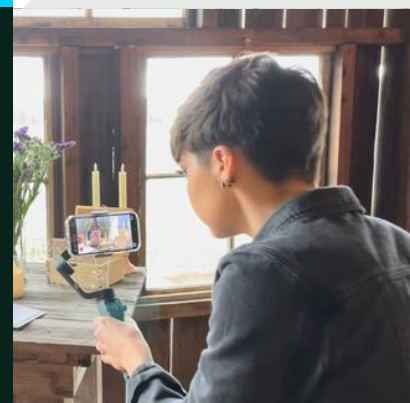# The **Modern Video** Playbook

How to Scale Video with Speed, Authenticity & Impact

About Lucihub

Creating Video Content at the Speed of Life

At Lucihub, our mission is simple: to create and deliver professionally edited video content when it matters most and before the hype dies. We've combined our passion for tech and creativity to build a platform that stands on its own.

Rethinking Video

VIDEO IS THE NEW LANGUAGE OF COMMUNICATION

Video isn't a trend, it's essential.
From executive updates to frontline stories, video builds trust, drives engagement, and inspires faster action than email ever could.

Modern comms teams need tools that match the pace of work.
Forget long production cycles. Mobile-first video and smart editing platforms like Lucihub let you scale content quickly, without sacrificing quality.

Give teams a voice

Share faster and smarter

Bring leadership to life

Capture real-time wins

Video builds trust, brings clarity, and turns messages into **moments that matter**.

THE RISE OF VIDEO IN BUSINESS

Video has quickly become the dominant medium across industries, driven by the explosion of remote work, mobile-first engagement, and a generational shift in content consumption. From executive updates to customer education, the demand for clear, engaging, and fast content has made video the default format for effective communication.

Platforms like Zoom and Teams have normalized on-camera interaction, while short-form video on social channels has reshaped expectations for attention spans and storytelling. As a result, organizations aren't just experimenting with video they're building entire strategies around it.

WHY THIS MATTERS FOR TEAMS AND LEADERS

This shift is putting new pressure on teams across every department, from marketing and HR to sales and operations. Traditional formats like emails, decks, and PDFs are no longer enough to keep people's attention. Today's audiences expect video content that informs, motivates, and builds real connection.

But while the appetite for video is high, many teams lack the tools, training, or production capacity to keep up. The result is clear: teams are being asked to produce more video, at higher quality, with faster turnaround, often without additional resources.

Understanding how to meet this demand without burning out or falling behind is now a critical skill for modern organizations.

WHERE TO START: RETHINKING THE VIDEO PRODUCTION PROCESS

Traditionally, producing high-quality video meant lengthy, expensive production cycles involving creative briefs, camera crews, studio time, post-production teams, and multiple approval rounds.

On top of that, teams had to juggle numerous programs, sift through emails and links, and manually compile content, making collaboration clunky and frustrating.

While that model worked for polished brand campaigns, it simply can't keep up with the speed, volume, and immediacy required for today's business communication.

Mobile-first video has changed the game. Comms teams can now capture authentic, high-impact content in real time and no film crew is required.

It's a faster, more human, and far more efficient way to communicate, engage, and align teams at scale.

WHY LEGACY PRODUCTION NO LONGER WORKS

Legacy video production simply wasn't built for the speed, scale, or spontaneity required in today's workplace.

While it excels at creating polished, high-end content, it's too slow, too expensive, and too resource-intensive for the day-to-day communication that modern teams rely on.

Communications teams now demand agility. Videos need to respond to real-time events, showcase authenticity, and be delivered across channels that are actually used.

Waiting weeks for a fully produced video isn't just impractical, it causes missed opportunities to engage, inform, and align your workforce.

In an era of Slack updates, instant screen recordings, and always-on connectivity, the old model has become a bottleneck rather than a solution.

MOBILE FIRST STRATEGY

A mobile-first strategy embraces the idea that the best camera is the one you already have right in your pocket. Today's smartphones are equipped with powerful cameras that can shoot in 4K, capture great audio, and instantly share files to the cloud.

For comms teams, this means anyone from the CEO to a front-line employee can record high-quality video content from virtually anywhere. Whether it's a quick leadership update, a behind-the-scenes look at a team win, or a peer-to-peer recognition moment, mobile makes video creation fast, approachable, and scalable.

A mobile-first strategy prioritizes speed and authenticity over lengthy production timelines, enabling more frequent, relatable communication that feels human and accessible, without the overhead of a traditional shoot. When paired with hybrid services like Lucihub, offering expert editing, branding, and finishing, mobile content transforms into a powerful, scalable communication tool.

THE POWER OF EMPLOYEE-GENERATED CONTENT (EGC)

One of the most powerful shifts in modern video strategy is the rise of Employee-Generated Content (EGC) giving employees across all levels a voice and a platform to share authentic stories.

In the past, company storytelling was typically top-down: polished videos featuring executives or curated campaigns created far from where the real work happens.

Today, mobile video has changed that. Those closest to the action, store managers, field techs, nurses, customer service teams, and warehouse crews, can now capture real moments, wins, and insights in their own words. These on-the-ground stories feel more personal, relatable, and unfiltered than traditional scripted updates.

Whether it's a shoutout to a teammate, a quick process walkthrough, or a day-in-the-life clip, EGC brings humanity and visibility to parts of the organization that often go unseen. It helps build trust, culture, and connection especially when these stories are surfaced, edited, and shared quickly across teams, when they matter most.

This shift also changes how organizations approach storytelling. Instead of relying solely on centralized marketing or production teams, companies can curate and amplify authentic voices from across their workforce. The result is a scalable storytelling model that's faster, more cost-effective, and more inclusive capturing the full spectrum of experiences that define a modern organization.

Your Video **Game Plan**

This section offers a step-by-step roadmap to help you launch and scale a video strategy, from setting goals to capturing content and measuring impact.

STEP 01

Define the Purpose
Start by identifying the key goals for video. What do you want to achieve? Is it improving leadership visibility, celebrating frontline wins, onboarding new employees, or driving culture alignment?

Example: A retail company decides to improve morale and culture by highlighting employee stories from different store locations through short, unscripted video profiles.

STEP 02

Audit Existing Tools and Workflows
Take stock of what you already have: smartphones, Zoom/Teams recordings, existing brand assets, internal channels (Slack, intranet, email, etc.).

Example: The comms team realizes managers already host weekly Zoom calls. They begin recording a short "highlight moment" from each to repurpose as video content.

STEP 03

Pick a Pilot Use Case
Choose one use case to launch with something manageable and high-impact like a weekly leadership message, team spotlight, or event recap.

Example: A healthcare org pilots a monthly "Message from the CEO" filmed with an iPhone, where the CEO shares quick updates and gratitude for field teams.
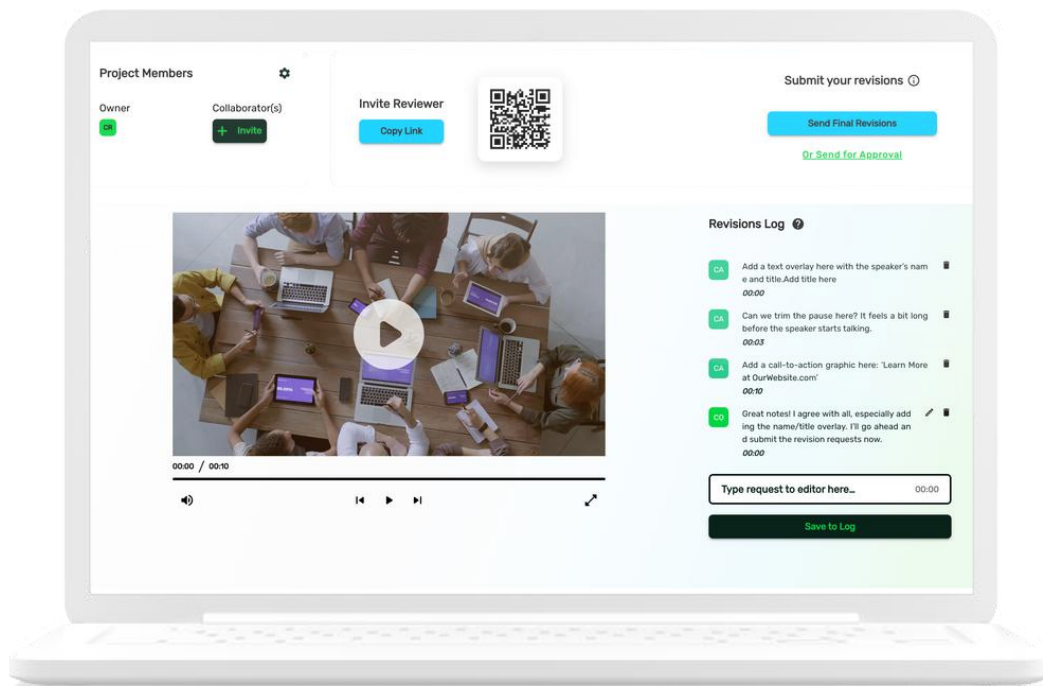
<table>
<tr><td style="background-color:#00e676">**STEP 04**</td><td>**Select the Right Tools and Partners**
Decide whether you'll go DIY with tools like Zoom and Teams, or your phone's camera, or partner with a hybrid platform like Lucihub.</td></tr>
</table>

Example: A manufacturing company uses Lucihub to allow team leads to upload raw phone footage from the shop floor. Lucihub's professional editors enhance, brand, and finalize the clips for company-wide sharing.

<table>
<tr><td style="background-color:#00b0f0">**STEP 05**</td><td>**Create Simple Guidelines**
Develop basic recording tips (lighting, framing, audio), tone guidelines, and brand templates so videos feel consistent but still authentic.</td></tr>
</table>

Example: The comms team creates a "Video Quick Start" web page and PDF that shows how to hold a phone, where to stand for good lighting, and how to start the video with a clear intro.

STEP 06

Capture and Collect Content
Encourage leaders and team members to record clips using their phones or laptops. Gather footage that feels candid and unscripted.

Example: A logistics company launches an internal campaign called "My 60 Seconds" where frontline workers film one-minute updates on how they're staying safe or serving customers.

STEP 07

Edit and Distribute Thoughtfully
Use editing to add polish, branding, and prep content for different formats. Share via your most-used channels.

Example: A software company trims down employee-submitted onboarding stories, adds nameplates and background music, and shares them on Slack and the internal wiki for new hires.

STEP 08

Measure and Evolve
Track engagement, get feedback, and iterate. Use surveys, polls, or just direct outreach to improve future content.

Example: After noticing higher engagement with unscripted videos, a finance firm shifts from scripted exec videos to more informal selfie-style updates.

10 Ideas to Get You Started

1 **WEEKLY LEADERSHIP UPDATE**

Have an executive record a short, selfie-style video with updates on wins, goals, or company news. Mix in B-roll to boost production value and keep it visually engaging.

2 **TEAM SPOTLIGHT**

Highlight a department or frontline team with quick clips of what they're working on and why it matters. Add music, B-roll and quick titles to bring it to life.

3 **DAY IN THE LIFE**

Invite a team member to film moments from their workday, from their morning coffee to wrapping up the day. It's a fun way to build visibility and showcase your culture.

4 **FAQ FRIDAY**

Have executives answer employee questions in short videos. Make it more engaging by asking staff to submit questions on video, then edit clips with the responses.

Here is a collection of video ideas to help your team kick off a mobile-first strategy.

These are designed to be simple, authentic, and effective across different departments and levels.

5 **BEHIND THE SCENES AT EVENTS**

Capture informal footage from internal events, town halls, or volunteer days to share moments that reinforce culture.

6 **MILESTONE MOMENTS**

Celebrate work anniversaries, product launches, or company wins with quick recap videos. It's a bonus if they include shoutouts from peers.

7 **TOOL TIPS & HOW-TO'S**

Have IT or operations record quick how-to videos on using tools, systems, or platforms employees interact with daily.

8 FIELD VOICES

Empower frontline workers to record quick clips sharing what's happening on the ground, real stories from real teams.

9 VALUES IN ACTION

Show examples of your core values at work, captured by employees or managers on the go (e.g., someone going above and beyond).

10 PEER RECOGNITION SHOUTOUTS

Use EGC (employee-generated content) where employees record shoutouts for colleagues who went above and beyond. Edit them together and turn them into a feel-good Friday video.

When people
see and hear
each other,
they connect.

Thinking **Global**

To truly engage a global workforce, keep videos clear, inclusive, and accessible.

Language and Messaging

Sub-Titles & Translations

Cultural Sensitivity

Timing & Accessibility

Tech & Access

Global Video Content *checklist*

✅ **LANGUAGE AND MESSAGING**

- Use simple, clear language that avoids idioms or region-specific slang

- Avoid acronyms or provide context for company-specific terms

- Consider recording alternate versions or adding localized greetings for major regions

✅ **SUB-TITLES & TRANSLATIONS**

- Add closed captions to all videos

- Provide translated subtitles for major audience languages (e.g., Spanish, French, Mandarin)

- Ensure translation accuracy with native speakers or localization tools (avoid raw auto-translation when possible)

✅ **CULTURAL SENSITIVITY**

- Review imagery, humor, gestures, and tone for cross-cultural appropriateness

- Ensure representation of diverse roles, regions, and audience backgrounds

- Avoid region-specific holidays, symbols, or references unless localized

✅ **TIMING & ACCESSIBILITY**

- Schedule video releases to accommodate major time zones (or make them on-demand)

- Avoid launching time-sensitive videos during major global holidays or regional observances

- Test videos on both mobile and desktop devices for global usability

✅ **TECH & ACCESS**

- Host videos on secure, region-accessible platforms (e.g., avoid tools blocked in certain countries)

- Confirm access permissions allow relevant teams globally to view, but restrict sensitive content as needed

- Compress or stream in adaptive quality for employees with lower bandwidth

Buy In: The Importance of Adoption Across Your Organization

Adoption is what turns strategy into real impact. Even the best platform or process won't succeed without buy-in across your organization. When adoption is strong, teams collaborate better, employees feel valued, leaders gain visibility, and video creation scales without added complexity.

HOW TO DRIVE ADOPTION AND BUY-IN

Start Small, Then Scale
Launch with a pilot team to build proof and momentum before expanding.

Make Participation Simple
Provide templates, clear prompts, and AI tools like Lucihub's Creative Copilot to guide creation.

Connect to Purpose
Frame every video around its impact: how it informs, inspires, or strengthens culture.

Celebrate and Share Wins
Showcase great videos in company channels to inspire others.

Support and Sustain
Offer quick tutorials, challenges, and feedback to keep confidence growing.

Fitting **Filming** and **Planning** Into Your Day

1 **SCHEDULE FILMING LIKE A MEETING.**

Block 30–60 minutes each week specifically for filming. Protect that time the same way you would a client call or team check-in.

2 **BATCH YOUR CONTENT.**

Film multiple clips, intros, or updates in one session. You'll save time on setup and keep your energy consistent.

3 **CAPTURE EVERYDAY MOMENTS.**

Don't wait for perfect conditions, use spontaneous opportunities. Record quick insights after meetings, milestones, or events.

4 **SIMPLIFY YOUR SETUP.**

Keep a small filming kit ready (tripod, mic, light) so you can shoot in minutes. The easier it is to start, the more often you'll do it.

5 **PLAN ONCE, REUSE OFTEN.**

Build a short weekly or monthly outline for your content. Reuse themes, formats, and talking points to keep production predictable and sustainable.

PRO TIP

Think of filming as documenting, not producing. Capture what's already happening in your day.

- **Updates**
- **Announcements**
- **Insights**

And shape it into content later.

Compliance & Accessibility:
Protecting People, Content, and Access

PROTECTING SENSITIVE CONTENT

Internal videos often contain sensitive information: strategic updates, employee data, financials, or proprietary processes. That's why a strong video program must balance creativity with responsibility. **Data security** is key: videos should be stored on secure platforms with access controls to ensure only the right teams see the right content. Avoid using public links or unsecured cloud drives for internal videos unless access is authenticated.

MANAGING LIFECYCLE AND ACCESSIBILITY

Equally important is **video lifecycle management.** Not all videos need to live forever. Set **archiving and expiration policies** to manage content relevance and reduce risk. For example, town hall

recordings might stay up for 90 days, while policy explainers could be archived annually. This keeps your internal channels clutter-free and your messaging current.

On the **accessibility** front, include captions or transcripts for every video. It's not only inclusive, it's increasingly a legal requirement under standards like WCAG and ADA.

Final Thoughts: **A New Era for Communications Teams**

Video is no longer a nice-to-have, it's an essential tool for building alignment, culture, and connection in a fast-moving, distributed world.

This playbook has outlined the why, what, and how of adopting a modern, mobile-first video strategy that empowers communications teams to move with speed, creativity, and impact.

From rethinking outdated production models to activating frontline voices, measuring engagement, and thinking globally, the opportunity is clear: great video isn't about perfection, it's about authenticity, relevance, and reach.

With the right tools, mindset, and roadmap, your team is ready to lead this transformation.

Appendix

Storytelling & Composition
with Your Smartphone

WHY YOUR SMARTPHONE IS A FILMMAKING POWERHOUSE

Your smartphone isn't just a convenient tool, it's a powerful camera in your pocket. With 4K video, built-in stabilization, multiple lenses, and features like cinematic mode and HDR, it can produce professional-quality content without the bulk of traditional equipment.

From Hollywood sets to viral music videos, smartphones are trusted by creators everywhere for their flexibility, discretion, and fast-paced capabilities.

WHY USE A SMARTPHONE FOR FILMING?

- Compact and always with you
- Long-lasting battery (great for all-day shoots)
- Multiple lenses (e.g., wide, ultra-wide, telephoto)
- 4K video recording for sharp, professional-quality footage
- Up to 10x optical zoom
- Built-in image stabilization for smoother shots
- Advanced features like cinematic mode, HDR, slow motion

The Secret to Impactful Videos? **Story.**

Creating an engaging story is one of the most important things you can do for your brand or project. Every video you shoot should follow a simple narrative arc:

Beginning	**Middle**	**End**
Set the scene: include signage, surroundings, or wide shots that ground the viewer in the setting.	**Capture the heart of the moment:** what's happening, what's exciting, and what the audience needs to see.	**Leave a lasting impression:** show reactions, meaningful visuals, or a clear takeaway or call-to-action.
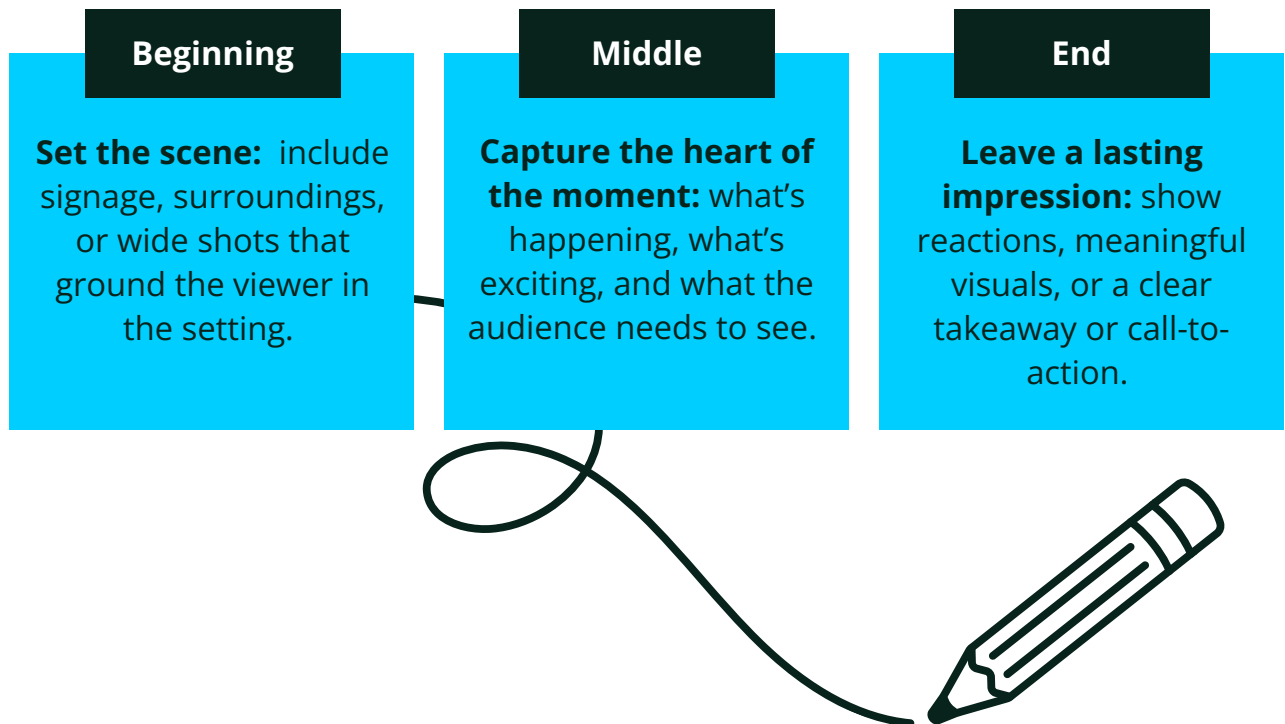
Think like a storyteller. Film for flow, context, and emotion. Let your shots guide the viewer on a journey.

Let Lucihub's **Creative Copilot** Do the Heavy Lifting

Need help crafting your message from scratch? Lucihub's Creative Copilot is your all-in-one assistant for scripting, planning, and narrating your video, no matter your language or experience level.
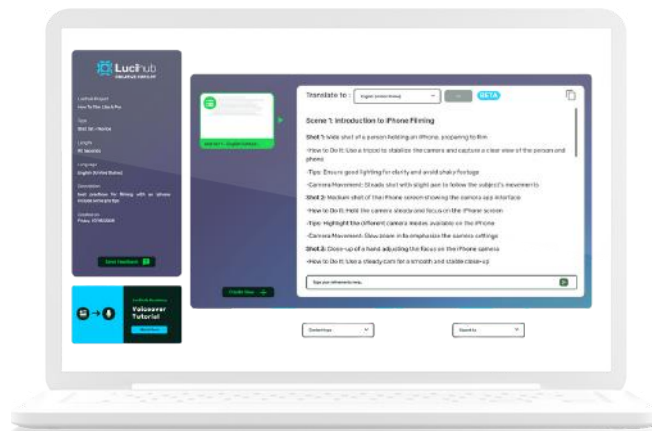
WRITE WITH CONFIDENCE
Start with a simple idea or prompt, and the Copilot will help generate a professional-quality script tailored to your goal, whether it's a how-to, promo, testimonial, or explainer.

PLAN EVERY SHOT
Once your script is ready, you can instantly convert it into a detailed shot list. Each scene is broken down with framing suggestions, camera movement tips, and beginner-friendly explanations to guide you through the filming process.

SPEAK TO THE WORLD
Want to reach a global audience? Generate natural-sounding voiceovers in over 100 languages and regional accents. Whether you're localizing your content or adding multilingual accessibility, the Copilot makes it effortless.

Master the Art of **Composition**

Composition is the way you frame your shot. It directs focus, enhances emotional impact, and elevates your footage from amateur to polished.

WIDE SHOT (WS)

Establishes setting and scale

MEDIUM SHOT (MS)

Waist-up; Balances subject and background

MEDIUM CLOSE-UP (MCU)

Chest-up; Great for dialogue or focused moments

CLOSE-UP (CU)

Face / detail; Captures emotion or details

The Rule of Thirds. The Key to
Balanced Framing

What is the rule of thirds?

Imagine your screen divided by two horizontal and two vertical lines, like a tic-tac-toe grid

The points where these lines cross are called power points. They naturally draw the viewer's eye
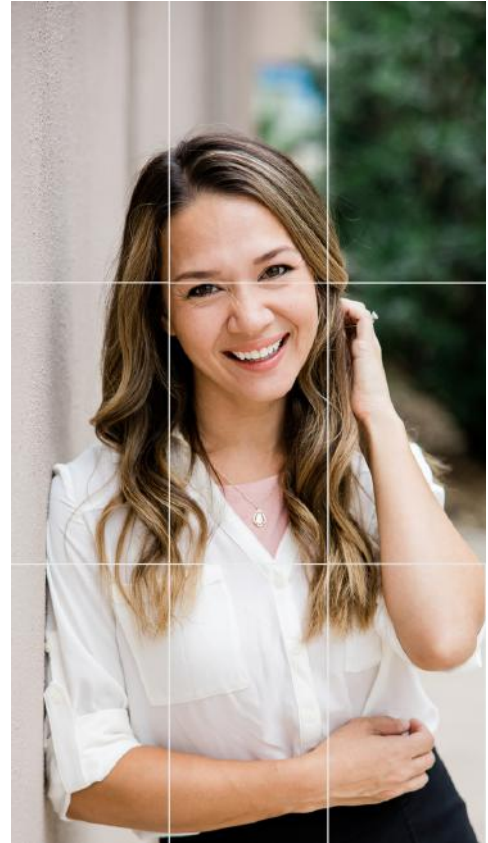
Why use it?

Creates balance and visual interest

Makes your shots feel dynamic, not flat or awkwardly centered

Helps guide the viewer's focus to what matters

How to apply it.

Turn on grid lines in your camera settings

Place important subjects (eyes, horizon, key objects) on or near the lines or intersections

Keep horizons level and positioned on the top or bottom third and avoid splitting the frame in half

Pro Tip

"

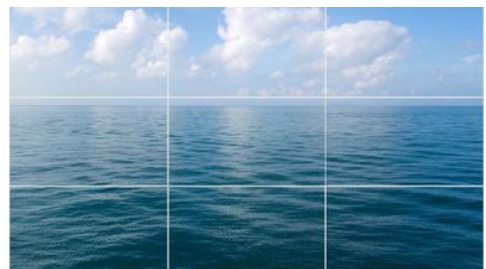Breaking the rule is fine, but only when it's intentional (such as centering for symmetry or a specific dramatic effect)

Bring **Movement** to Life

Camera movement adds energy and realism. Use a gimbal for smooth motion, and always film with purpose.

Why Movement Matters

Movement adds energy.

Movement adds context.

Movement makes the viewer feel part of the scene
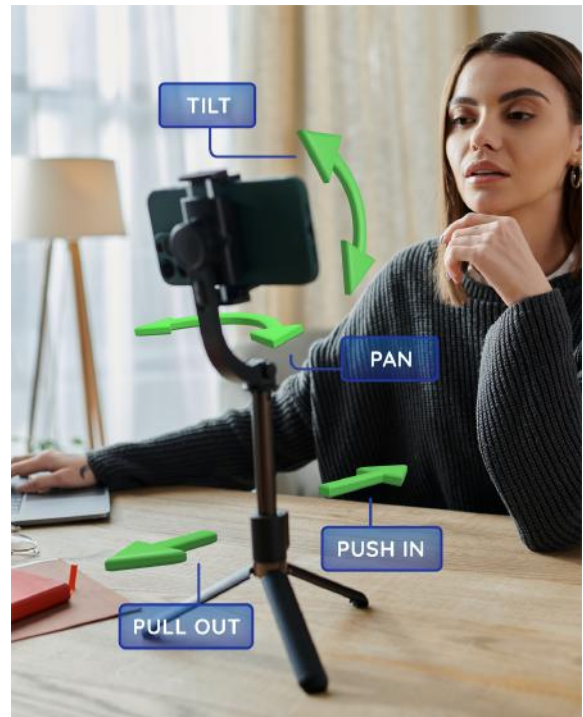
Common Camera Techniques

PAN	A horizontal camera movement where the camera stays fixed and rotates left or right.

Example: During a company town hall video, the camera starts on the CEO speaking at a podium. As they mention key team members, the camera pans across the audience to show department heads or employees, reinforcing a message of inclusion and teamwork.

TILT	A vertical camera movement where the camera stays fixed and tilts up or down.

Example: During an office tour video, the camera starts focused on a company logo at eye level. It then tilts upward to reveal the full building exterior, highlighting the brand's scale and presence.

| **PUSH IN PULL OUT** | A camera movement where the camera physically moves closer to (push in) or farther from (push out) the subject, often to create emphasis or distance. |

Example: During an employee spotlight video, the camera slowly pushes in on the team member as they share a personal story, creating a sense of connection and focus on their message.

| **TRACKING** | A camera movement where the camera moves alongside the subject, often following them from behind, in front, or beside to maintain motion and perspective. |

Example: During a day-in-the-life video, the camera tracks alongside an employee walking through the office, showcasing their workspace, interactions, and company culture in a dynamic, immersive way.

| **ORBIT ARC** | A camera movement where the camera circles around the subject, creating a dynamic, 360-degree view that adds energy and perspective. |

Example: During a product launch video, the camera orbits around a team gathered around a prototype, emphasizing collaboration and giving viewers a fuller view of the product from all angles.

| **ZOOM IN ZOOM OUT** | A camera technique where the lens adjusts to magnify (zoom in) or reduce (zoom out) the subject without moving the camera itself, often used to shift focus or reveal context. |

Example: During a strategy presentation video, the shot begins wide on a slide deck, then zooms in on a key data point as the speaker highlights it, drawing attention to the most important takeaway.

Filming Tip: Leave a tail. Start by pressing record, wait 1 second, film your shot, pause 1 second, stop. This ensures clean edit points.

Best Smartphone **Video Settings**

RESOLUTION

1080p or 4K. 4K gives you flexibility to crop or reframe in post–production

FRAME RATE

24fps or 30fps for that cinematic, natural motion look. **60fps** is great for smooth slow-motion or fast action scenes
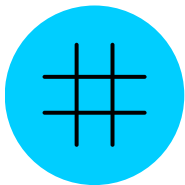
FRAMING HELPERS

Turn on **grid lines** to help with rule of thirds and balanced composition

ADVANCED FEATURES

- Use **cinematic mode** to add blurred (bokeh) backgrounds for a pro look

- Enable **stabilization** (if not using a gimbal) for smoother handheld shots

Explore more tutorials and tips in **Lucihub Academy** to take your smartphone filmmaking even further.

https://lucihub.com/academy

Workbook Section 1: Define Your Foundation

Objective:
Clarify your goals, audience, and video types before planning production.

1. Top 3 Video Goals

What do you want your videos to accomplish this year?

Examples: Brand Awareness, Internal Engagement, Lead Generation, Recruitment, Education, Customer Retention, Product Launches, Training & Onboarding, Culture Building, Executive Thought Leadership, Social Media Growth, Community Engagement, Client Testimonials, Investor Relations, Change Management

_____

_____

_____

2. Core Audiences

Who are you creating content for?

List your top audiences and how video can serve each.

Examples:

- Internal Teams: Inspire, inform, or train employees
- Customers / Clients: Educate, build trust, highlight results
- Partners / Investors: Share milestones, performance, updates
- Recruiting Candidates: Promote culture, mission, and growth

_____

_____

_____

Workbook Section 2: Content Pillars

Objective:
Identify 3–5 key content pillars to guide your video planning and keep messaging consistent.

1. Define Your Pillars

Examples:

- Education & Expertise
- People & Culture
- Innovation Stories
- Community & Impact
- Performance & Proof
- Leadership & Vision
- Brand Storytelling
- Customer Experience
- Learning & Development
- Recruitment & Retention
- Trends & Insights
- Tips & Best Practices
- Sustainability & Responsibility
- Events & Announcements
- Behind the Scenes
- Partnerships & Collaborations
- Product Launches & Updates

_____

_____

_____

_____

Workbook Section 3: Campaign & Series-Based Planning

Objective:
Develop recurring campaigns or video series that support your content pillars and business goals.

1. Brainstorm Series Ideas

Series Name	Purpose / Focus	Cadence	Department / Owner
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Examples:
- 3-Minute Masterclass – Expert tips | Monthly | Marketing
- Behind the Brand – Team stories | Monthly | HR / Internal Comms
- Customer Spotlight – Client wins | Bi-Monthly | Sales / Customer Success
- Leadership Lens – Executive updates | Quarterly | Leadership Team
- Innovation in Action – Product demos | Monthly | Product / R&D
- Culture Corner – Employee highlights | Monthly | HR / Internal Comms
- Ask the Expert – Q&A sessions | Bi-Weekly | Marketing / Education
- Field Notes – Project features | Monthly | Operations / Project Teams
- The Weekly Wrap – Company news | Weekly | Corporate Communications
- Client Conversations – Success interviews | Quarterly | Sales / Customer Success
- Vision Forward – Thought leadership | Quarterly | Leadership Team
- The How-To Series – Tutorials | Bi-Weekly | Learning & Development
- Community Connect – Outreach stories | Monthly | CSR / Community Impact
- Data Drop – Insights & trends | Monthly | Marketing / Strategy
- First Look Fridays – Sneak peeks | Monthly | Product / Marketing
- Spotlight Sessions – Employee recognition | Monthly | HR / Culture
- From the Field – Real stories | Monthly | Sales / Operations

Workbook Section 4: Recurring Series Workflow

Objective:

Design a simple, repeatable workflow for producing your recurring video series.

1. Project Overview

Step	Who Owns It	Notes
Creative Brief	_____	_____
Script & Shot List	_____	_____
Filming	_____	_____
Editing	_____	_____
Review & Feedback	_____	_____
Publish & Measure	_____	_____

2. Define Your Series Standards

Element	Your Standard
Video Length	_____
Tone / Style	_____
Cadence (Weekly / Monthly / Quarterly)	_____

Workbook Section 5: Evergreen vs. Timely Content

Objective:
Define your mix of evergreen and timely content to build a balanced, scalable video strategy.

1. Identify Your Evergreen Content

Topic / Video Type	Purpose	Update Frequency
_____	_____	_____
_____	_____	_____
_____	_____	_____

Examples: Tutorials, FAQs, About Us videos, Onboarding, Company values, Product demos, Case studies, Customer testimonials, Process explainers, Training videos, Mission & vision stories, Safety procedures, Brand story, Best practices, Service overviews, How-to guides, Employee spotlights, Core messaging videos, Policy walk-throughs, and Culture highlights.

2. Identify Your Timely Content

Topic / Campaign	Purpose	Expected Lifespan
_____	_____	_____
_____	_____	_____

Examples: Product launches, Event recaps, Quarterly updates, Awareness days, Industry news, Trend reactions, Seasonal campaigns, Press releases, Live event coverage, Leadership announcements, Award recognitions, Company milestones, Hiring announcements, Holiday messages, Market updates, Conference highlights, Campaign launches, and Timely collaborations.

Workbook Section 6: Distribution Mapping

Objective:
Plan where each video will live and how it fits into your overall communication ecosystem.

1. Map Your Distribution Channels

Channel Type	Examples	Primary Use	Frequency
Internal	_____	_____	_____
Owned	_____	_____	_____
Social	_____	_____	_____
Earned / Partner	_____	_____	_____

Examples:
- Internal – Company updates, onboarding videos
- Owned – Tutorials, case studies
- Social – Short-form highlights, thought leadership
- Earned – Event coverage, PR placements

2. Quick Reflection

Which channel has the most untapped potential for your organization's video strategy?

_____

_____

_____

Workbook Section 7: Creating a Project

Objective:
Use this page to define your next video project and align your team before production begins.

1. Project Overview

Project Title _____

Objective _____

Audience _____

Key Message _____

Video Format _____

Distribution Channel(s) _____

Target Publish Date _____

2. Project Timeline

Stage	Deadline	Notes
Plan	_____	_____
Create	_____	_____
Review	_____	_____
Publish	_____	_____

Smartphone Filming Prep Checklist

Before you hit record, take a few minutes to get your setup right. These simple steps ensure your video looks clear, sounds great, and feels professional. Whether you're filming a quick update or a full story, a little preparation makes all the difference.

CHECK LIST	YES	NO
Clean Your Lens Wipe both front and rear lenses before filming to remove fingerprints or dust that can blur your footage.	☐	☐
Set Resolution and Frame Rate Record in 1080p or 4K for high-quality footage, and choose 24fps or 30fps for a cinematic look (use 60fps for slow motion).	☐	☐
Enable Grid Lines Turn on your camera's grid lines to apply the Rule of Thirds and keep horizons level for balanced composition.	☐	☐
Stabilize Your Shot Use a tripod, gimbal, or stable surface, or enable built-in stabilization to avoid shaky footage.	☐	☐
Check Lighting Face toward a natural light source or use a soft light. Avoid harsh overhead lighting or backlighting that casts shadows.	☐	☐
Frame Your Subject Thoughtfully Use medium or medium close-up shots (chest-up or face detail) for interviews or messages; leave headroom and space in the direction of gaze.	☐	☐
Capture Clear Audio Record in a quiet space and use an external mic or wired earbuds if possible. Test audio levels before filming.	☐	☐
Plan Your Shots and Story Flow Think in beginning, middle, and end sequences: start wide to set the scene, move closer for context, and finish with emotion or a clear message.	☐	☐
Leave Editing Space Press record, wait one second, film your shot, pause one second, then stop. This gives editors clean cut points.	☐	☐
Check Your Background Choose a clean, distraction-free background. Avoid clutter or objects behind the subject, and use cinematic mode for a soft, professional look.	☐	☐
Double-Check Battery, Storage, and Orientation Charge your phone fully, ensure ample storage, and lock orientation to landscape (unless you're filming for vertical platforms like TikTok or Reels).	☐	☐

Monthly Content Planner

December

Month

2025

Year

Content Pillars

Monday	Tuesday	Wednesday	Thursday	Friday
Product Innovation	Customer Education	Thought Leadership	Culture & People	Community Impact
1 Website / Email Newsletter Introducing AI Update v3.0 - What's New	2 YouTube / Help Center How to Automate Your Daily Workflow	3 LinkedIn / Twitter X Tech Predictions Heading Into 2026	4 LinkedIn / Instagram Behind the Scenes with Our DevOps Team	5 Website / LinkedIn How We're Using AI for Social Good
8 Website / Email Newsletter Demo Video: Integrating with Our New API	9 Instagram Reels / TikTok 3 Ways to Boost Efficiency with Our Platform	10 Event Landing Page The Future of Ethical AI	11 Instagram / Internal Comms Company Holiday Kickoff & Giving Tree	12 LinkedIn / Email Newsletter Tech for Good - Year-End Donation Drive
15 Website / Sales Decks Video Case Study: How Enterprise Clients Scale with Our Solution	16 Blog / YouTube Tutorial Onboarding Made Easy: Quick Setup Guide	17 LinkedIn / Company Blog CEO Insights on AI Regulation in 2026	18 Instagram / YouTube Shorts A Day in the Life at Our HQ	19 LinkedIn / Facebook Volunteer Day with Local STEM Program
22 Website / Newsletter Innovation Highlights from 2025	23 YouTube / Blog Using Our Dashboard to Track ROI	24 LinkedIn / Medium 5 Lessons in Tech Leadership from 2025	25 Holiday - Christmas Day	26 LinkedIn / Instagram Celebrating Our 2025 Community Partners
29 Website / Email Newsletter What's Next for Product Development in 2026	30 Instagram Reels / TikTok How to Start the Year Strong with Automation	31 LinkedIn / Company Blog 2025 Year in Review: Our Milestones		

Date

Distribution Channels

Monthly Content Planner

Month _____   Year _____

Monday	Tuesday	Wednesday	Thursday	Friday

Monthly Content Planner

Month _____   Year _____

Monday	Tuesday	Wednesday	Thursday	Friday

Monthly Content Planner

Month _____   Year _____

Monday	Tuesday	Wednesday	Thursday	Friday

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Second Edition
Publish date: 10.28.2025