

MEDIA & MESSAGING TOOLKITS: HOW TO MAKE VIDEO CONTENT



**extinction
rebellion**

Introduction

So you'd like to help make videos for Extinction Rebellion (XR) UK? Great! We and the planet very much appreciate your involvement and welcome you to the XRVC Pro Network. We hope you'll find the experience a rewarding one.

This document is intended as a guide to take you through the process of making a video with XRVC and will hopefully address some of the questions you might have.

If you are new to XR then a good place to start understanding our vision and the way we hope to achieve it is by watching a [heading for extinction talk](#) or attend an induction session at your [local XR group](#).

The Importance of Video

At its heart, XR is about communicating a message. A message that the climate and ecological emergency (CEE) is a grave and imminent threat to life on this planet, such that we must act now to prevent its worst effects while adapting in a just way to the changes it will bring to our way of life. As a society we have the scientific understanding, the technology, and the policy ideas to solve the CEE what we lack is the willpower to make it happen. Achieving that is by no means a small task, but impactful video content, with its ability to tell engaging, powerful stories, is a crucial component of realizing it; communicating our urgent message not only to the general population and our engaged rebels, but those in control of the levers of power. Not all the mainstream media are on board with our message and those that are have their own agenda and approach to coverage. Our video output is a way to tell our own story in our own voice, while also being a vital tool in helping to build, inspire, and train our movement to be as effective as possible. So that's why we started XRVC Pro network, as a place where skilled filmmakers can contribute their talents to produce the compelling video content that is required for us to succeed!

What is XRVC?

XRVC is XR UK's ace video content creation team. We produce video content commissioned by other [XR circles](#) as well as self initiated projects in addition to providing support and training to filmmakers movement wide.

Where does XRVC content go?

The content we produce mainly goes out on the following channels:

- [YouTube](#), 58,300 subscribers
- [UK Facebook](#), 46,500 followers
- [Global Facebook](#), 410,900 followers
- [UK Twitter](#), 41,700 followers
- [Global Twitter](#), 355,300 followers
- [UK Instagram](#), 72,000 followers
- [Global Instagram](#), 660,000 followers

Who is XRVC?

Where is XRVC?

Everywhere! We work remotely from all over the country.

What is the XRVC Pro Network?

XRVC Pro Network is a group of professional and semi-pro filmmakers involved with creating high quality video content for XR UK. If you know of fellow trusted filmmakers interested in donating their skills and time to the movement then please feel free to invite them to join the [group](#).

PRE-PRODUCTION

The Brief

You should be given a brief by your *project producer* based on this template. A clear brief is essential to make sure everyone involved in the project is on the same page. If you have any questions or are uncertain about anything then talk to your producer and other stakeholders in the project. Zoom meetings and telegram chats are the lifeblood of XR!

Consider:

- *Audience* - Who is your video created for? - try to picture a single person and get as specific as possible.
- *Outcomes* - What specifically do you want this video to achieve?
How can you measure that success?

- Tone - Is it to be serious, funny, moving, etc.?
- Format - is it a documentary, campaign ad, talk etc.?
- Distribution - Where is it going? Twitter, Instagram, Facebook, YouTube, a combination? Each platform has it's advantages and disadvantages. For instance many people watch videos on Twitter, Instagram and Facebook without audio. Each platform also has its own video length limit (see table).

Use our impact scorecard to 'test' your idea. The higher the score out of 16, the better the chance it will benefit the movement.

| | YouTube | Facebook | Twitter | Instagram |
|-------------------|----------------|-----------------|----------------|------------------|
| Max Length | 12 hours | 2 hours | 140 seconds | 60 seconds |

The Creative Treatment

Just like with actions the more *creativity* you can put into the project the more likely it will cut through and engage the audience.

Evaluating Creative

When evaluating your creative response ask yourself the following :

Does it meet the brief?

- Does it help pursue XR's 3 demands?
- Does it comply with XR's principles and values?
- Is it inline with the [XR UK Strategy 2020?](#)
- Can it be achieved with the resources you have available?

Top Tips for Messaging

- Don't focus too much on conflict between police and protestors
- Emphasise vulnerability/emotion of protestors

Diversity & Inclusion

"Climate justice is social justice"

Inline with XR values we ask you to make an effort to include voices in your project that are often marginalised.

FILMING

Recommended Camera Setting:

Footage can often be reused over different projects, with many different editors on different hardware, therefore we recommend using camera settings that produce footage that can be used straight out of the camera. Please be kind to your editors and our server by keeping file sizes reasonable (no RAW please!). Below are our general recommendations:

| | |
|------------------------|--|
| Resolution | Sync/interview: HD, 4K (if single camera) B-roll: HD |
| Frame rate | Sync/interview: 25p B-roll: 25p, 50p, 100p, etc. |
| Aspect ratio | 16x9 |
| Picture profile | REC 709 or similar |
| File format | H.264 |

Covering Actions

Top Tips:

- Pack light! - There will likely be nowhere to leave kit.
- Be adaptable - Actions don't always go to plan.
- Hold your shots - Adrenaline can affect your perception, remember to hold shots for long enough and keep the camera steady.

What to Ask Interviewees at an Action:

Try to cover the following when interviewing protestors at an action:

- Where is the action?
- Who is involved in the action?
- Who is the action targeting?
- Why this target?
- Why this action?
- Intended outcome of the action?
- Why is the action target so important on a personal level?
- How does it feel to be involved in such an action?

Filming and the law:

If you are at an action as a camera person it is important to remember that there is *some risk of arrest*. You are unlikely to be involved in an arrest as you will not be involved in the direct action. But do remember not to confront the police and not to lose your temper at any time. If things are getting heated, it is best to leave or to sit down!

Some tips on your role as a filmmaker from the Met can be found [here](#).

Key points to note are:

- Members of the public and the media do not need a permit to film or photograph in public places and police have no power to stop them filming or photographing incidents or police personnel.
- Officers do not have the power to delete digital images or destroy film at any point during a search. Deletion or destruction may only take place following seizure if there is a lawful power (such as a court order) that permits such deletion or destruction.

This does not mean the police will not attempt to ask you for your footage. It is no bad idea to print a copy of the Met webpage and have it with you.

If you want to find out more information about being involved in an action and the legal consequences, then consider attending an NVDA training session run by one of the many local XR groups.

Further legal information can be found on the XR [website](#).

Bust card?

Press pass:

A press pass can often give you access when security is tight and reduces the risk of hassle and arrest.

Apply for a press pass via BECTU or the NUJ.

FILE TRANSFER

Server:

How to upload transfer/footage

Licencing:

All filmmakers are asked to donate their work for XR use for free under a creative commons licence.

POST-PRODUCTION

Editing

Top Tips:

- Keep it short!
- Think about your audience

Visual Language

There are 2 key design rules for giving your project an XR feel:

- Use the XR *font*
- Use the XR *colours*

The full XR design programme can be found [here](#).

We don't want to limit your creativity beyond this so use your own judgment about what works for your project. However, if your project is part of a series then try to ensure that the visual language is consistent throughout that series.

A template Premiere Pro project file can be found [here](#).

Extract from the XR design programme:

Colour

When you see the logo it's often black on green, but it can also sit on the other backgrounds.

Main colours:



Green:
R20 G170 B55
C:70 M:0 Y:100 K:0
PMS 375



Black:
R0 G0 B0
C:20 M:20 Y:20 K:100
Black 6

Our colours symbolise the intersectional nature of XR. The colours can and should be mixed together to create bold and bright graphics.

Bright colours:



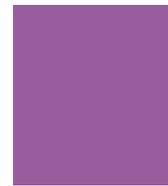
Lemon:
R247 G238 B106
C:5 M:0 Y:65 K:0
PMS 602



Light blue:
R117 G208 B241
C:54 M:3 Y:0 K:0
PMS 297



Pink:
R237 G155 B196
C:10 M:50 Y:0 K:0
PMS 237



Purple:
R152 G98 B151
C:75 M:100 Y:0 K:0
PMS 2617



Light green:
R190 G210 B118
C:37 M:0 Y:66 K:0
PMS 387



Warm yellow:
R255 G193 B30
C:0 M:15 Y:90 K:0
PMS 108



Bright Pink:
R207 G98 B151
Not used offline



Red:
R220 G79 B0
C:0 M:100 Y:100 K:0
PMS 1665



Dark blue:
R56 G96 B170
C:84 M:62 Y:0 K:0
PMS 3005



Angry:
R200 G0 B130
C:20 M:100 Y:0 K:0
PMS 239

Text:

Text elements are usually positioned large and in the centre of the frame. Include lower thirds off centre to convey relevant information about a speaker.

Main font:

[Fucxed Caps](#)

Secondary font:

[Crimson Text](#)

Design Assets:

A folder of commonly used graphic elements can be found [here](#).

Logo:

Please include the XR logo at the end of your video.

N.B. The XR symbol isn't owned by XR and cannot be used in conjunction with any fundraising efforts.

Call to action

If the audience has made it to the end of your video then your message has had an impact! Give them a next step with a *call to action*. This could be as simple as the XR website “rebellion.earth” or try something more specific such as:

- *“Join the rebellion!”*
- *“Donate now!”*
- *“Find out more!”*

Subtitles?

Good to burn in for social media

YouTube SRT file?

XR translations

Example PP project

Library Assets

Photos:

A good free to use royalty free stock photo site: <https://unsplash.com/>

Video:

Free to use stock video sites:

<https://mixkit.co/>

<https://www.videvo.net/>

Music:

Free to use stock music site: <https://mixkit.co/>

Export settings:

The detailed video specs supported by each platform can be found here.

Premiere Pro ships with export presets for the main social media channels, or you can use our recommended settings below:

| YouTube | |
|----------------|---|
| Container | mp4 |
| Audio Codec | AAC-LC, 48khz |
| Audio bitrate | 384 kbps |
| Video Codec | H.264 |
| Aspect Ratio | 16:9 (if exporting at a different aspect ratio it is recommended to not use black bars) |
| Resolution | 1920x1080 |
| Frame rate | 25fps (or match footage) |
| Video Bitrate | 8Mbps (VBR) |

Feedback:

Share your edits with your team to get feedback as well as other filmmakers on the XRVC Pro Network group.

DISTRIBUTION

Now that the project is all signed off your producer will need the following items from you to release your project to the wide world:

- Download link to the project
- Thumbnail
- Description

YouTube Thumbnail

A great video can't reach its full potential if the audience doesn't see it. Create a compelling thumbnail that will drive traffic to your video.

You can find a thumbnail template [here](#).

Recommended Spec:
1280x720, PNG

Top tips:

A good thumbnail should:

- Capture the topic of the video
- Include a text based teaser
- Include an emotive human face
- Be recognisably an XR video

Description

Who, where, when, call to action, further reading, references
Production credits (if required)

Sharing

Don't forget to share your work with your online community. People's opinions are shaped far more by their peers than by what they see in the media. Your voice matters so use it to change some minds!

REGEN

It's easy to let XR take over your life but your mental and physical health comes first. Make sure you look after yourself!

Top tips for not burning out:

- Ask for help
- Give back tasks you can't complete
- Join an affinity group via local XR group.

HELP & SUPPORT

Have any questions or suggestions? Then get in touch:

XRVC Pro Facebook group

<https://www.facebook.com/groups/2570732123139126/>

Email

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