

Selfie School Playbook

How To Shoot A Walking Selfie Video Ad

Selfie Videos are easy to do and they resonate with just about everyone online. From a church communications/marketing perspective, it's probably the number one tool in your toolbox to reach out and connect with your community.

But what if you're not a techie? What if you don't feel comfortable in front of a camera? Selfie what???? No worries, we've got you covered! It's really quite easy if you follow a few tried and true techniques.

Upfront Decisions

The first decision to make is who should do the selfie? The short answer is it can be multiple people, depending on your message and target audience:

- Senior Pastor and spouse
- Ministry leader, particularly if you're targeting a specific audience (i.e., children or youth)
- Church member (someone who loves your church)

Pro tip – Having a female in the selfie video normally helps the video resonate better on social media. Including kids and pets is also typically a win.

If this is outside of your comfort zone or you're nervous about doing it, please know that's normal and everyone feels that way at first. A few tips to help you overcome that anxiety:

- Power of creating a Beta – create rough draft to get ideas and take the pressure off
- Sometimes you can use that one, if not you learn what to change
- Even if you're uncomfortable, still do all you can to try and shoot one
- The more you do the easier they become

Selfie School Camera Techniques

Although you've no doubt seen videos of all formats online, we've discovered the best techniques that deliver the most engaging results. Whoever is shooting the video should:

1. **Shoot it vertically** (not horizontally).
 - a. It feels organic and authentic (that's how regular people shoot videos)
 - b. It takes up more real estate in the Newsfeed (so more people notice it)
2. Instead of having it straight on, or shooting "up" to your face, **have the camera slightly above your eye level and shoot it down just slightly.**
3. **Turn to the side at the camera slightly** rather than straight on.

Examples...

✗ Wrong Way:



✓ Right Way:



Walking Selfie Dos and Don'ts

There is a reason we tell you to do a walking selfie rather than sitting down – they are just so much more effective at engaging your audience and they're easy to do once you get the hang of it. When creating a walking selfie, be sure to keep these tips in mind:

- Whenever you walk through a doorway, it creates a natural transition in people's brains – use it to time changes in subjects in the video
 - Best way to do this is to be outside and turn the corner, or just turn the camera angle so there is a different background behind you
 - Movement is more engaging and draws people in

Pro Tip - Shooting outside during “Golden Hour” is a great idea. (In photography, the golden hour is the period of daytime shortly after sunrise or before sunset, during which daylight is redder and softer than when the sun is higher in the sky.)

Shooting in a creative location can also make your video more interesting. For example, if your church is hosting a Kansas City Chiefs Tailgate Weekend, you could shoot your selfie video outside of the stadium.

Selfie Content

Your video content should follow the newspaper principle of an **inverted pyramid**. That is:

- Most important information first – don't bury the lead
 - First 10 seconds
 - Hook in first 5 seconds
- Less important stuff second
 - Just nice to know stuff
- Tell next part of the funnel – have one call to action at the end (i.e., click on “learn more” to plan your visit)

And whatever you are communicating – an event, an invitation to attend service, seeking prayer requests, whatever, make sure you never go over 45 seconds in length. The sweet spot is 15-30 seconds.

File Formats

If you have a new iPhone, you'll need to adjust it before you film the selfie video because it uses a weird format (Apple ProRes) that doesn't do well on Facebook. Follow these steps:

1. Go to settings
2. Click “Camera”
3. Click “Formats”

4. Under “camera capture,” move to “most compatible”

If you shot your selfie before making these changes, you’ll have to go back and reshoot it.

After you shoot your selfie video, you want to get access to the full quality high definition video file. This file is typically an mp4 or mov sized between 50mb and 250mb. You want to put the full quality file on Dropbox, Google Drive or similar to share with your team or upload to Facebook. If you try to email or text this file, most devices will compress the file and ruin the quality.

Examples

Here are some [example selfie videos](#) you can use for inspiration.

Example Scripts

(The scripts use Easter, but you can replace Easter with any service/ event.)

Example Invitation Email

Subject: Quick favor

Hey Ryan,

We just launched a brand new invite video for Easter Sunday. Would you take 90 seconds to go [watch it](#) and once you're done, help us spread the word by leaving a comment, tagging a friend, and sharing it!

Thanks in advance,

Pastor Ryan

Example Selfie Invite Video Scripts

Note: I'm recommending you explain the "invite a friend element" in your selfie video.

Selfie Invite from Lead Pastor

Hey everyone, my name is [NAME] the Lead Pastor of [CHURCH NAME]. And I wanted to invite you and your family to our Easter experience this Sunday, April 20th.

Before the service, join us for (any special treats/coffee/etc.) in the Lobby. I'll be there, come chat with me before the service. Our Easter service starts at 10:00 a.m. where we will have great worship and an encouraging message for you and your family.

Just click the "Learn More" button below and you can get all the information to join us on this Sunday, [DATE] for Easter at [CHURCH NAME]. Can't wait for you to join us!

General Selfie Invite

Hey everyone, my name is [NAME]. And I wanted to invite you and your family out to my church this Sunday for Easter at [CHURCH NAME].

I've been attending [CHURCH NAME] for about [Number] years and we love it! One of the things we love about the church is the [Kids, Worship, Preaching, etc]. [Additional item about that area].

Before the Easter service this Sunday, you can join us in our Easter Lobby for [TREATS]. Our pastor will be there so you can chat before the service. Then our Easter service starts at 10:00 a.m. where we will have great worship and an encouraging message.

Just click the "Learn More" button below and you can get all the information to join on this Sunday, [DATE] for Easter at [CHURCH NAME]. Can't wait for you to join us!

The script is based on this [example video](#) from Church on a Mission. You can follow up the emoji responses on your ad with these [messaging scripts](#).

Speaker 1: Hey, what's up everybody? My name's [name] and this is [name], and we want to invite you to our Easter service at [church name] this Sunday.

Speaker 2: It's going to be so exciting, you guys! We're going to have an Easter message, amazing worship, and we're even going to have something for your kids!

Speaker 1: That's right! So if you'd like more information or if you want to attend, just leave your favorite emoji in the comments. Mine is the [describe favorite emoji]. What's yours?

Speaker 2: [describes favorite emoji]

Speaker 1: All right, those are our favorite emoji, we're going to leave them in the comments! Why don't you leave yours in the comments if you want more information or to attend, and we'll get in touch with you! We really hope that you can join us for Easter at [church name], it's gonna be awesome!

Selfie Video Tips

It can give you a boost of confidence if you know you're doing everything you can to make your selfie video even more likely to be watchable and engaging. Here are some tips:

- Wear casual clothes. If you look comfortable, chances are your audience will feel more comfortable with you!
- Bring your dog or your kid along! This amps up the cute factor and makes people more likely to want to watch your video.
- Just have fun with it! Tell a joke, laugh at yourself, use a wacky filter, or go a little off-topic... Just try to keep your video under 40 seconds! That's one reason we suggest asking people to comment with their favorite emoji for this ad campaign – it makes it fun, and therefore people are more likely to engage!
- Finally, here's a nugget of wisdom from Ryan Keller: Men, ask your wife to appear in the video with you, or request that a female staff member film a selfie invite video by herself! You just might see better response rates. For some reason, selfie ads do much better when there's a woman in the video. We're not exactly sure why this is, but we're pretty sure this Easter will not be a magical exception.

Example Facebook Messenger Scripts

Check out this [example selfie video](#) & [script](#) to create your FB ad campaign. Then, when people respond with emoji, use the following communication sequence. (Example of how to Message a person from your church page from their comment is included in the LIVE coaching.)

Message #1 (Sent immediately after they drop an emoji):

Hey [name]! That is one rockin' emoji! We'll get you the info on Easter at [church name] shortly! In the meantime, is there any way we can be praying for you?

If they say yes: Pray with them! Audio is best, but typing the prayer out as text will work too. Proceed to message #2.

If they say no: Proceed to message #2.

Message #2 (Sent as part of previous message's conversation):

If you prayed with them:

It was so awesome to be able to pray with you, [name]. Here's a link to our Easter landing page with the details for our services. Can't wait to celebrate with you!

If they said no:

Okay, that's cool! If anything changes, let us know – we'd love to pray with you! Here's a link to a landing page we put together with the details on our Easter services.

Message #3 (Sent 1-2 hours before your service starts on Easter):

Easter services are happening soon @ your church! Service times for Easter are 9 & 10:45. It's going to be a great day! Excited to share it with you.