

VIDEO

Asha, a community journalist, using radio to campaign for women's rights in Tanzania.



Video approach.

Show, don't tell.

Scope out good stories that represent the community. Speak and consult with young people, interview them first before filming, talk them through what kinds of things you want to see in the film– that way, you can get a character–led story that is appropriate and not misrepresented.

Be listeners, not just creators.

By training young people in Mobile journalism (MOJO), you are providing them with tools to tell their own stories in an authentic way.

Show strength, don't victimise.

We're not in the business of showing videos of extreme poverty and people suffering to raise money. Instead we like to highlight the strengths of the countries we work in, and show how young people are ready, willing and able to lead change in their own communities.

Speak clearly, don't confuse.

Use accessible language that is appropriate to all audiences including donors, partners and potential volunteers.

Want to make a video?

Making a video is a substantial investment of time and money, it's exciting, fun and rewarding, and there is huge potential to achieve amazing things. Please get in touch with comms@restlessdevelopment.org if you want to make a video or have received requests from staff to make a video. The international comms team are there to help you prioritise which videos to make and ensure you have the best possible videographer, storyboard and editors for your films.

Initial assessment

- Have the requesting staff member/team fill in our film brief template so you can ensure that the video is necessary and the team have considered the main message, timelines and budget

Pre production

- Develop a project timeline, distribution plan and brief for videographers including video storyboard/ interview questions with support from the international comms team
- Source, select and brief the videographer or production company. Ensure that they read our multimedia policy and complete the story safety module on maarifa before undergoing any work for us.

Production

- Every videographer should be accompanied by a member of Restless Development staff when on a shoot. The staff member should conduct the interviews for example and should ensure that everything runs to schedule and to brief.

Post production

- It takes time to find good music – try sites such as audionetwork, musicbed, soundstripe, artist and filmstro and agree on the track before the bulk of the editing work has been done

- You should aim to cut three versions of the same film all with captions – an under 1 minute version for instagram, youtube/vimeo (full length), facebook/twitter (a shorter/teaser version)

- If you are telling someone's personal story send the film to the person starring in it to check they are happy with how they have been represented before signing off on the final version

Distribution

- Keep some budget to boost social posts after you've gained some organic reach on your videos

- Use analytics to understand who's watching your video, how long they're watching it and which platform has worked best, so you can make even better videos next time

Documentaries.

This could be about a person, programme or project. You will piece together a script from the best quotes from your interview footage and lay this with b-roll to create a compelling narrative about the subject of your documentary.



Child marriage in Nepal is illegal. Despite this, almost 40% of girls are married before the age of 18.

In 2011, there were more than 20,000 cases of child marriage in Sunsari, a district in Southeastern Nepal.

That was until young people got involved.

Explain the bigger picture



More than 1000 children (84% girls) were getting married before the age of 10.



Show multiple perspectives



Follow your subject



[Watch](#) this film about young people ending child marriage in Nepal

Impact stories.

High quality videos that profile an individual with a great change story. To do this you need to build a storyboard and script that will tell their story in the most impactful way. Whenever possible have the person you're profiling narrate the film so it can come from a first person perspective.



Scene setting



Context



Problem



Power/action



Change



[Watch](#) Franco's story, the climate activist in rural Uganda

Promo videos.

This could be a video to promote our agency to donors or encourage volunteers to get involved with us. The music should have a fairly fast beat per minute (BPM) and leave the viewer feeling inspired and impressed with our work.

**#WE ARE
RESTLESS
DEVELOPMENT**

INFLUENCERS

Use our language



Show what we do



Show faces



Use attitude and #Youth Power



RESTLESS

[Watch](#) We Are Restless