

CHECKLIST FOR SHORT VIDEO

Hey, creator! This checklist will help you create your first science video for social media. Here are the key steps you need to follow to create your first vertical cinematic masterpiece. 😊

Step 1: Define the topic of your video

You can talk about interesting findings, the process behind your research, encounters that happened to you, fun facts... The possibilities are pretty much endless.

Step 2: Choose the best communicative form for your video

In general, there are 4 video formats you can go with, but feel free to blur the lines!

- Educational video
- Entertaining video
- Visually satisfying video
- Behind-the-science video

Step 3: Structure and write up your script

- Start with a catchy hook
- Followed by educational part
- Finish off with what you want the viewers to do next, include a call to action

Step 4: Pre-visualize your video with a storyboard

In this step, you need to define all elements that will appear in your video, such as on-screen text, background music, image overlays, stock imagery...

Step 5: Record the footage needed for your video

- Make sure you have good lighting
- Stabilise your camera
- Speak conversationally
- Be expressive using non-verbal cues, such as gestures and facial expressions

Step 6: Edit your video and watch it come to life

- Add captions
- Cut the quiet parts
- Include additional multimedia

Step 7: Share your video with the world

- Write a compelling caption
- Use relevant hashtags
- Include additional links for more information

Step 8: Engage with community

- Respond to comments and direct messages you get from others
- Comment and respond to videos from others

One more: Don't aim for perfection and learn on the go.

And another (perhaps the most important) one: Enjoy the process!