

VIDEO WORKSHEET

NAME: _____

CLASS: _____

DATE: _____

Watching videos on TikTok or Instagram that are related to your industry can help inspire you to create your own video content. This worksheet has been created to serve as a place where you can track information that you want to remember and to help you create a video content strategy for your social platforms.

WHAT TYPE OF VIDEOS ARE YOU SEARCHING FOR?

The first step to finding the right videos is to think about what industry you are in and if you have a specific niche.

Here are a few exercises to help you think about where you can find the most inspiring content for your business.

1. KEYWORDS: What keywords will help the most relevant content pop up on your search? (For example: nail art, bridal makeup, barbering, natural hair styles)
List them here:

2. ACCOUNTS: Take note of accounts that are inspiring so you can easily find them again. List them here:

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3. TYPE OF VIDEOS: Watch for the different subjects videos have in them. Examples: Before and after, testimonials, trending audio. List your ideas here:

4. AUDIO: Adding audio to your videos changes the entire experience for the viewers. Did any stick out to you? Was there any that you wanted to save to use on your own videos? List them here:

NOW IT'S TIME TO CREATE YOUR VIDEO

Now that you have found your inspiration, it's time to start planning a video for your feed. Characteristics of a good video on social media include a hook, storyline, planned shots, editing, audio, captions, and the use of hashtags. Below is where you can plan each of these steps for your video!

1. HOOK: This is how you keep your viewer's attention. It is a good idea to hook your viewer fast so that they determine early that they want to watch the entire video. An example of this would be, "You won't believe what my client asked for and how it turned out!" Plan your hook here:

2. STORYLINE: All videos need a storyline. What is the purpose of your video? What are you trying to show? List your storyline here:

3. SHOTS NEEDED: Now that you have your storyline and hook, what videos do you need to shoot to put this together? How will you visually tell your story? For example, will you shoot a before shot and then an after or will you show more of the process in between? Will you shoot one continuous clip or will you have multiple clips? Do you need to plan for any transitions? Plan it out here:

4. EDITING: Editing your video can make it more visually appealing for the viewer. Will you add a filter? Will you add transitions or text? Do you need to trim any of your clips to fit the time limit? List your ideas here:

5. AUDIO: Time to put the icing on the cake. Which audio ties your video together? Is it one you saved earlier or something new that you thought fits the mood better? Write it down here:

6. CAPTION: A caption is a great place to add more information or background to your video. Is there anything else you want your viewer to know? Add it here.

7. HASHTAGS: These can be used to target who you want your videos to reach. Think specifically and generally. Your keywords can help determine your hashtags. Which hashtags will you use?

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You are now ready to film, edit and post your video! Continue to watch other's videos to find inspiration and use this exercise to help you plan your content!