

Video plan

General information

Date:	
Purpose of video:	
Presenter/s:	
Location/background:	
Video title (thumbnail):	
Description (for upload):	
Link if applicable:	

Key messages

Video component	On-screen captions and overlays
Hook	
WIIFM	
Call-to-action	
Other	

Sharing your video

Key audience and channel/s:	
Boost budget:	
Boost targeting demographic criteria:	

Checklist

- Booked time in diary for co-presenters
- Booked room if required and/or have trialled the video location before (for sound, lighting, interesting background)
- > 1 GB storage on phone
- Phone battery charged
- Script prepared, read through and shared (if using)
- Have thought about video/image overlays you may need to capture prior, or onsite, or at time of making video