

CREATING VIRAL VIDEOS

**BUILDING A WINNING STRATEGY
WITH VIDEO**

AGENDA

- SETTING THE SCENE
- THE ROLE OF VIDEO
- HOW WE DO IT
- Q&A

SETTING THE SCENE

"A belief that people have power and unlocking it is key to creating change."



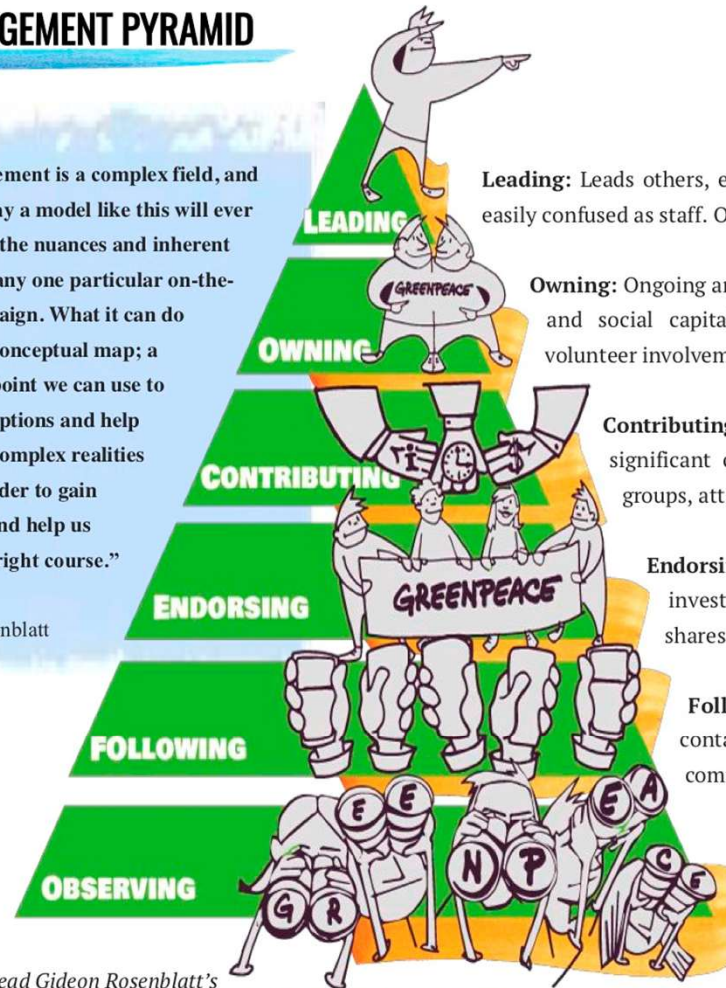


MOBILISATION: The action of encouraging people to give their time, voice and money towards your vision of change.

THE ENGAGEMENT PYRAMID

“Civic engagement is a complex field, and there is no way a model like this will ever fully capture the nuances and inherent messiness of any one particular on-the-ground campaign. What it can do is serve as a conceptual map; a jumping off point we can use to clarify assumptions and help simplify the complex realities we face, in order to gain perspective and help us navigate the right course.”

- Gideon Rosenblatt



Leading: Leads others, engaged becomes the engager. Focuses on training others, easily confused as staff. Organising others, recruiting donors, serving on a board.

Owning: Ongoing and collaborative actions; major investments of time, money and social capital. Publishing about campaigns, public speaking, deep volunteer involvement.

Contributing: Multi-step assignments or actions, representing significant contribution of time, money and/or social capital. Joins groups, attends events, makes large donation.

Endorsing: Single-step or straightforward action with low risk or investment. Signs petition, makes one-time/ small donation & shares content.

Following: Agrees to receive information from us; provides contact info or subscribes. Reading and watching direct communications.

Observing: Interested in cause; aware of the organization: learning more via friends, media and social media. Visits website, sees news story or social media, attends an event – but we do not have a way to contact this person directly.

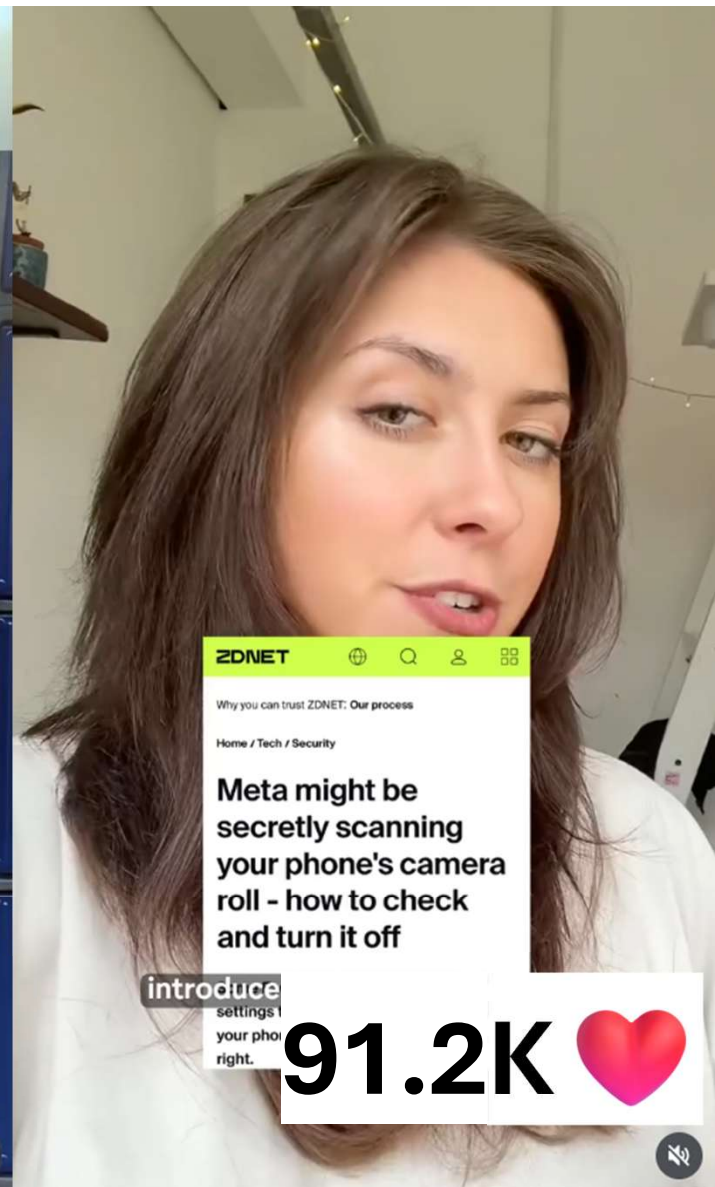
To learn more, read Gideon Rosenblatt's "[Engagement Pyramid: Six Levels of Connecting People and Social Change](#)," Here is a [Greenpeace specific worksheet for building your own engagement pyramid](#)

FROM 2022 TO 2026:

+3900% EMAIL SUBSCRIBERS

+260% DONATIONS

THE ROLE OF VIDEO

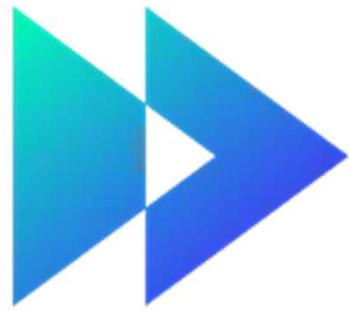




Jan-Aug: 284k views

Sep-Apr: 6.4 million

HOW WE DO IT

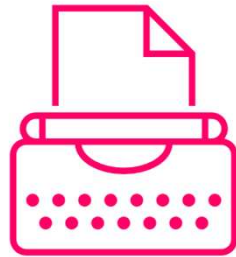


videorev

Richard Roaf



CONCEPT



SCRIPTING



FILMING



EDITING

CONCEPT

REACTIVE

SUN'S OUT - HOME OFFICE

praxis_uk

... the Government has been feeling the heat ...

I AM CHOCOLATES FOR VALENTINE'S JUST FOR YOU FROM

praxis_uk

... nt 'Store' and check your DMs for the ...

'UK has been colonised by immigrants', says INEOS boss and Man Utd co-owner Sir Jim Ratcliffe

JIM RATCLIFFE SAYING THAT



praxis_uk and minnierahman

Let's talk about billionaire tax dodging.
Source: Sky News

Two-child benefit cap to be scrapped from next year

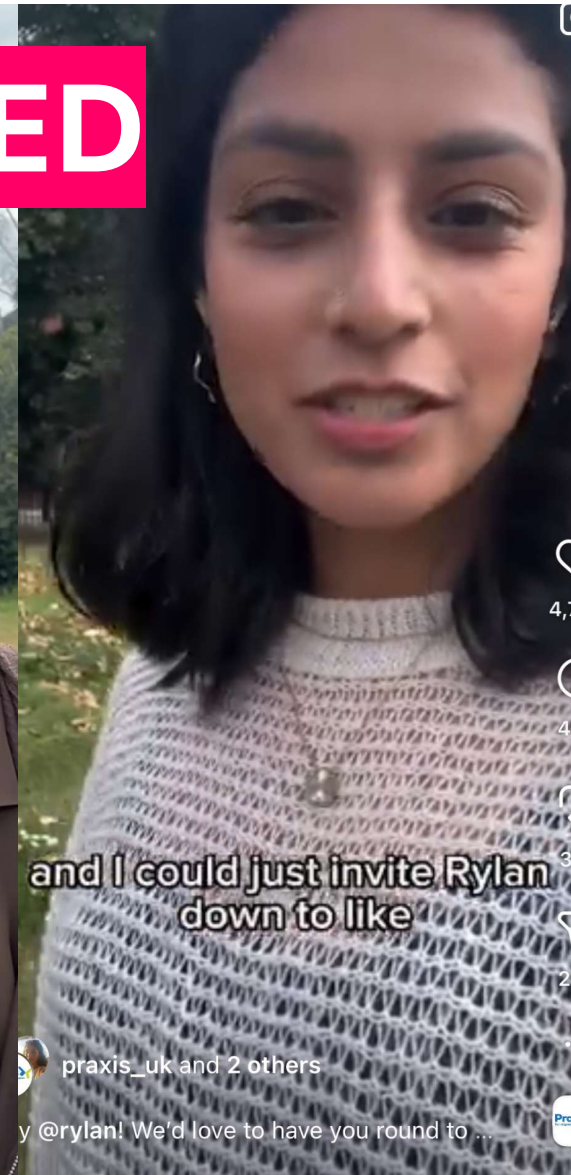
CAP HAS BEEN LIFTED

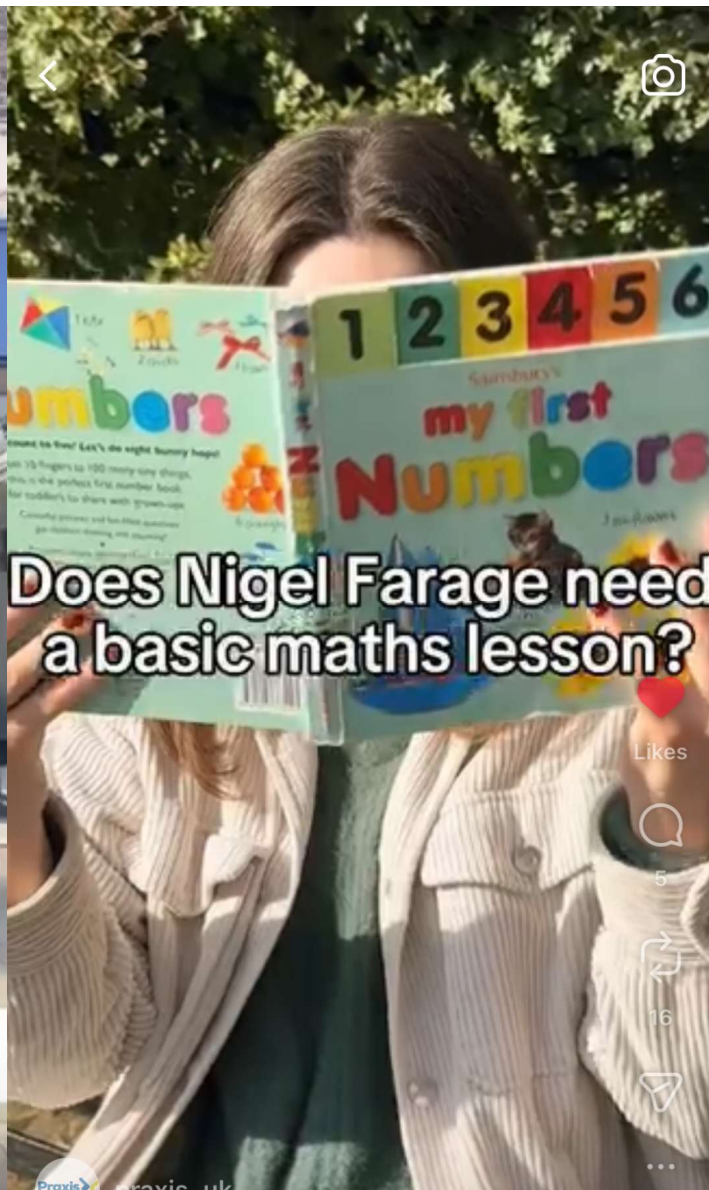


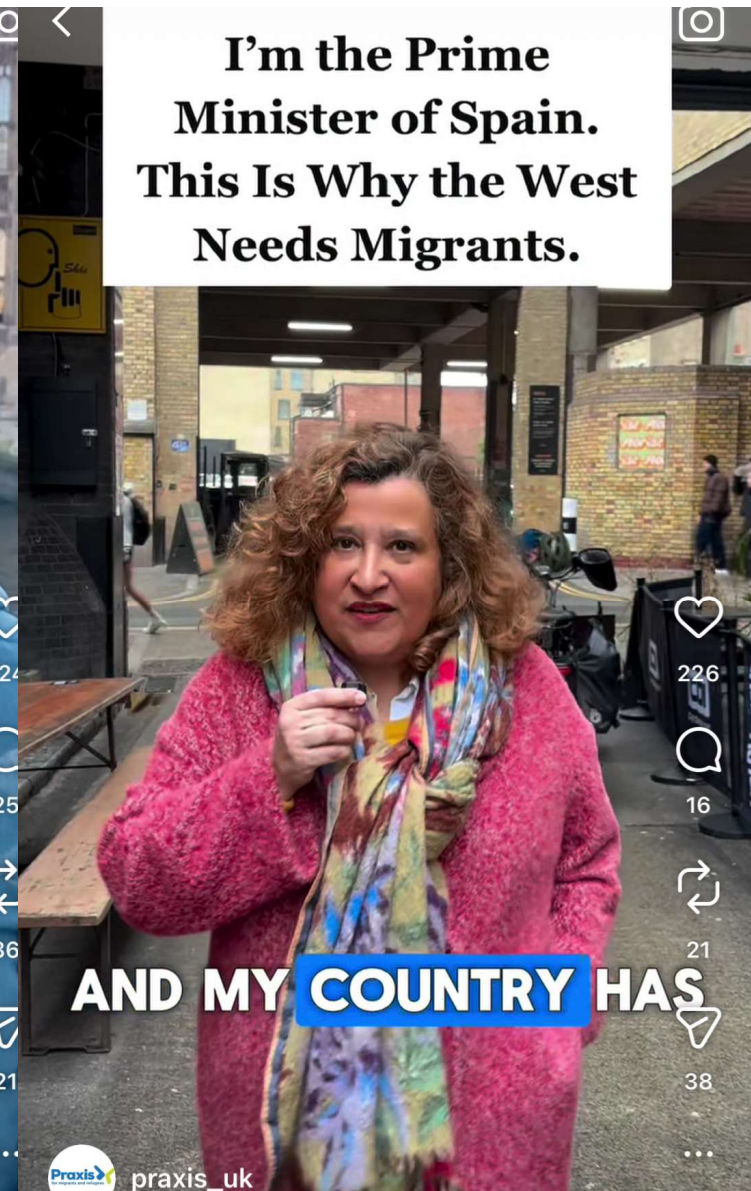
praxis_uk

The two child benefit cap has been lifted ...

PRESENTER LED







SCRIPTING

Video average play time ⓘ ↑↓

9s

10s

10s

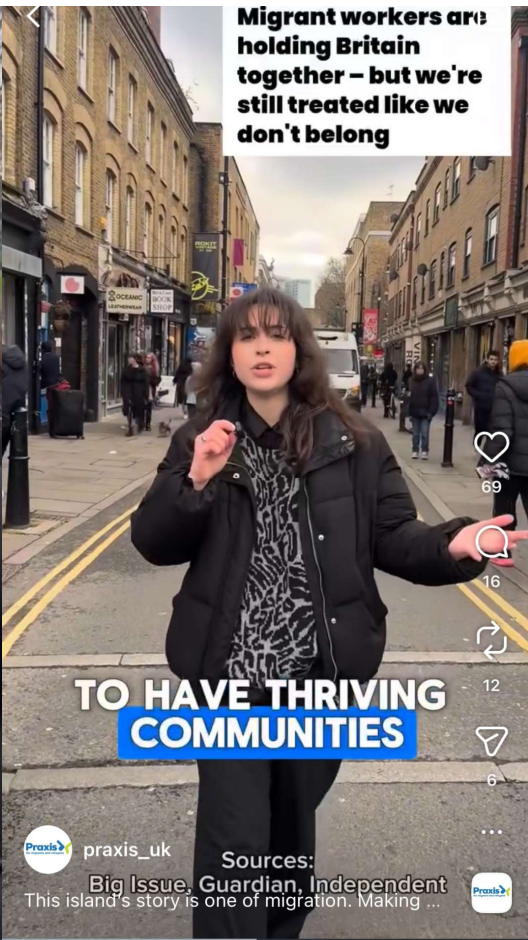
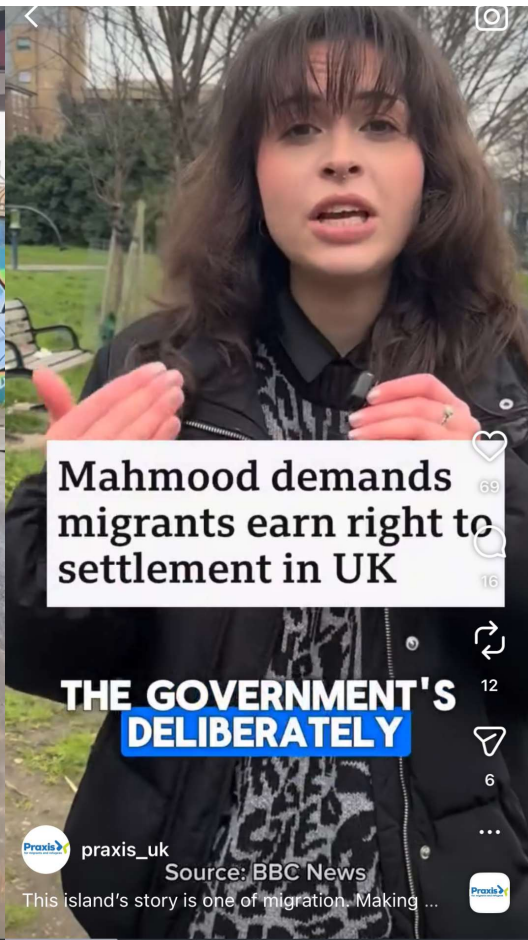
25s

9s

How long people watched your reel ⓘ



FILMING





DJI mini mics



LIGHTING

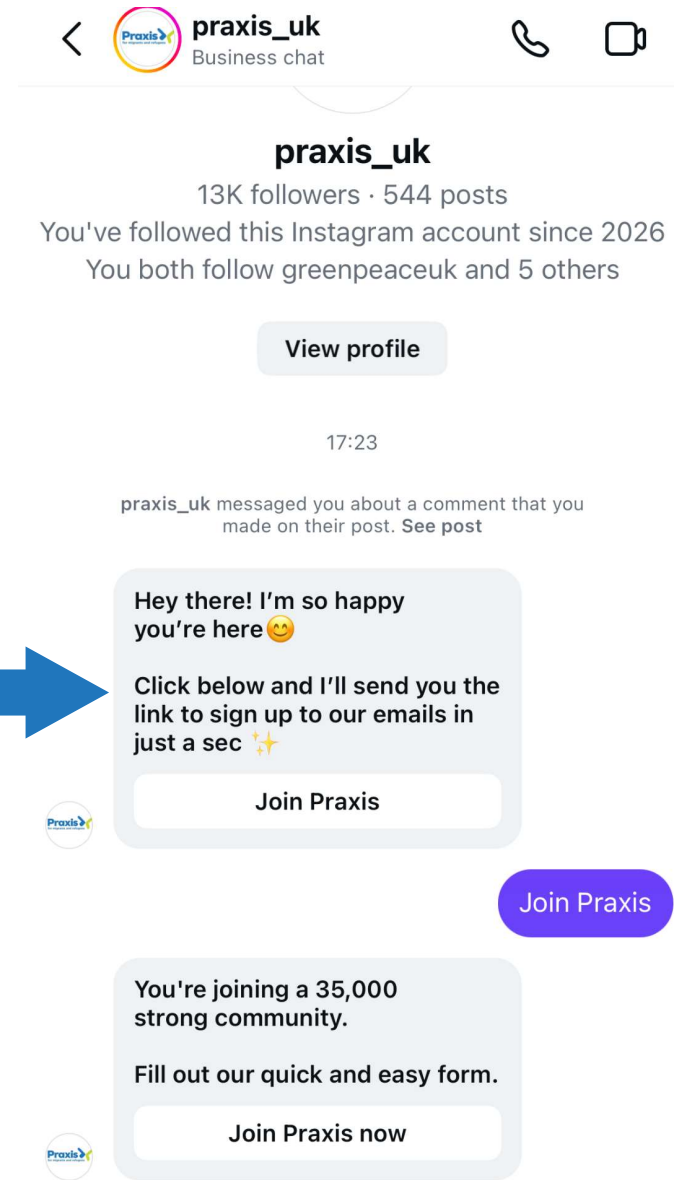
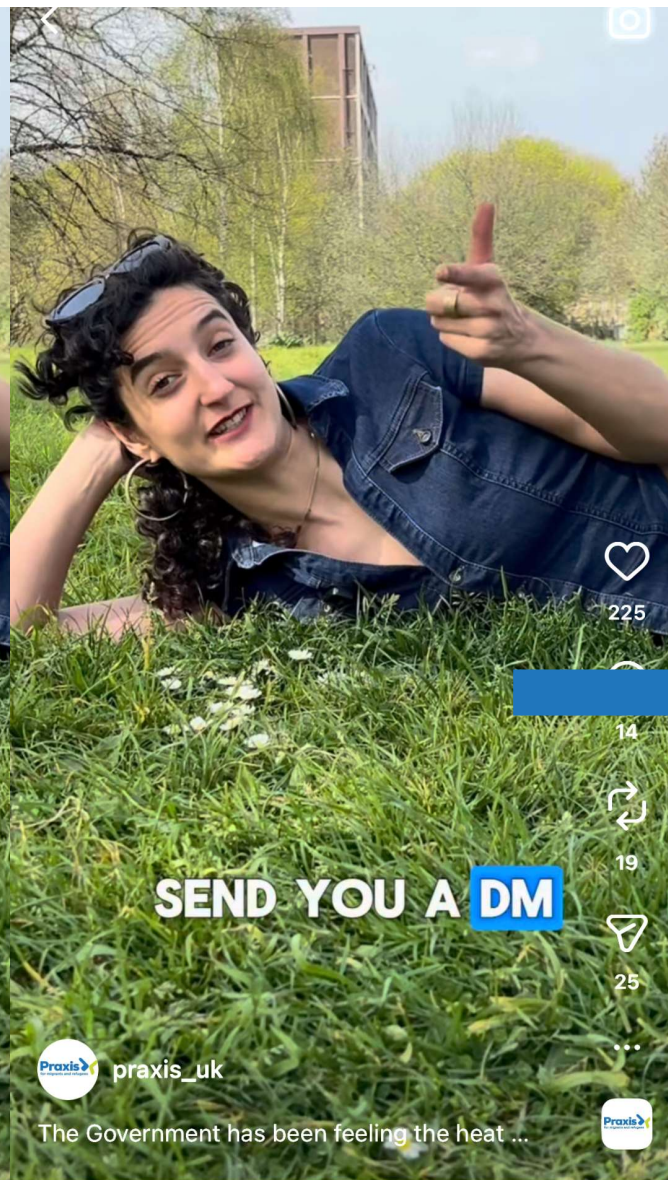
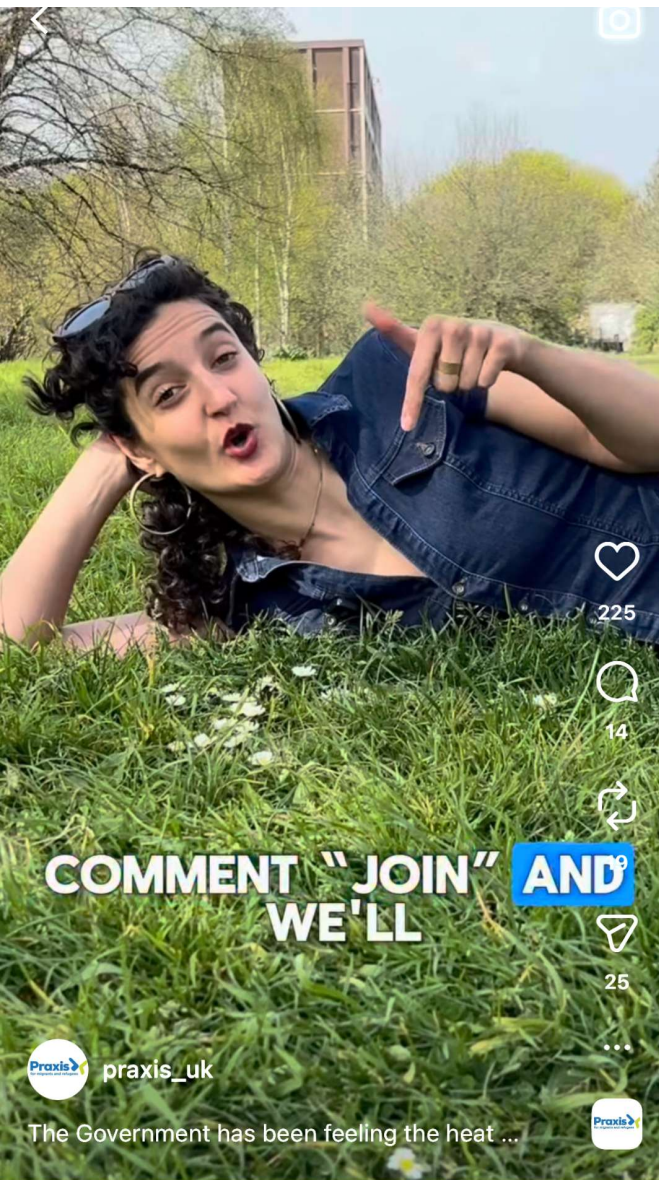
EDITING

 CapCut



CALL TO ACTION

Manychat



Q&A