

Training video tips and tricks (provided by Jenna Tyson (ICPSR))

----- Tips & Tricks -----

Storyboard/Text: A lot of videos go from Intro > Statement > Describe Problem > Illustrate Benefit > Present Solution > Call to Action > Outro. Even if you don't follow this exact prescription, I suggest all videos end with a Call to Action. For instance, point them to a web page or suggest the next video or something simple like that.

Length of Video:

- The average viewer's attention span is 63 seconds (per YouTube research) and the first 7 seconds are the most crucial -- That's when you have to convince your viewers to actually continue watching.
- Best cartoon length: 63-92 seconds
- Critical start: 7-10 seconds

Number of Words?

- 230 words for a 90 sec video
- 160 words for a 60 sec video.

Brainstorming:

A few brainstorming ideas to start:

- "Explaining Data Curation" -- could take the round-about explanation of "What if you didn't curate data?" and give exaggerated examples
- Take one of the topics and make it a humorous "horror" story
- Time lapse video (probably best for the Data Curation topic): video the process of data curation for one dataset from start to end and make it time lapse. We'll put it in Powtoon and add animation, comments, etc. (My daughter does time lapse stuff all the time on her iPod, so it could probably be done really easily with a phone).
- "Before and After" concept
- 'interview' with a dataset at ICPSR: "Why I love to live at ICPSR" or something like that
- "Inappropriate uses of your product" video: What's a funny inappropriate use of your product? A really famous example is Blendtec, a blender manufacturer, that created a Letterman-esque series of videos called "Will it Blend?" where they blended objects that shouldn't be blended, such as an iPhone.
- "What's our secret sauce?" video: Have 'customers' try to explain what your company's secret sauce is. The point of it is to have them guess as what it is, or rather talk about why they love to use ICPSR.

Samples & Ideas: Sample ideas can be found on powtoon's website. Go to <https://www.powtoon.com/home/> and scroll down to the "Captivate... Engage... Explain" section and it has samples.