





ABOUT ME

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It's not "JUST" social media

It's a POTLUCK party!

A group of four people, three women and one man, are gathered around a smartphone. They are all looking at the screen with interest. The woman on the far left has blonde curly hair and is wearing a dark top. The woman next to her has brown hair and is wearing a blue and white floral dress. The woman in the center has long, curly brown hair and is wearing a blue top. The man on the far right has dark hair and a beard, and is wearing a blue and white striped shirt. The background is a plain, light-colored wall.

WE DON'T HAVE THE RIGHT TO DISRUPT

We have to earn
people's attention



VIDEO: SHOOT FOR STORY



LONG FORM VIDEO 30 - 60 SECONDS



Establishing Shots

- Wide static shots of the location
- Setting the scene
- Piece to camera
- Documenting travel to the destination



Introducing Characters + Mission

- Character describing the 3 P's
- Person
- Place
- Purpose



Wow Factors

- Unique angles
- POV and supporting angles of action
- Have a buffer (at the front and end of shots)



The Pay Off

- In-the-moment reaction upon completion of activity
- Let the cameras roll
- Authentic celebration

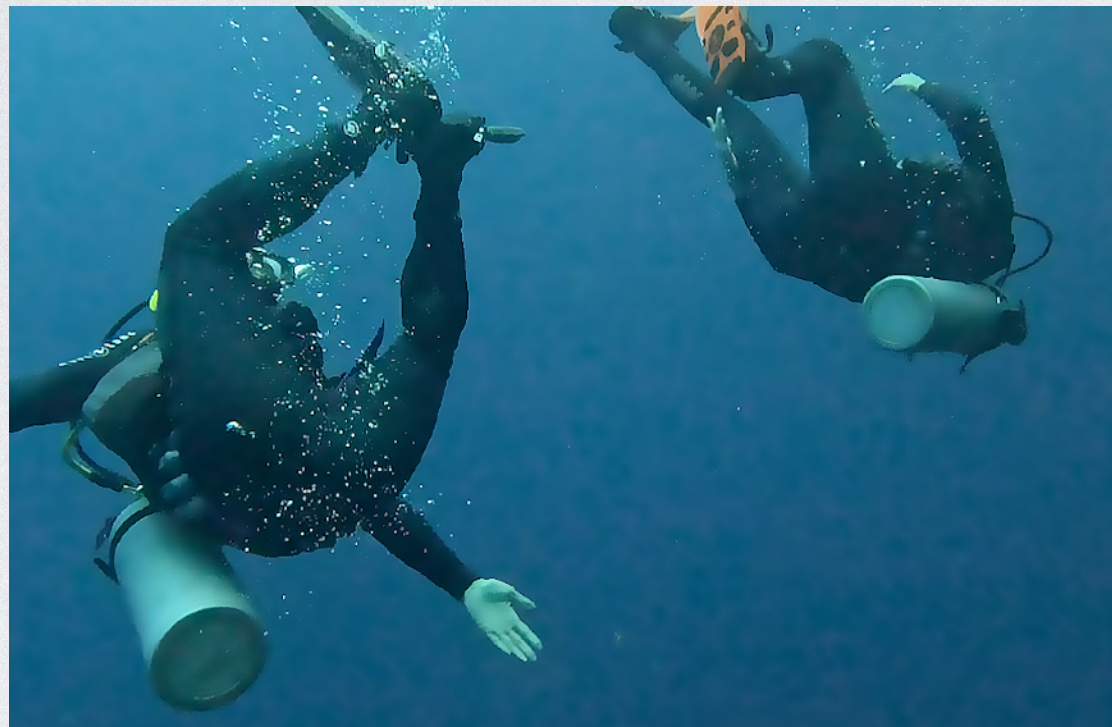


VIDEO: SHORT FORM VIDEO



SHORT FORM VIDEO 09 - 15 SECONDS

HOOK



0 - 3 seconds

- 3 Seconds to grab attention
- Wow factor / unique angle
- Human interaction
- Captions over video

LINE



3 - 6 seconds

- Character describing the 3 P's
- Person
- Place
- Purpose

SINKER



6 - 9 seconds

- NO END
- Video could loop without viewer knowing
- Authentic celebration

VIDEO EDITING APPS





FAST and EASY editing Like a Pro in Minutes with GoPro Quik

 **BareKiwi**
5.99K subscribers

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 1.7K



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98K views 1 year ago NEW ZEALAND

Welcome to the ultimate guide on video editing like a pro, but with the speed and simplicity you've been craving! I'm Kyle Mulinder aka Bare Kiwi, an official GoPro content creator and part of the product testing and training team.

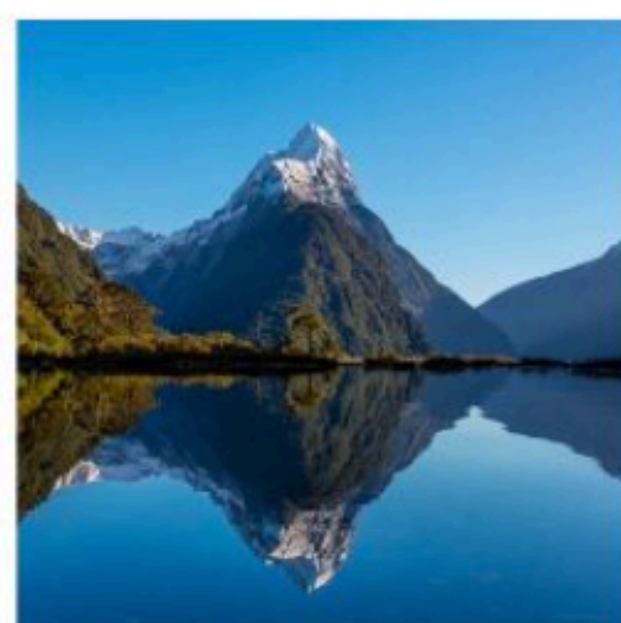
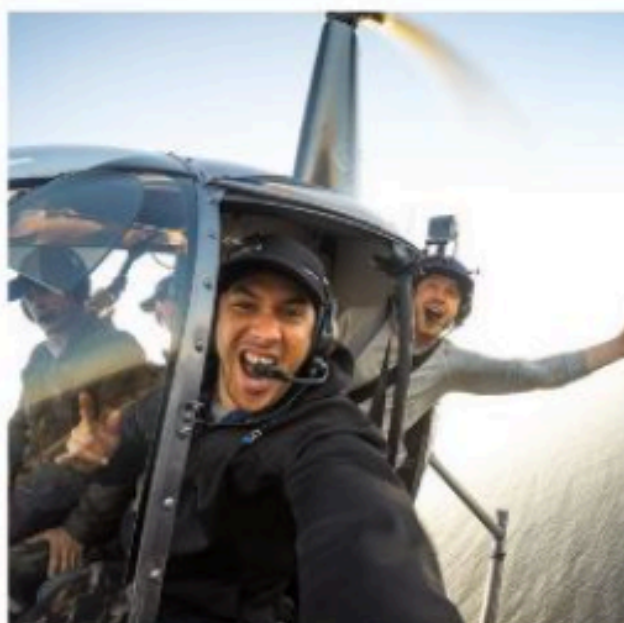
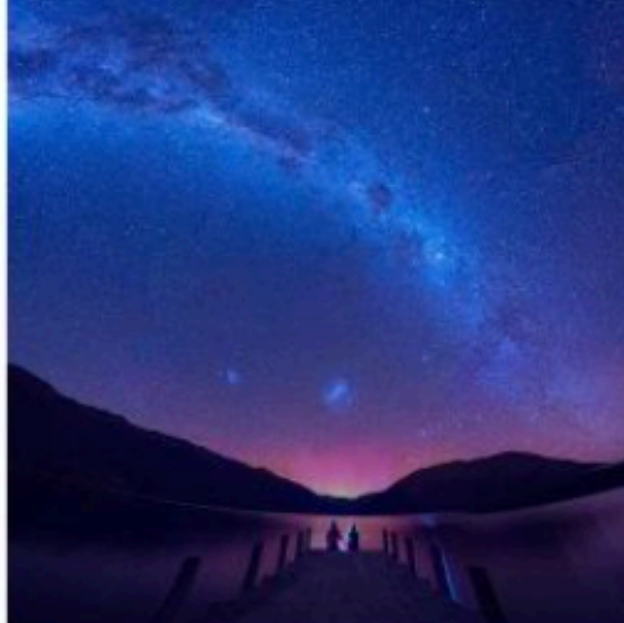
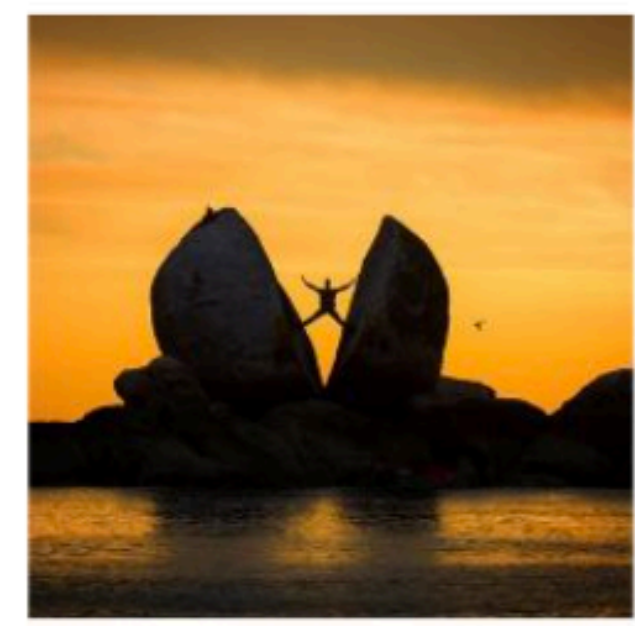
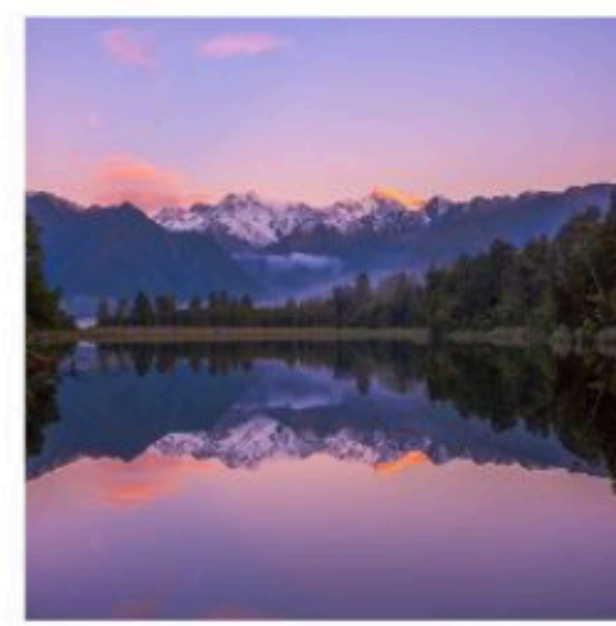
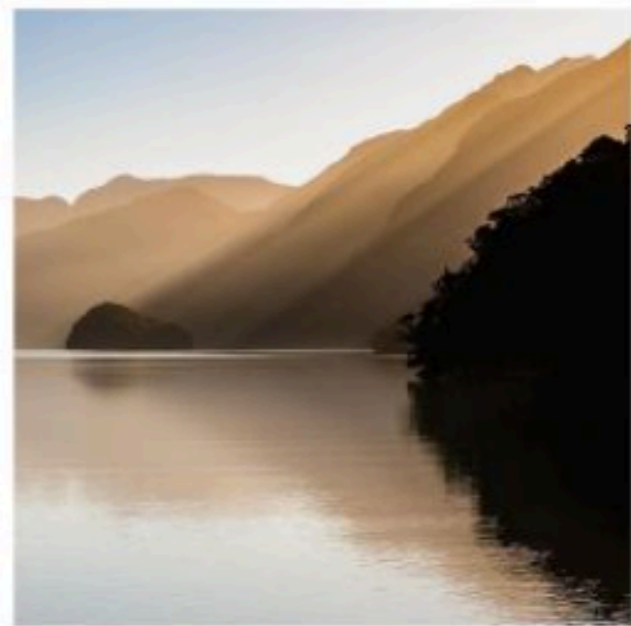
[...more](#)

5 VIDEO EDITING APPS TIPS

- 1. Turn up the brightness on your device**
- 2. Turn up the brightness on your device**
- 3. Once you have a song, turn the volume down**
- 4. Clean it up and throw out the trash**
- 5. Colour and brightness**
- 6. Let it marinade**

your ordinary

Is some else's extraordinary



Bare Kiwi

