

# Best Practices for Creating Content and Lecture Videos

## Overview

- 6 Best Practices for teaching through recorded video
- Tips for success
- All resources will be located on our Employee Resources webpage
  - Recorded webinar
  - Best practices handout

## Goals

1. Deliver high-quality information to your audience
2. For the audience to learn and apply information that solves a problem
  - Engaging
  - Relevant
  - Shorter
  - Diverse
  - Make connections

## #1: Be energetic!

- If you care, they care
- Show enthusiasm
  - Monotony is boring
- Be charismatic
- Act as if you're telling a story
  - Watch stand-up comedy and storytellers

## #2: Show your face

- Creates a real human connection
- Engagement goes up by 70% when your video is on!
- Stand up (if possible)
  - See body language, gestures, etc.
  - What you say seems more important while you stand versus sitting down

## #3: Diversify

- When recording many videos, try to vary your location
  - New backgrounds create renewed engagement
  - Different locations can create relevancy
    - Ex. coaching and mentoring could be filmed in the football stadium
    - Ex. raising pigs could be filmed on a farm

- Vary your outfits
  - Your outfit should fit the topic and location
- Vary your content
  - More than just a PPT and webcam
  - Include brief interviews with other people
  - Include video clips
  - Include how-to demonstrations

#### #4: Create relevancy

- Use real-life examples
- Share your own experiences and stories as an expert
- Incorporate real photos, images, and video
- Use outside resources
  - You don't have to re-invent the wheel

#### #5: Keep it short

- An audience will disengage within 6-8 minutes on average
- Lecture/Content videos should ideally be no longer than 10-15 minutes
  - Break larger content into multiple smaller videos

#### #6: Create a roadmap to success

- Let your audience know what you will be sharing in your video
  - State the learning objectives
- Keep things simple and easy to follow
- Make sure they know who to contact and where to find additional resources and information

#### Tips for success

- Rehearse and practice – don't just wing it
- Make sure your audience knows where to find your information
- Add some humor
- Don't make the words move on PPT slides
- Creating quality content videos takes time – expect it
- Ensure your content video is useful
  - How-to videos are very effective