

FREE GUIDE:

HOW TO USE VIDEO CONTENT SUCCESSFULLY + STRATEGICALLY

WITHIN THE SUPPORT
AND CARE SECTORS

by Keyy Productions

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Keyy
PRODUCTIONS

GUIDE

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INTRODUCTION

You're in the business of changing minds, changing lives, and changing behaviour.

And that is not an easy task.

How do you activate, inspire and educate someone to change their lifestyle, spread your message, or access your services?

At Keyy Productions, we've helped some of Australia's leading mental health organisations, not-for-profits, health care, and support services to tackle this challenge through the power of video.

Through working alongside these organisations and becoming an extension of their teams, we've identified key factors that set the Support and Care sectors apart from other industries when it comes to creating video content and video marketing campaigns.

We've collated our most practical insights here.

This guide will help you and your team create the kind of content that your industry demands, with a specific focus on:

- The benefits of using video content in this space
- The most effective types of video content for influencing change
- Creating an effective video content strategy
- Safe storytelling and handling of sensitive content

We hope you find this guide useful, and please don't hesitate to **get in touch** with our team if we can help you put any of this into action.

-The Keyy Productions Team



GUIDE

PART ONE

CONTENT
WITHIN THIS
SPACE

THE BENEFITS OF USING VIDEO CONTENT IN THIS SPACE

Video content is one of the most effective ways to create influence and change within your audience. Video is a powerful tool to:

1

COMMUNICATE COMPLEX INFORMATION EASILY

In the Support and Care sectors you'll often need to communicate important medical, legal, or health information to a vulnerable audience. Using video to deliver this message allows you to break down complex information in a digestible, memorable and impactful way.

2

EXPAND YOUR REACH

69% of people would prefer to watch a video to learn about a service rather than read a text-based article, website page or post. It's the easiest and most effective way to consume information. Video is the perfect tool for getting your message in front of more people, increasing awareness and engaging a wider audience.

3

CREATE AN EMOTIONAL CONNECTION

The most effective way to build a community and inspire behavioural change is through deeply connecting with your audience and igniting an emotional response. Video triumphs over other content mediums and is able to create a connection quickly and effectively through a combination of visual storytelling techniques, pace, tension, music and graphics.

4

MAKE A CREATIVE STATEMENT

All of the artistic choices made throughout the video production process (how it's filmed, the editing style, music, on-screen graphics, etc) are an opportunity for your brand to make a creative statement while communicating your message. Video provides the creative flexibility for your brand's personality to shine through and make an impact.

THE KEY FEATURES OF VIDEO CONTENT IN THIS SPACE

Creating video content for the Support and Care sectors presents a unique set of challenges and considerations. Here are some key features that set content creation for this sector apart from other industries:

People, not products

Most of the video content created in this sector features - and is targeted at - real people: experts, service users, medical professionals, etc. Authenticity must be at the heart of every video.

Emotion-focused

Content tends to be emotive or centered around emotional themes. Creating impactful content requires a careful, in-depth understanding of pace, tension and storytelling during the editing process.

Safe storytelling

Campaigns may involve personal stories and interviewing people with lived experiences. This requires a specialised approach and extra duty of care to ensure the safe disclosure and handling of sensitive material.

Rallying the community

Organisations in this space are often seeking to engage with and activate the wider community to create advocates and champions of your messaging. Videos need to appeal to a wide and diverse audience.

Inclusivity + representation

It's important that video campaigns are inclusive, accessible and an authentic representation of the community. The most successful videos are those that address an insight derived directly from your audience.

Time-critical topics

Especially in the Health, Government and Support sectors, content is often created in response to time-critical information requiring an agile and flexible production team with an efficient and reliable process.

Ever-changing research

Research and information is constantly changing, which means you need a production team who can update or adapt your content to keep up with the latest research and information.

Outcome-orientated

Video in this space is predominately used to change behaviour, habits, or lifestyle, or to provide education. This goes far beyond a typical brand-to-consumer relationship. It's outcome-orientated, not transactional.

PART ONE: 04

THE MOST EFFECTIVE TYPES OF VIDEO CONTENT FOR INFLUENCING CHANGE

When it comes to video content, there are many formats and trends to help you communicate your message. Here are the most common types of video and why they're so effective:



EXPLAINER VIDEOS

One of the most popular types of video content for educating an audience. They communicate your message quickly in a way that's easy to digest and remember.

LIVED EXPERIENCES

Hearing stories from real people allows your audience to feel more connected to their community and less alone on their journey.



CONCEPT CAMPAIGNS

Diversify your message by tackling a topic in a creative, unexpected way. This leads to more impactful, shareable content that's full of brand personality.

Click to watch an example of each video type!

PART ONE: 04

VOX POP VIDEOS

Take to the streets to increase awareness for a campaign, gather unique points of view, or create post-event content to share with your online audience.



DID YOU KNOW:

94% of video marketers say video has helped **increase user understanding** of their product or service.



3 out of 4 people diagnosed with MS will be **women**



Usually between the ages of **20 and 40**

EDUCATIONAL VIDEOS

Turn analogue resources into digital content to save time and reach more people. Become a trusted, authoritative resource for your community.

FUNDRAISING CAMPAIGNS

Video is a powerful persuasive tool! Enhance your fund and grant raising campaigns with a video showcase of your organisation's impact to potential donors.



FLEXMAMI
DJ, Presenter, Influencer, Podcaster, Model, & Author

REMOTE VIDEO CONTENT

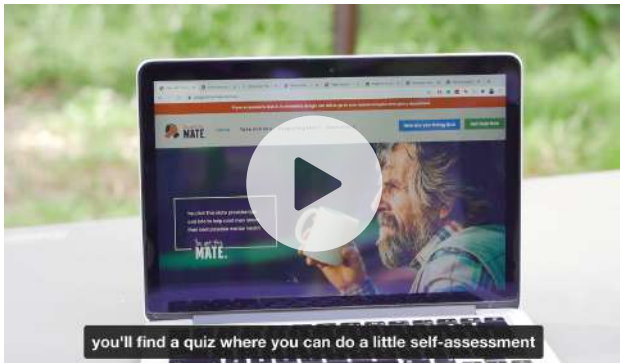
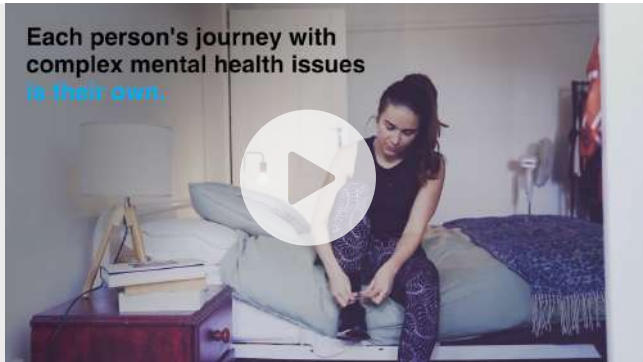
Remote filming gives you the opportunity to interview experts and share stories from people from all over the world. Border and budget restrictions no more!

PART ONE: 04

VISUAL STORIES

Often less direct and more emotive, visual stories usually feature actors, narrative, or scripted scenarios to tell a story and draw the audience in.

Each person's journey with complex mental health issues is their own.



SERVICE PROMO VIDEOS

Increase awareness for your services with a promotional video ad. Designed to direct viewers to another resource like a forum, app, or workshop.

USER-GENERATED CONTENT

Bring your real users into the content creation process! Expand your reach and take advantage of their networks, while creating content with an authentic voice.



DID YOU KNOW:

People are twice as likely to share video content with their friends than any other type of content, including social media posts, blog posts/articles and product pages.



AMBASSADOR STORIES

Using mentors and ambassadors in marketing campaigns is a great way to include a unique, authentic community-voice and point of view.

SAFE STORYTELLING AND CONTENT CREATION AND WHY IT'S IMPORTANT

Our team defines Safe Storytelling as the process of capturing real people talking about real experiences that may be sensitive in nature, and using that footage to create content that honours that person's story and your brand's message.

We call this specialised approach to content creation: **Safe Storytelling.**

Safe Storytelling is more than just safe disclosure, it's about creating a welcoming and professional environment throughout the entire video production process. This will look different for every project, but may involve:



Connecting with interviewees during pre-production to put them at ease and prepare them before the shoot day



Creating a warm, welcoming set run by a small, specially trained team in safe disclosure



Using a specialised interview technique that feels more like a conversation, not an intimidating 'tell-all'



Understanding the heart and authenticity of the story, and carrying that through to the final product



Ensuring the interviewee feels accurately represented in the final piece of video content

GUIDE

PART TWO

STRATEGISING FOR SUCCESS

HOW TO MAKE CONTENT CREATION EASIER AND MORE ACCESSIBLE FOR YOUR TEAM

In order to keep up with the never-ending demand for content creation, here's a few things your team can do to make the process easy, efficient, and dare we say: enjoyable.

Effective campaign planning and project briefs

Creating new content often becomes tricky when the objectives are not clear from the outset. Although developing the creative concept can be flexible and collaborative, you should first outline exactly who you want to reach with your content and the outcome you want to achieve.

Whether your organisation creates formal briefs or not, your video production team will need to know:

- What platform the content is being created for (this effects the length, format, and style of the video)
- The audience demographics
- Brand guidelines and assets
- How this content fits in with a wider campaign
- Goals, objectives, content KPIs
- How you plan to distribute and share the content

Getting the most out of your budget

For most of us, budget is a huge consideration when it comes to creating new content. To maximise your content output while keeping within budget, we'd recommend the following:

- Be very upfront with your budget expectations from the get go. Your video production agency will work within these parameters to determine the best way to execute your brief and achieve your campaign goals while staying within budget
- Think about the value of your content long term. How can the piece of content you're creating be repurposed in 3, 6 or 12 months so that it keeps generating new value to your audience or for your service?
- Where possible, build additional edits and cut-downs into your original content plan/brief so you can maximise your content output from the original shoot and keep your resources/content up-to-date with industry trends and research

PART TWO: 06

Find a team that you trust

Successful execution of your content and understanding your audience takes skill and expertise. Find the right production team for your organisation to ensure your messaging is in safe hands.

The better your relationship with your production company, the more they will understand your organisation's audience, unique requirements, and methods of working, which makes the process more efficient, collaborative and creative. This makes your content more successful, your budget more effective and is a much more efficient way to manage and produce your content overall.

Things to consider when choosing a production team:

- Have they got experience in handling sensitive stories and material?
- Can you see clear examples of their work that matches the kind of content you want to create?
- Check out the video content posted by similar organisations, and ask them for a feedback on the process, team and content
- Do you get a sense that they understand your audience and brief when reading through their proposal?

Keeping content fresh

If you don't have a dedicated in-house team or an unlimited budget this does not mean you can't be creating regular content.

Here are some tips for keeping content fresh and updated:

- Consider creating a social media campaign with user-generated content
- Build cut-down edits into your project briefs to maximise the number of videos you can use throughout your campaign and into the future
- Revisit existing content to see if it can be refreshed or repurposed with new on-screen text or graphics without having to re-shoot anything
- Collaborate with like-minded organisations to share the cost of video content and reach new audiences
- Source ideas for content from your audience to ensure you are keeping things as relevant as possible
- Have a few amazing feature videos that can work 24/7 over a long period of time, and then you can focus on smaller pieces to stay up-to-date and relevant to your audience

DID YOU KNOW:

People watch an average of 18 hours of online video per week. (This is an increase of 2 hours per week compared to 12 months ago, and a staggering 7.5 hour increase per week across the past 3 years.)

DO'S AND DON'TS FOR SUCCESSFUL CONTENT

We're sure your team is already doing a stellar job of creating video content. Here's a final list of do's and don'ts to give your content that extra chance for success. If in doubt, reach out! Our team are here to help and be your messaging ally.

DO'S

- Experiment with different types of video! Don't feel like you can't use humour, for example
- Always make content based on audience insights
- Measure your engagement and audience response and use this info to inform your next campaign



DON'TS

- Lack diversity in your content
- Exclude your real users from featuring in your content
- Content made solely by teams who are unrelated/unaffected by the issue [or without consultation]
- Rely only on static images and text
- Create inauthentic content with actors/influencers



“
Thanks for reading!
If you're in need of
video production
assistance or expertise
for your organisation,
please **get in touch**
with our friendly team!
”

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