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## Using Video as Powerful Storytelling Tool

1-Watch this: <https://www.youtube.com/watch?v=JL8j0X8G3Xc>

Think: what works, what doesn't?

2-Think before you shoot: what are you trying to achieve with this video?

3-After thinking, comes storyboarding.

4-Get to action:

- #SayNoToVerticalVideos:  
<https://www.youtube.com/watch?v=Bt9zSfinwFA>
- Check ambient noise and lighting
- Put your device on airplane mode
- Hold with two hands
- Don't block microphone or camera with your fingers
- Wait a few seconds before you start talking on each shot
- Remember: the camera sees everything
- Don't be afraid of tools/accessories
- Use editing software but don't go crazy

5-Do the most painful thing: watch yourself over and over again

6-Now that you have your video, know where and how to use it.