

good video planning

What is the purpose of the video?

Depending on the video, you might need to combine different types for different sections (eg talking head to introduce and inspire, then a slideshow segment to communicate a load of simple factual info)

	Video type	You will need...
Inform and inspire	Talking head	<ul style="list-style-type: none">▪ Shooting script (including general stylistic guidance and/or reference examples if you're aiming for a stylised approach)▪ A-roll footage▪ B-roll footage and/or infographics (to illustrate key points, give a vibe, and cover awkward edits)▪ Details of presenter(s) for lower-third ident text▪ Format guidance: horizontal vs vertical – or do you need versions for both?▪ Guidance for specific sequences if needed▪ Music mood guidance – music helps retain attention and cover background noise behind dialogue
Simple, internal info	Slideshow	<ul style="list-style-type: none">▪ Well-formatted, branded slides, created in PowerPoint and exported as a PDF▪ Music mood guidance
Complex explanation (eg processes) Alternatively, hero marketing content	Animation	<ul style="list-style-type: none">▪ Voiceover script▪ Voiceover audio▪ Format guidance: horizontal vs vertical – or do you need versions for both?▪ General guidance for animation approach▪ Storyboard for key sequences if required▪ Music mood guidance
Event recap; vibes	Interview montage	<ul style="list-style-type: none">▪ A-roll footage (ideally with timestamps for good quality soundbites)▪ B-roll footage (to illustrate key points, give a vibe, and cover awkward edits)▪ Details of interviewee(s) for lower-third ident text (if desired)▪ Brief explanation of key focus(es) for video▪ Music mood guidance – music helps retain attention and cover background noise behind dialogue▪ Format guidance: horizontal vs vertical – or do you need versions for both?

Understanding video formats

Horizontal: YouTube

Vertical: Instagram Reels, YouTube Shorts

LinkedIn can handle both; vertical takes up more of a user's attention but horizontal allows for more information and can look more 'prestige'; in some cases square can be a compromise between the two.

Know your audience

Let your decision-making be guided by the desired audience experience.

If you're hoping to grab a social media user mid-scroll, the first few seconds of your video need to seize their attention to hook them in.

If you're providing complex or dense information, allow time for the viewer to take it in, and where possible show and tell the same information simultaneously – eg a friendly voiceover talking you through a process as the video moves its way through an explanatory infographic. What does your viewer need? And why should they care about what you're telling them?