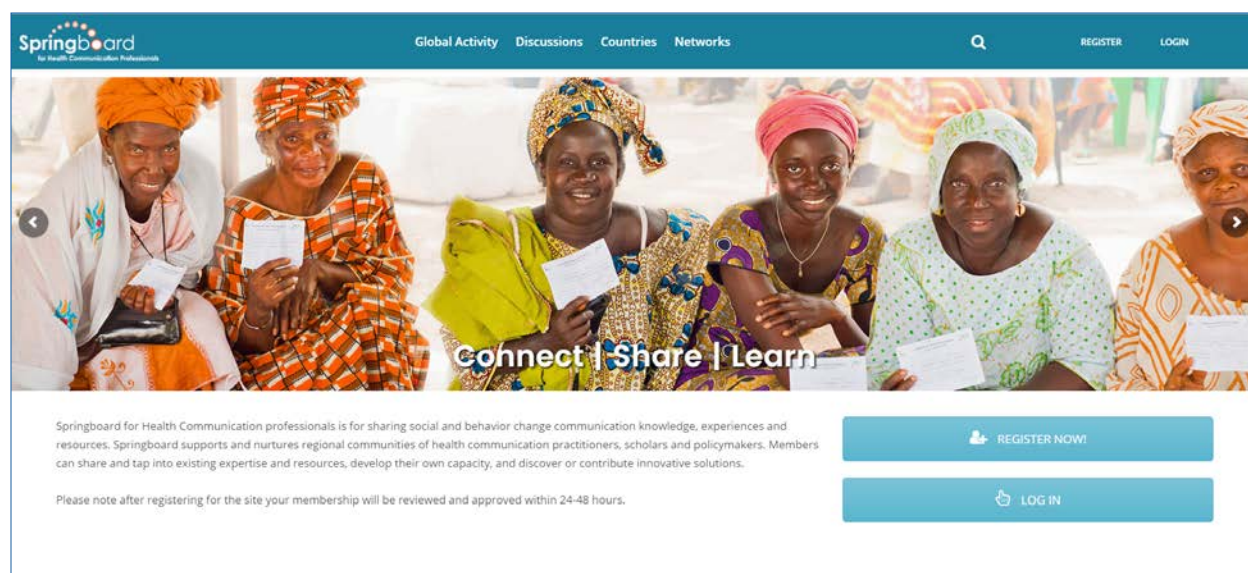
Keep in mind that engagement on some platforms may be harder to measure than on others. For example, WhatsApp does not track the number of views or comments after videos are shared via WhatsApp threads. In instances like this, teams may want to assign one person to reach out to anyone who has shared videos with their WhatsApp networks to collect anecdotal information about the viewers’ reactions.

Conclusion

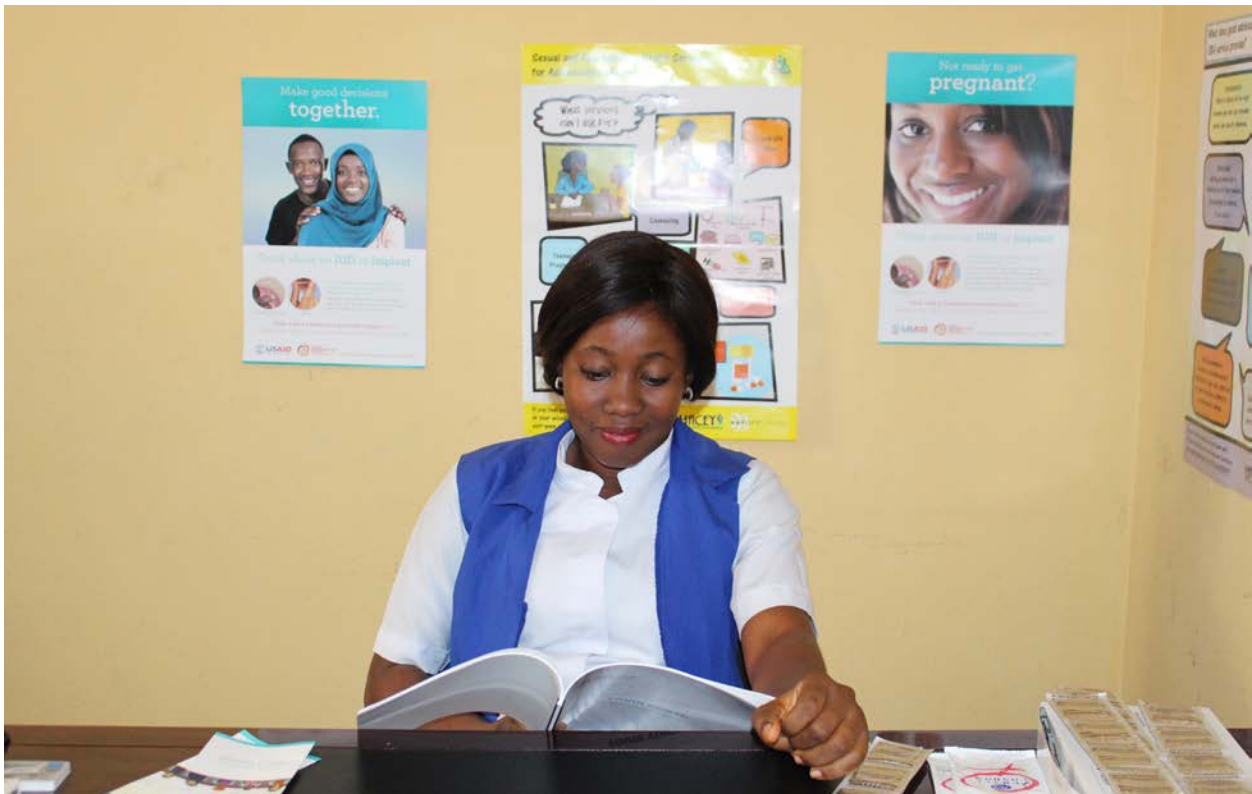
By working through the *FP INFOcus* Guide, you have learned what it takes to prepare, produce and promote videos that let you share valuable FP information and experiences with young people like yourselves – improving their ability to choose a method that is right for them.

Posting your videos and experiences can provide valuable lessons to others interested in making videos and can add to the collective impact of *FP INFOcus*. Please feel free to share your videos and experiences through the following channels:

- Post on the online platform Springboard for Health Communication Professionals, <https://healthcomspringboard.org/discussions/discussion/family-planning/fp-infocus/>
- Tweet us at **@HealthCommCapacity** using **#fpINFOcus**



Springboard home page



HACEY staff reviews the FP INFOcus Guide before filming her scene

Appendices

- **Appendix A:** FP INFOcus Worksheets and Templates
- **Appendix B:** HACEY's FP INFOcus Sample Materials
- **Appendix C:** Story Ideas
- **Appendix D:** Family Planning Information
- **Appendix E:** Additional Resources