Lights, Camera, Action
Engaging YOUR Membership with Video

WEFMax 2019
Lights, Camera, Action!
Who    What    When?

• Who else has done video?
  • Of what?
  • When?
Why do video?

• According to a report by Cisco, by 2019:
  • Video will account for 80 percent of global internet traffic
  • Nearly a million minutes of video will be shared every second
  • It would take an individual 5 million years to watch all the video that will be shared each month
Video = traffic and results!

• “As you know, a picture is worth a thousand words and it must be said that a **video** is worth a thousand pictures.”

• Video tells YOUR story quickly and with maximum flexibility across channels
What makes a good video?

• The same elements that help make for good social media posts help make for good video
  • Emotion
  • Family
  • Diversity
  • Variety
• EDITING!
Considerations

• Use an individual for videography. Look to other non-profits such as schools...
• Not all your members or even board will be comfortable in front of the camera – THAT’S OK
  • Encourage but don’t force
• Make sure you are getting video of ALL types of members
Lessons Learned

• PLAN PLAN PLAN
• Use existing opportunities
• Tell people ahead of time
• ENCOURAGE participation with the WHY
How to Get the Most ROI

• PLAN...and then PLAN some more
  • This doesn’t necessarily mean time, but more thought and input from various sources
• Use existing opportunities
• Tell people ahead of time
• ENCOURAGE participation with the WHY
Use SOCIAL!

- Video is DESIGNED to draw attention in social media
- Shorter is better
- Variety

2.2 BILLION USERS
500 MILLION USERS
330 MILLION USERS
Examples

A longer video can be multi purposed by breaking it up...

Go to Twitter.com/Ohio_WEAl to see examples
Takeaways

• It’s doable even on a small budget.
• Not everyone loves to be on camera, that’s okay!
• Board support is a requirement.
• Video is very cross functional – use it on your website, at membership or career booths, social, ANYWHERE!
• FOLLOW US!!! @Ohio_wea and Ohio Water Environment Association
thank you