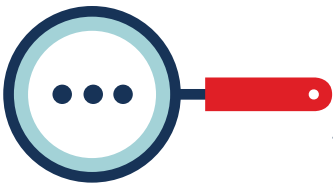


VIDEO STRATEGY GUIDE

Telling Your Ministry's Story

It's a fact of life: people watch 100 minutes of video a day, on average. Do you want to spread the word about your ministry through digital discipleship, but don't know how? Or are you making videos, but feel like you are stuck in a rut? Check out UMC Support's handy guide offering tips, tricks, and a place to start to put you on the road to dynamic video content that tells your authentic story.





SELF-EVALUATION

1. What is the purpose of this video?
2. Who is your audience?
3. Who are your members and what makes them unique?
4. What does community look like in your ministry setting?
5. What are your church's strengths?
6. What are the current physical limitations of your building/space?
7. What does your church have to offer new members?
8. What does spiritual development and growth look like at your church?

NOTES



TIP: This is a time to be honest with yourself and make sure that what you are offering to those outside the church is something that your church has the capacity to support.



VISUALS

1. What features of the church will look best on camera?

Some things to consider:

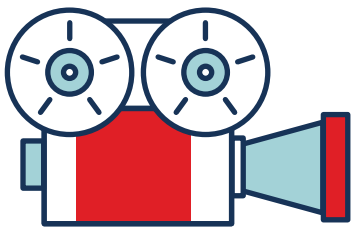
- What time of day is best for the sun shining on the exterior of the building?
 - What is the best time to record the sun shining through the stained-glass windows?
 - When is there enough activity to help show the liveliness of the church but not so much that it messes with the audio being captured?
 - Make sure to get photo releases for anyone in the video!
2. What will you include to both highlight the best that your church has to offer and make sure that it is authentic?

For example, don't suggest your church is equipped to support families with young children if half of the nursery is currently used for storage.
 3. Is there any ministry happening off church grounds that you want to highlight?

Annual Mission Trip videos can be one example. Again, make sure you have permission to record on someone else's property and that you have photo releases for anyone appearing in the video.
 4. Will you have someone host or narrate the video? If so, make sure they represent your church and your mission well.



TIP: These visuals should support the messaging of what your church has to offer but if there is space, some beauty shots of the church can be included to make it very appealing to the viewer.



RECORDING

NOTES

1. A quality camera is best for producing a video you'll be proud to share. There are multiple sources for capturing video, including:
 - Pastor's/Member's cell phone camera (especially newer iPhones and Android-based devices)
 - Recording from your church's live stream
 - Photographer within the congregation
 - Having a tripod or some kind of stabilizing device is best to ensure the captured video is not shaky or jerky.
2. Make sure to capture good audio. Do a test within the space you're filming and see if there is any echo, feedback, or loud background noise.
 - Try to eliminate as much interference as possible before filming the actual video while also keeping in mind that it is ok to have some activity in the background. You're showing that your church is a lively, inviting place after all!
 - Many cell phones and tablets have built in recording apps that are helpful for capturing voiceovers and other audio not paired with a video clip. If you don't have an app, [these recommendations provided by SoundGuys](#) are available for download from the app store.
3. Remember to record tight (close-up), medium, and wide-angle shots.
 - This is helpful when you want to have multiple angles of similar content. For example:
 - First, you capture a wide shot of a building with a person approaching the front door to show what it's like to enter.
 - These are also best to capture in landscape mode, or with your phone/camera laying horizontal.
 - Second, you capture a medium shot of them a few steps out from the door to build anticipation.
 - These are also best captured in landscape mode
 - Third, you capture a tight shot of their hand grabbing the handle and opening the door to complete the journey.
 - These can be shot either with a phone standing straight (portrait) or sideways (landscape).

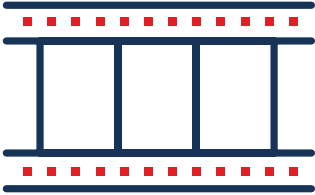


TIP: Run through the script a few times before filming and try to avoid talking in monotone or reading lines too fast or slow. The pace and delivery should feel natural and comfortable.

- Be cognizant of making your shots flow together, capturing the widest variety of clips with different individuals, settings, backgrounds, etc. Ultimately, you want to incorporate the kinds of shots that you think will best demonstrate who you are and what your church represents.

4. Create a script to help you structure your video. It doesn't have to be long or overdone. Something sweet, short, and concise will draw viewers in. [Reach Right Studios](#) provides some great tips for building a great ministry script.

- This will help you clearly communicate your mission and vision without running over time.
- Make sure the tone of the script is positive and bright, using expressive language.



EDITING

1. Keep it short. You likely only have about 10 seconds to capture your viewers' attention, so make sure the most important and attractive content is near the beginning. A good goal is to stay below 1 ½ minutes.

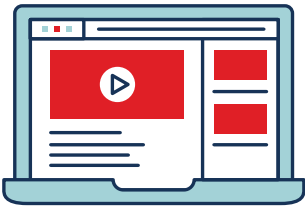
- Don't be afraid to cut something out that was in the script but doesn't show well in the video itself.

2. Make sure there is a call to action. Think of this as a virtual handshake, or a deal closer. It's when you ask your audience to do something after watching your video. It could be sign up for a church newsletter, follow your ministry on social media, or simply come to worship.

3. Use Royalty Free Music

- Doing so makes sure you avoid any kind of copyright infringement when you publish your video online. Some popular sites include [Adobe Stock](#), [BenSound](#), [TakeTones](#), and [PixaBay](#).

4. Think of your target demographic and edit the video in a style that is appealing to them.

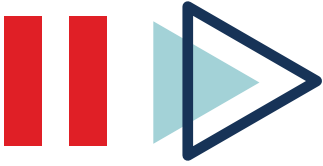


PUBLISHING

1. When you publish your video to your website or social media, encourage your members to like and share the video. Even if they are only sharing to comment on their child's performance in the video, it expands your ministry's reach. The more people that watch the video, the more social media platforms put the video in other users' feeds.

2. Make sure the formatting of the video is correct for all the different social media platforms.

- For younger people in the Millennial and Gen Z generations, the formatting should include captions and animated images. Providing truthful, practical information will reach them.
- For older adults, emphasize the experience and community, making the benefits clear and having a call to action that makes sense for their generation (e.g., call the church office for more information.)



AFTER THE VIDEO

Start the process again! Begin capturing audio and video, making sure to keep it in one place, like a specific folder on your computer. When it's time to make your next video, you'll be ready to go and have most of the work done!

HAPPY EDITING!

Feeling confused or overwhelmed, or simply short staffed? Let UMC Support's experienced videography team help you invite people to be a part of your world by creating a captivating view into your ministry's mission and purpose. For next steps, contact our Connectional Relations team at [\(866\) 367-4232](tel:8663674232) or email us at ConnectionalRelations@gcfa.org.

We look forward to serving you.

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