

CEA 2021 STORYVINE TRAINING



WHAT IS THIS PROJECT?

CEA has partnered with Storyvine to capture the stories of our community to create original content. This tool will amplify our collective voices through video. By participating in this important project, you can provide a true and authentic voice that educates your community on the importance of education funding and legislative action and gives you access to your own video content to share within your networks.



GETTING STARTED

1. SIGN UP: Go to this url from your web browser to sign up for this project.

2. DOWNLOAD: Download the Storyvine app to your Apple or Android device from either the App Store or Google Play.

CLICK BELOW FOR SIGN UP FORM
https://admin.storyvine.com/app_users/sign_up/CEA_2021

You're almost ready to start filming!

Sign up here for access to the CEA Legislative Action video template. Once you sign up, you'll download the Storyvine app on the Apple App Store or Google Play, and we'll guide you step-by-step to make your video. You'll be prompted to introduce yourself, answer some simple questions and a few minutes later your video will be ready for review... "Automagically!"

CREATE STORYVINE ACCOUNT

* EMAIL ADDRESS (Use this to login when you download the Storyvine app)

* FIRST NAME

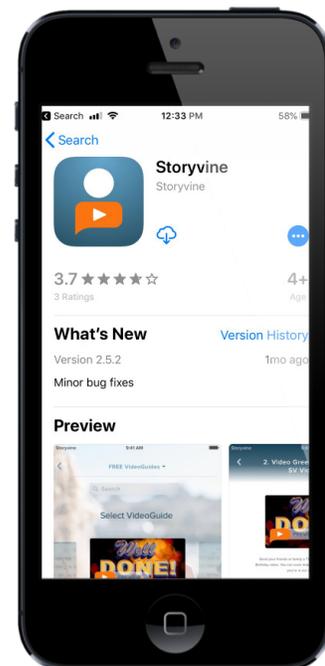
* LAST NAME

By Checking This Box, I agree to the **TERMS OF SERVICE**

By Checking This Box, I agree to the **PRIVACY POLICY**

I'm not a robot

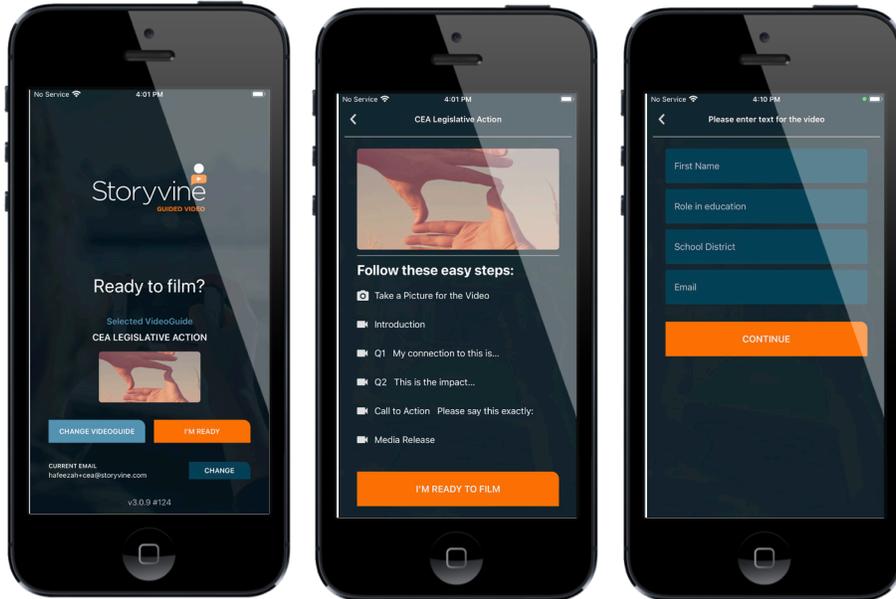
Sign Up



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FOLLOW THE IN-APP PROMPTS

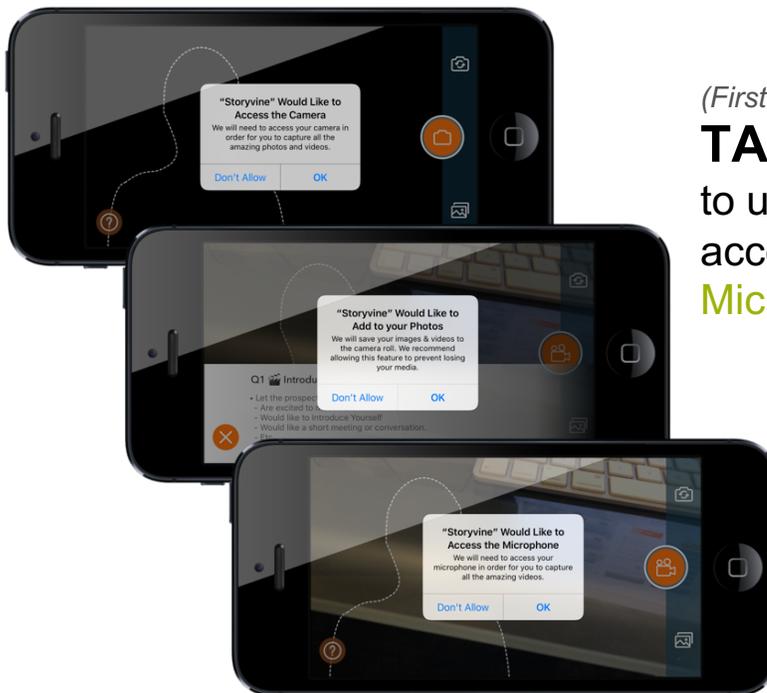


Enter your email.

Review synopsis.

Enter text data.

SELECT "OK" TO STORYVINE PERMISSIONS



(First Time Only)

TAP OK
to use **Camera**,
access **Photos &**
Microphone



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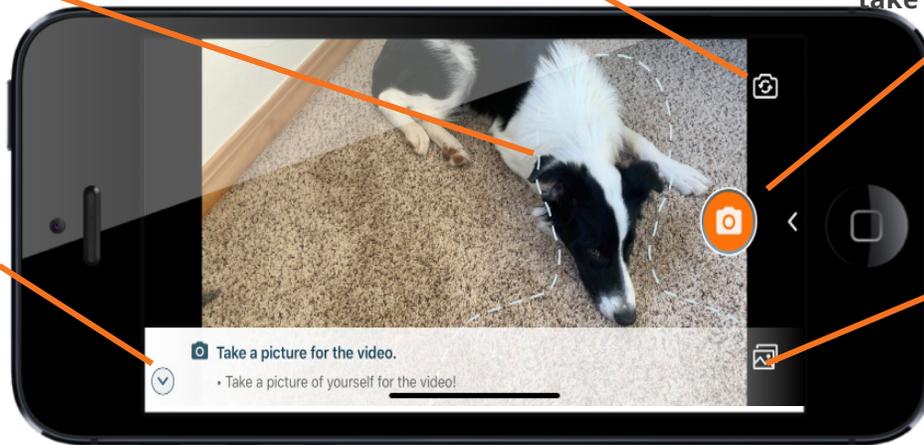
UNDERSTANDING THE STORYVINE INTERFACE

Use the white-dotted outline as a guide on where to stand in frame. Tap the subject's face to focus.

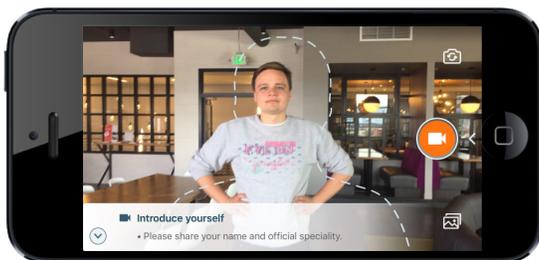
Tap here to flip to "selfie" mode.

Tap the **CAMERA** to take the picture.

Tap here to display coaching prompts.



Load a photo or video from Camera Roll



Tap the **Video Camera** to start recording.



The **Red** button shows you're filming.

Tap it to **Stop**.

The counter shows how long you've been filming this segment.



Tap "replay" to review the clip.



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FILM YOUR CEA EDUCATION FUNDING VIDEO!



INTRODUCTION: Please share your first name, role in education, and school district.

THESE ARE THE QUESTIONS YOU WILL BE ANSWERING IN YOUR VIDEO

QUESTION 1: How has the lack of public education funding impacted your students, classrooms, and communities?

QUESTION 2: Please repeat this exactly as it appears: • "My name is (First Name) and I want you to _____"



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FILM YOUR CEA LEGISLATIVE ACTION VIDEO!



INTRODUCTION: Please share your first name, role in education, and school district.

THESE ARE THE QUESTIONS YOU WILL BE ANSWERING IN YOUR VIDEO

QUESTION 1: What's your connection to this issue, problem or bill?

QUESTION 2: What will the impact be on your school, students and/or community if the legislator does/doesn't take action on this issue?

CALL TO ACTION: Please say this exactly::

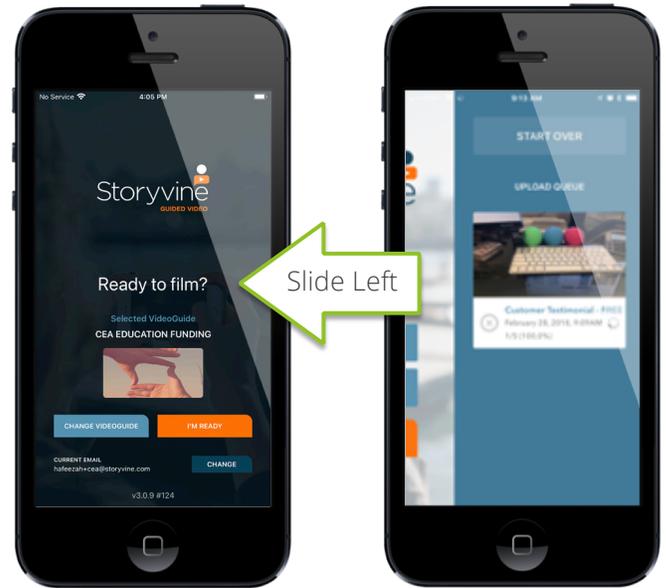
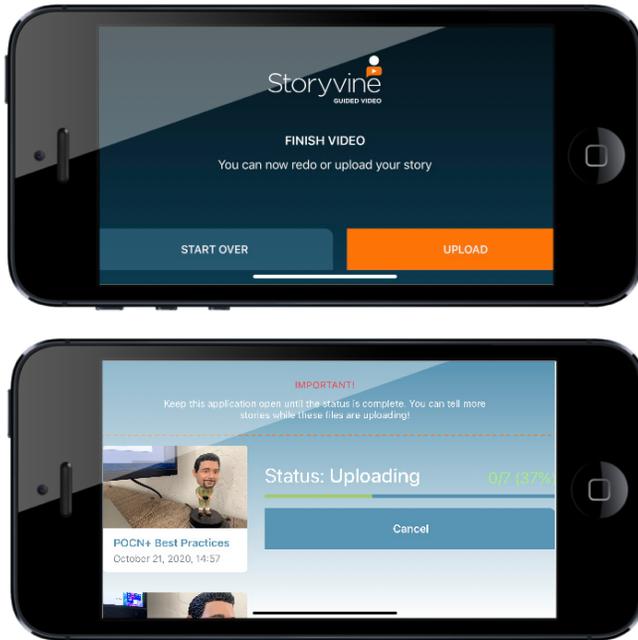
- "My name is ___ from ____. Please support _____ now!"



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UPLOAD YOUR VIDEO



If a video **"Disappears"** Relaunch & Check Upload Queue

YOUR VIDEO WILL AUTO-MAGICALLY EDIT IN 1--15 MINUTES!

YOU WILL RECEIVE AN EMAIL WHEN YOUR VIDEO IS COMPLETE!



Your Video is Ready to Watch!



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WHAT WILL MY FINAL VIDEO LOOK LIKE?



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FOLLOW THE PRO TIPS HERE TO AVOID THE MOST COMMON MISTAKES WE SEE

VideoGuide: Step-by-Step Guidance

The Storyvine app is designed to make it very easy for you to film a professional-quality video without going to film school! The VideoGuide walks you through exactly what to do and say to look your best. The Pro Tips here are the most common mistakes people make if they aren't used to filming video. Follow these tips, have fun, and most importantly, be yourself!

Pro Video Tip #1

LOOK INTO CAMERA WHEN RECORDING SELFIE VIDEOS



You will look more authentic & trustworthy!

www.Storyvine.com | hello@storyvine.com

Pro Video Tip #2

TAKE CARE IF FILMING IN FRONT OF BRIGHT WINDOWS

Well lit. Looking good.

Are you in trouble?



YES



NO

Avoid the "Witness Protection Program" look!

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Pro Video Tip #3

AVOID FILMING SUBJECTS AGAINST A BEIGE WALL

Interesting background.

Doing time?



YES



NO

You don't want the "Prison Mugshot" look!

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Pro Video Tip #4

DON'T ACCIDENTALLY COVER UP THE MICROPHONE



Nothing matters if they can't hear you!

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Pro Video Tip #5

DON'T READ A SCRIPT OR TRY TO MEMORIZE

Speaking Naturally

Hostage video?



YES



NO

Trying to be perfect often leads to the opposite.

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