

FREQUENTLY ASKED QUESTIONS

DIGITAL WEBINAR – CREATING & EDITING VIDEOS

This webinar was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by our expert speaker Michelle Connolly, from Profile Tree. Following the session Michelle kindly provided responses to a number of questions received during the webinar. Please find responses below.

Questions and Responses

1. How do you overcome being camera shy?

The first step is to start small and within your comfort zone, try a short Voiceover video with imagery or short clips. This can even be scripted and read meaning a good structure and well executed video. Planning is key when starting any video. If you are very well planned this will really help when you are in front of the camera. My top tips would be:

- It is normal to feel shy - Very few people feel comfortable in front of the camera
- Practice really does make Perfect - If you can get some practice in around what you want to say and how you want to appear on camera this will help. Can you practice in front of friends and family? Ask them for feedback and implement it.
- Write a Script/Plan your Talking Points - This will help you focus on the key points that you want to get across. It is much easier to talk through these when they are well thought out and to the point.
- Don't Focus on Making it Word Perfect - Passion and enthusiasm are important as well as the script, if you are not word perfect it is fine - remember only you will know what has been missed/changed.
- Smile - If you smile you will feel more relaxed and so will your audience.



- Consider your own comfort - When you are comfortable this will come across on camera so pick your clothes and setting carefully.
- Be Yourself - If you use your hands when you talk - continue to do so. You want to show the real person on camera so try to be yourself and let your personality shine through.
- Don't Give Up - It will take time to build confidence so stick with it.



2. What are top 5 Northern Ireland hashtags or keywords to code in our NI tourism videos? How do we use those hashtags in our videos?

Hashtags will depend on the niche you are in - Walking Tours/Food and Drink/ Experience etc but good general Northern Ireland hashtags include:

#DiscoverNI

#EmbraceAGiantSpirit

#VisitBelfast

#NorthernIreland

#LoveIreland

#BelfastCity

Keywords are different in that we can use words or simple phrases (long tail keywords). Short phrases can sometimes be easier to rank for in Google but it is important to check how many people are searching for or using these words and phrases. Some examples include:

Things to do in Belfast (1600 searches p/m)

Things to do in Northern Ireland (800 searches p/m)

Ireland Tour (8000 searches p/m)

Tours in Northern Ireland (500 searches p/m)

The best way to use these hashtags and keywords is within your social media copy or tag sections on the website blog and YouTube Studio. It is also good SEO practice to use Keywords in blog titles, meta descriptions, blog copy and alt text.

3. Can Michelle recommend a reasonably straightforward editing app?

For editing on mobile devices or simple desktop there are a range of really good apps out there that are simple, quick and easy to use. Most have a free version but there will be limitations on the features you will get. Some suggestions for good apps include@

FilmoraGo/Filmora (desktop) available on IOS and Android (Paid and Free versions)

Inshot (mobile) Android/IOS (free)

iMovie IOS only (free)

Adobe Premiere Rush (Paid)

4. How about making an interactive video - kind of like you are doing here with a chat. Is that hard to execute successfully?

Softwares like Zoom or Teams will really help support interactive or live video sessions. Once you understand the features this can be very simple features will include things like:

- Chat
- Q&A
- Polls
- Whiteboards

It is important to plan out the purpose of these sessions and plan for the level of interactivity that you hope to take place.

5. Can you take music from a YouTube video without breaking copyright?

You should never use any music from other videos unless you have written permission or a license and even when you have this it is important to understand the usage rights that you have within this. YouTube does have a royalty free library that you can use and there are lots of music subscription websites that will allow you to license music. It is important to reiterate that you should always check on how the license should be used.

6. What video editing App/program would you recommend for a hotel/B&B?

I would recommend some simple like FilmorGo/Filmora as this will allow you to create a good video and is available on all devices so it is great if you have footage on your mobile device and want to edit there. It will give you tools like:

- Trim/Cut
- Add Music
- Add Graphics
- Add Voiceover
- Add addition clips/images

Adobe Premiere Rush is also very good and has slightly more advanced features like colour correction.

If you are looking for something a little more advanced Filmora for desktop will give you more functionality and more options.

7. Any recommended apps?

For filming you can use the camera on your phone but if you would like more control over the settings you may choose to use a filming app.

Filming Apps for IOS

Advanced Features:

Filmic Pro

This is a great app with a range of features that will suit the more advanced aspiring videographer. This app gives you fine-tuned control over your phone's camera, including manually changing the exposure, ISO, shutter speed, focus, zoom, and more.

Good Features but simpler to use:

Mavis

This is a great app with a range of features and is simple to use. This is especially good for audio, so for creating audio focused videos this is a good option.

Movie Pro

This is a great app and all the controls are very visual making it very easy to use. There are manual controls for nearly every feature of the app and a range of video recording options. Audio recording and monitoring options are just as flexible, with on-screen audio meters and Bluetooth microphone input options.

Filming Apps for Android

Filmic Pro

This is a great app with a range of features that will suit the more advanced aspiring videographer. This app gives you fine-tuned control over your phone's camera, including manually changing the exposure, ISO, shutter speed, focus, zoom, and more.

Good Features but simpler to use:

Cinema FV-5

This is a great app with a good range of professional video filming features. You can adjust EV, ISO, color temperature, zoom and more using volume keys (including those in cable-headsets) as well as focusing and recording.



*Delivered as part of the Tourism Enterprise Development (TED) Programme
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