

Web Communications Handbook

for Senior Living and Long Term Care



**A Complete Guide to Website Planning,
Design, Content & Marketing**

About IlluminAge

IlluminAge Communication Partners is a national web services firm that specializes in supporting clients in senior living and long term care. Its services include site planning, site design and development, content development, licensed content, site maintenance, hosting, and web analytics for nursing facilities, assisted living communities, CCRCs, and independent retirement living communities. It also serves as web communications partner for numerous associations serving senior living and senior care providers.

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Form 4: Web Video Checklist

Pre-production

- Ask yourself: What is the intent of the video? What is the idea you want to express? What strategic messages and phrases do you want to include? How long will the final product be? (1-3 minutes is a typical length for non-technical web video.) What locations, people, and equipment do you need?
- Who is the audience? What action do you want them to take?
- Plan your story to have a beginning, middle and end.
- Storyboarding: use post-it notes to make your shot list and rearrange the post-its as needed. This will help you visualize which shots can be made in the same locations.

Shooting

- Use a lightweight tripod to avoid camera shake and uneven lines. Get tight shots, mid-shots and wide-shots for visual variety.
- Cameras vary from low-cost, ultra-compact video cameras, to larger camcorders. For the web, the lower cost cameras are fine, although they do have less creative controls.
- Use plain backgrounds for interviews and be aware of the background for all shots.
- Be mindful of the lighting. Diffuse window lighting or photographic accessory lighting is good for interviews. For outdoor shooting, avoid hard shadows.

- Put camera at eye-level of the person speaking.
- Use basic photographic skills for composition and cropping.

Sound

- To get good sound, use a lavalier (lapel) microphone when doing interviews. The Kodak Zi8 camera is an ultra-compact camera that accepts an external microphone. Currently, this is a better low cost camera for informal web video than the Flip video camera, which does not support an external mic.
- Microphones come in a wide variety of prices and capabilities. For low to mid-range production, try the Sony ECM-DS70P or the Audio Technica ATR series.
- For cue cards, if needed, use large poster boards with text.
- If you are interviewing, ask open-ended (not yes or no) questions.

Music & Voice Over

- You can find voiceover talent online at many sites, including *www.provoiceusa.com* .
- You can purchase music online at many sites, including *www.royaltyfreemusic.com* and *www.pond5.com/music/1.html* . You can also use programs like Apple's Garage Band to record your own music.
- Be aware that music, lyrics and recordings are copyrighted by their owner, and it is an infringement of copyright law to use licensed material in your uploaded video. YouTube uses technology to ID audio finger-

prints, and they may mute your audio, if your video uses any music or sound licensed to another person.

Editing/Post Production

- Lay down your shots in order based on your storyboard for a rough edit.
- Recommended editing programs include: Apple Final Cut Express, Adobe Premier or Sony Vegas (not iMovie).
- Fine tune your edit by using straight cuts or use dissolves to show the passage of time. These two types of edits are all you need.
- Insert graphics and titles.
- Review. Revise. Repeat.

Upload

- Upload the video to your website using YouTube or work with your web provider in discussing other server options.
- Use email and social media (Facebook, Twitter) to tell your audience that you have posted a new video.