

YOU MAY NOT WIN AND OSCAR, BUT YOUR VIDEOS WON'T STINK EITHER

Key Points:

- Shoestring video equipment
- How to plan your shots
- Time-Saving techniques
- Tutorials



Brian V. Matson
Strategist &
Client Services Manager
Think! Social Media, USA

LIMITED BUDGETS

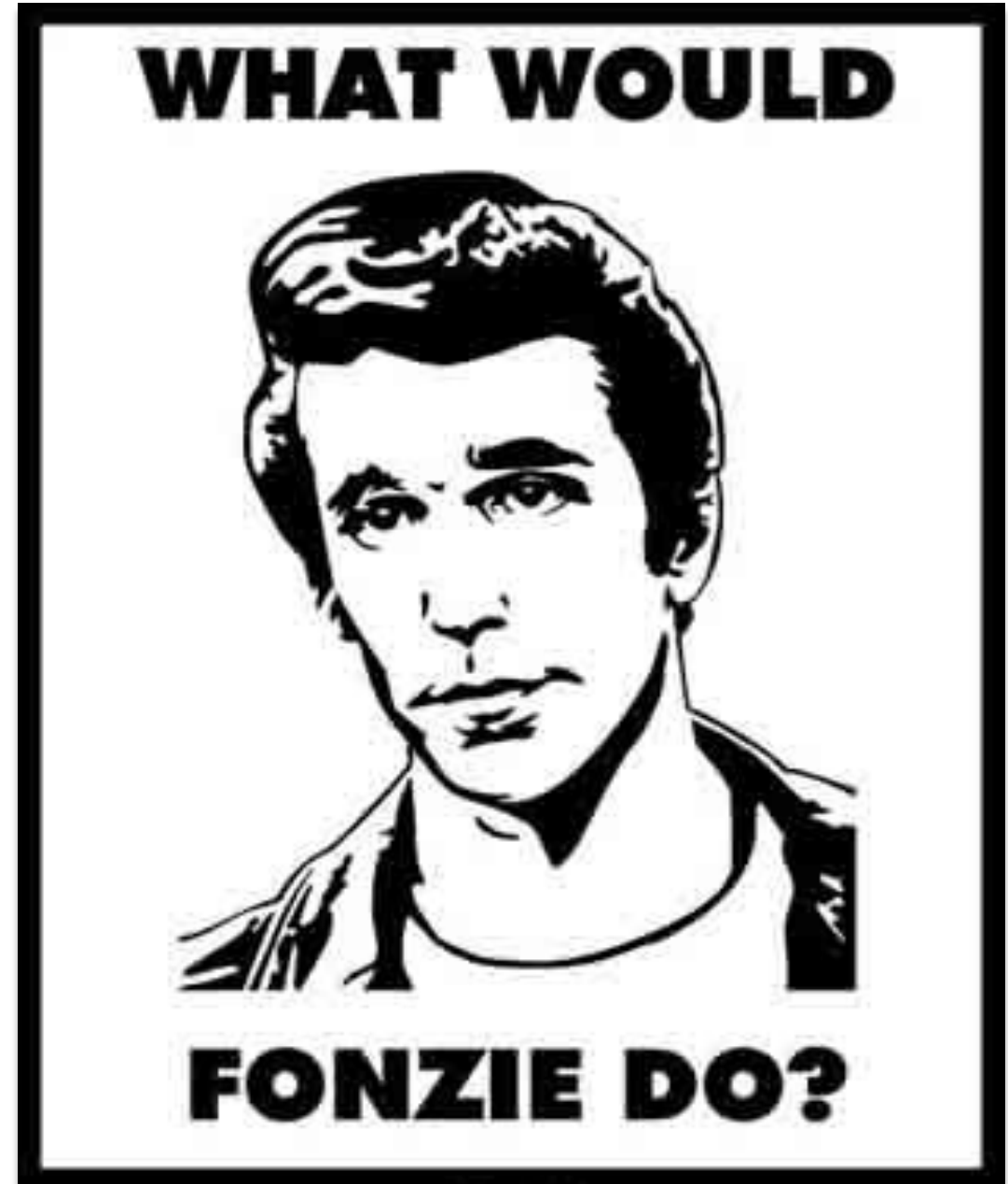
\$1,000+ PER MINUTE
LONG PROJECT
TIMELINES



FACT:
YOU NEED VIDEO CONTENT

PRODUCE MULTI-USE CONTENT

- Website Content
- Blog Posts
- Search (SEO)
- Social Media
- HELP Your PARTNERS



#MACVB12

@BVMatson

THE POWER & VERSATILITY OF USER-GENERATED VIDEO

- Authenticity
- Increased Relevancy
- Flexibility/Consistency
- Comments & Reviews
- The Community
- Low Cost, Low Time



FANTASY VS REALITY



THE VISITOR
EXPERIENCE

#MACVB12



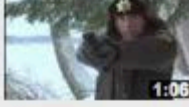





@BVMatson

GET IN THE MIX(er)



YouTube [Browse](#) [Movies](#)

Filter - About 76 results

-  **Firewood Processor Badger**
Skid, saw and split your wood with one machine. 800-765-SAWS
by DAN HUDON | 69,519 views
-  **The Big Mill - 100% Automated Computer Accuracy**
12' cut, 48hp Kubota, Swingblade
by TURBOSAWMILL | 36,687 views
-  **Fargo Woodchipper Scene (gross)**
The most disturbing and gross scene Hollywood has ever made!! WATCH =0
6 years ago | 352,805 views
by supermann461
-  **WOOD CHIPPER..avi**
The wood chipper part . Coen Brothers Project Keefe
10 months ago | 3,252 views
by MrAndrewGregor
-  **Loading up the FARGO wood chipper**
Milo Durben delivers the real deal. The actual wood chipper used in the movi...
HD 1 year ago | 567 views
by fargomoorheadcvb
-  **The Woodchipper in Fargo (WDAY TV Segment)**
Fargo, ND finally have its very own wood chipper inspired by the famous Coe...
1 year ago | 435 views
by fargomoorheadcvb
-  **The FARGO Wood Chipper is in Fargo, ND**
Stop by and see the Wood Chipper in Fargo, ND! It's the actual movie prop f...
HD 10 months ago | 1,503 views
by fargomoorheadcvb
-  **Bagpipes and a Wood Chipper in Fargo!**
This doesn't happen everyday! During anniversary week for the first of year o...
HD 4 months ago | 90 views
by fargomoorheadcvb

#MACVB12

@BVMatson

FILL OUT ALL THE FIELDS

Firefox

www.youtube.com/my_videos_edit?ns=1&video_id=sGbnQWV0dUg&next=%2Fmy_videos

Info and Settings AudioSwap Annotations Captions and Subtitles View on video page »

Save Changes or cancel

Video Information


Title:
Laying the Ice for the 2011-12 Fargo Force at Scheels Arena

Description:
Here's a time lapse we shot as they laid down the line, graphics and ice for the upcoming 2011-12 Fargo Force season at Scheels Arena in Fargo, ND. Pretty cool process. <http://www.fargoforce.com>

Tags:
fargo force hockey ice prep nd scheels arena opener

Suggestions: + Ice Hockey + North Dakota + Live
+ Age + Falls + New + Park

Laying the Ice for the 2011-12 Fargo Force at S...



Date and Map

Date:
October 3 2011 Today Clear

Map Location
58103 Search Clear

Altitude (in ft)

#MACVB12

@BVMatson

DON'T JUST POST CONTENT INTERACT



TYPES OF VIDEOS – GENERAL INTEREST

#MACVB12

@BVMatson

TYPES OF VIDEOS – TIME LAPSE

Time Lapse

TACVB 2012 - Video Session

Brian V. Matson

#MACVB12

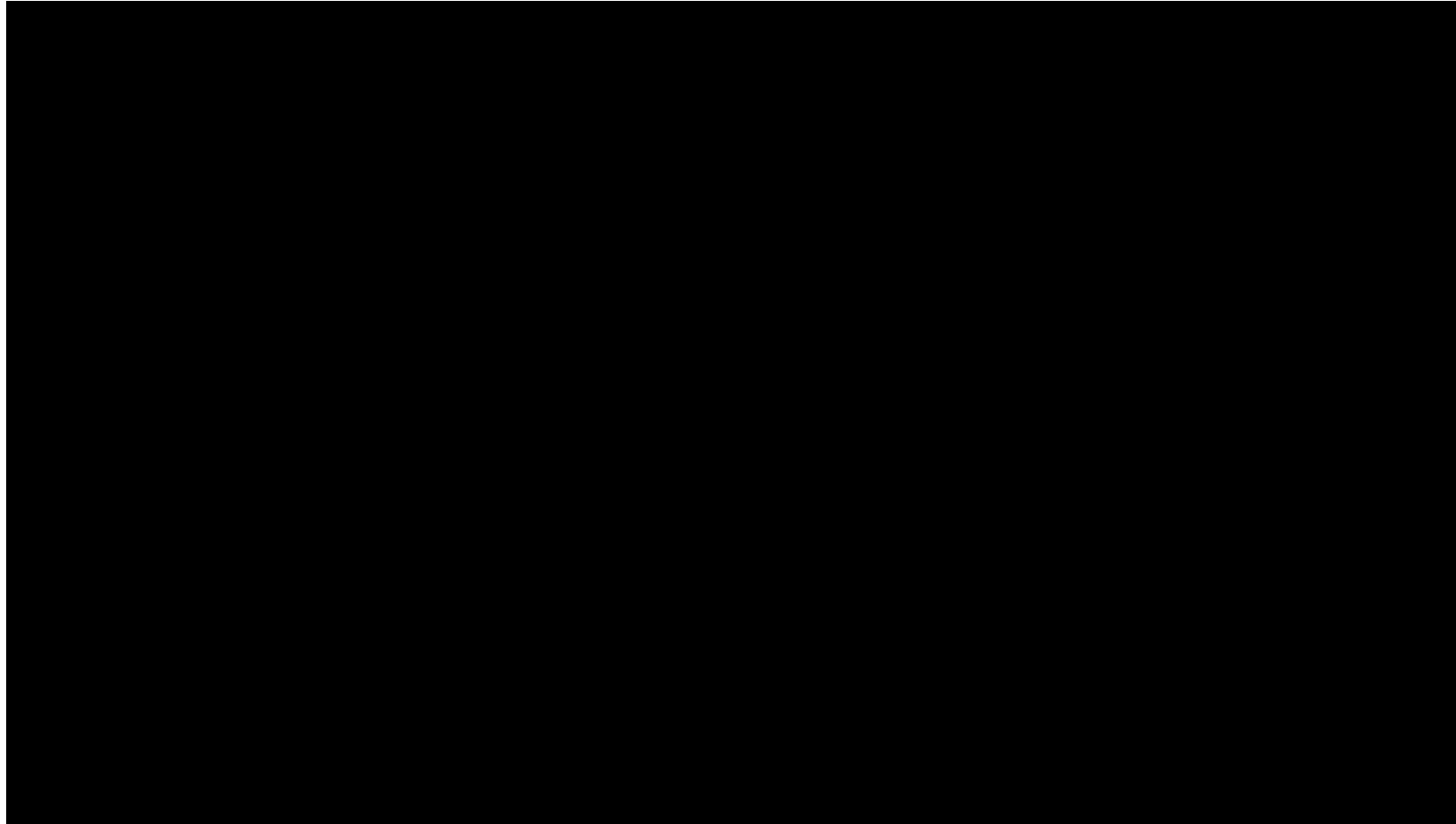
@BVMatson

TYPES OF VIDEO - EVENTS

#MACVB12

@BVMatson

TYPES OF VIDEO - VLOGGING



People will FOLLOW Passion



#MACVB12

@BVMatson

QUICK N' EASY FORMULA

GOALS:

- “SHOOT” when it is BUSY
- Get 5-10 Shots MAX
- FRONTS of Heads & Teeth
- LIMIT the shots to 5-10 Secs



#MACVB12

@BVMatson

THE VIDEO LENGTH DEBATE LESS IS MORE



Storyboards – Get Organized



#MACVB12

@BVMatson



HUMAN TRIPOD

#MACVB12

@BVMatson



KEEP THE LIGHT BEHIND YOU



BAD AUDIO RUINS GREAT VIDEO

GEAR



#MACVB12

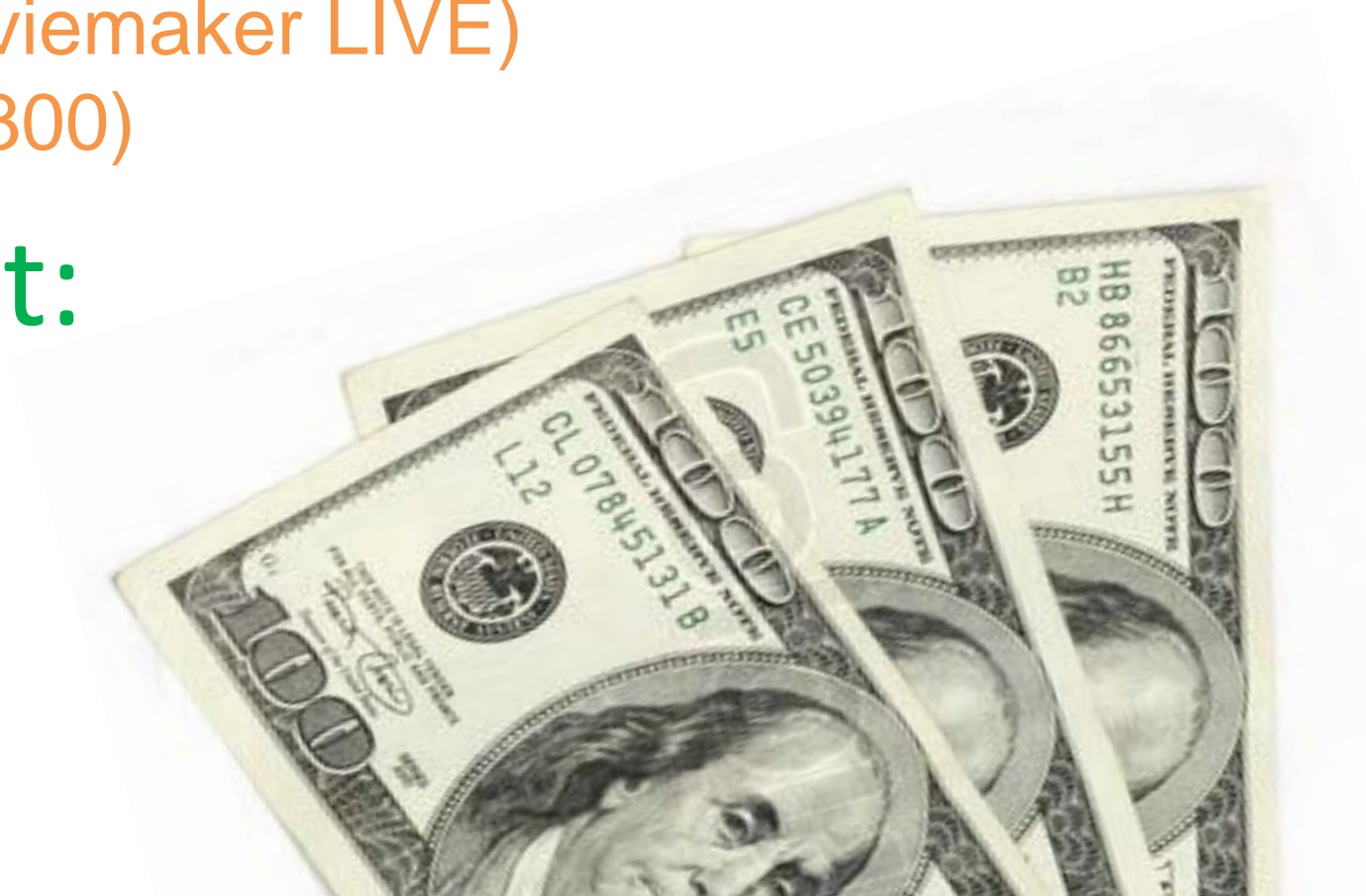
@BVMatson

“POOR MAN” WISH LIST

- HD Camera \$100-\$200 (OR SMARTPHONES)
- Microphone/Audio Recorder \$100-\$200 (OR SMARTPHONE APPS)
- Video Editing Software FREE (IN MOST CASES)
 - Mac (iMovie included with purchase of a Mac)
 - PC (Windows Moviemaker LIVE)
 - Final Cut Pro X (\$300)

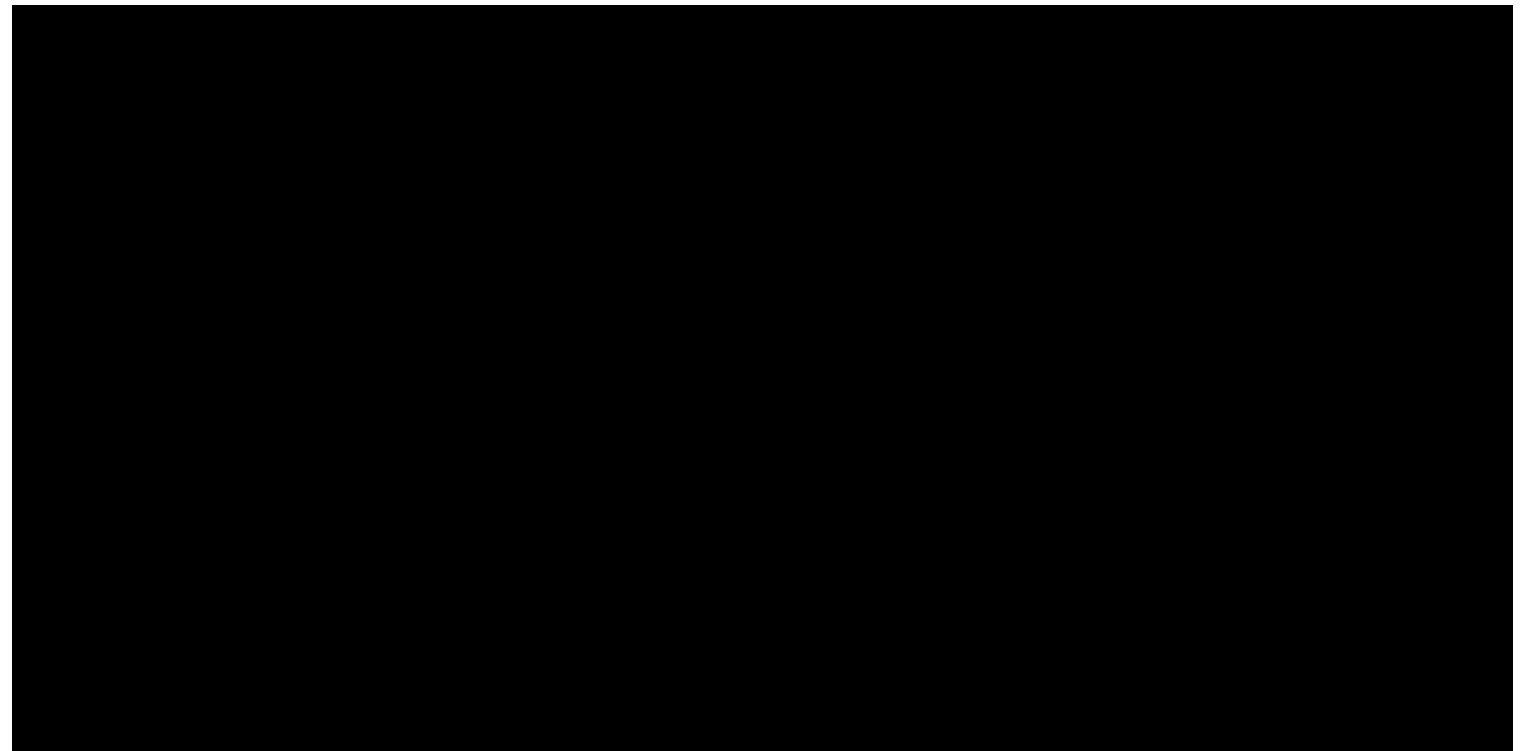
Total Investment:

\$300





SIMPLE



AUDIO RECORDER

Or APP

#MACVB12

@BVMatson

HHD

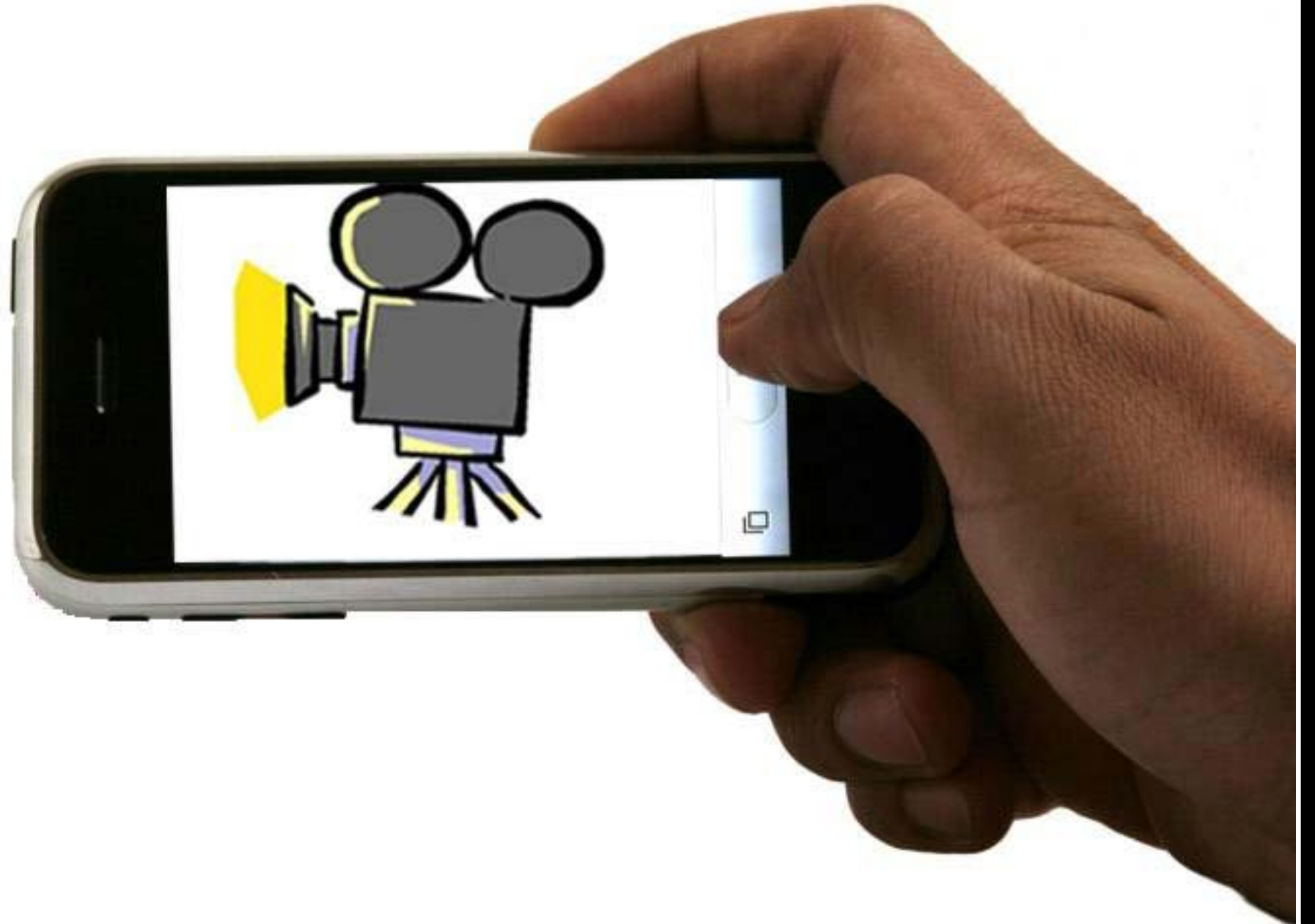
VIDEO



#MACVB12

@BVMatson

SMARTPHONES



#MACVB12

@BVMatson

BUY THIS CAMERA



#MACVB12

@BVMatson

www.thinksocialmedia.com

GoPro Simple Video

#MACVB12

@BVMatson

Music & Sound Effects



**SUPPORT
LOCAL
MUSIC**

#MACVB12

@BVMatson

ADD (VIDEO) TO TITLES



Fargo Force – Home Opener THIS FRIDAY! (VIDEO)

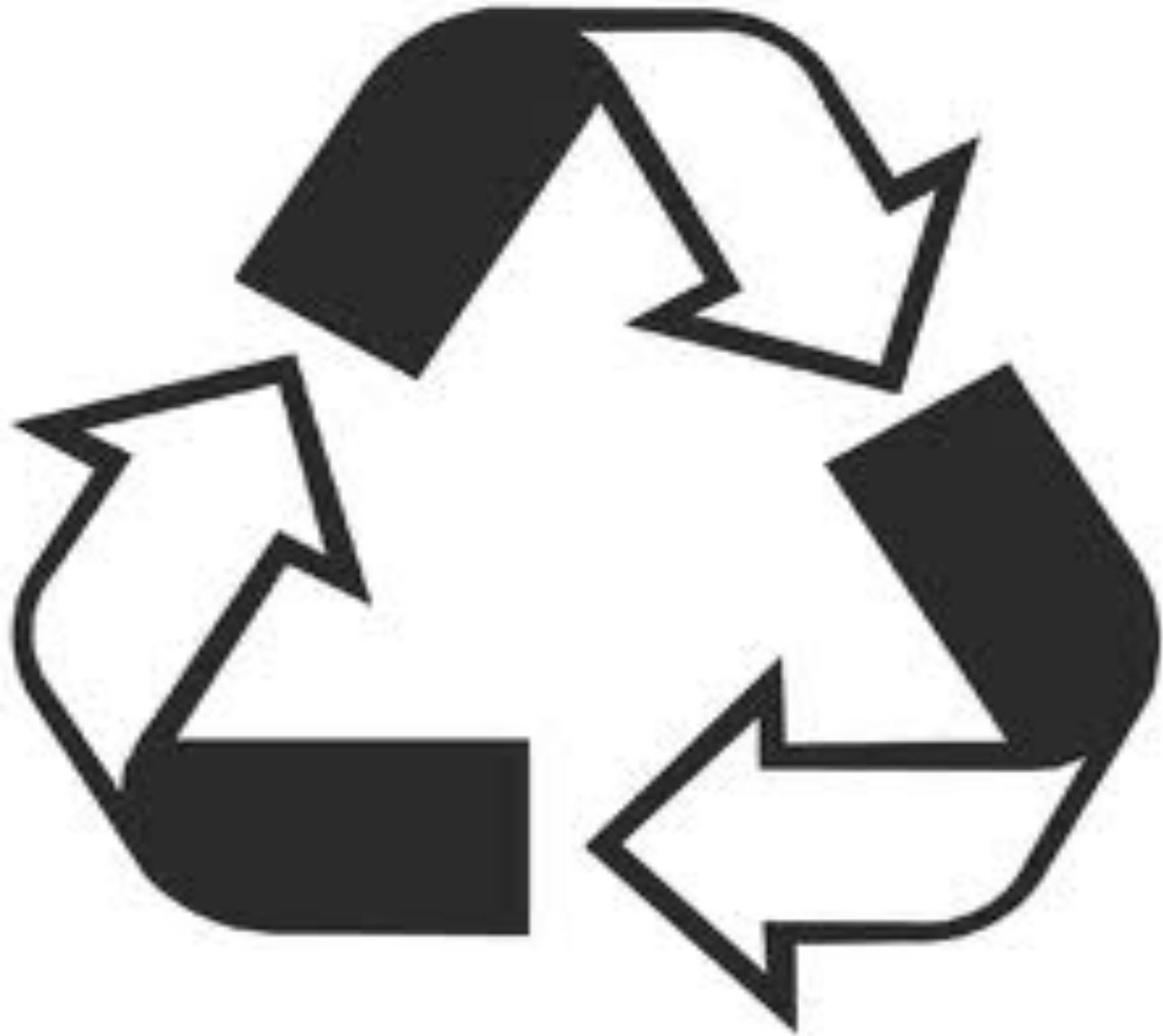
13 OCTOBER, 2011 CATEGORIES: **EVENTS, GENERAL, INFORMATION, SPORTS** BY **BRIAN COMMENTS (3)**

Who's ready for some hockey? Like it or not it's time for the Fargo Force to get started again! Their home opener at Scheels Arena in Fargo, ND is Friday night at 7:35pm vs. Muskegon!



TIE IT ALL TOGETHER

RECYCLE



BE

AUTHENTIC



DON'T TAKE YOURSELF SO SERIOUSLY



#MACVB12

@BVMatson

A young boy with wet hair is shown in profile, spraying water from a blue and red water gun. He is wearing a black tank top. The background is a bright green lawn. The text is overlaid in white, bold, sans-serif font.

IF YOU'RE NOT
HAVING FUN

YOU'RE NOT DOING IT RIGHT

#MACVB12

@BVMatson

FOLLOW ME



Brian V. Matson
Strategist &
Client Services Manager
Think! Social Media USA



@BVMatson



FB.com/BVMatson



BVMatson.com

#MACVB12

@BVMatson