

# *Visual Storytelling: Creating Videos For Your Local Community.*

With Scotty From The Acorn Foundation



**ACORN  
FOUNDATION**  
WESTERN BAY OF PLENTY

# Hey, I'm Scotty From Acorn.

- Marketing & Communications Specialist At The Acorn Foundation
- Started A Wedding & Events Videography Business Called Kiwiana Videography
- It's My Job To Tell Stories In The Community, And Share Them With The Community.

I've been creating video content for my entire career and it's my goal to show you today how easy it is to create video content for your organisation.



# The Reality Of 2026.

Attention has changed & so has the way people use their devices.

- Attention Spans Are Shorter
- Social Feeds Are Saturated
- Video Is Now The Dominant Format

On platforms like Facebook, **video posts can reach around 135% more people** than photo posts.

<https://cropink.com/fb-media-statistics>

People Are **52 % More Likely To Share Video Content** Than Other Formats Such As Images Or Text Posts.

<https://Thebreezycompany.Co/Article/Video-Storytelling>

Platforms like Instagram & Facebook routinely show higher engagement rates for video vs image posts. Upto **~38% more engagement** or even **3× the interactions** compared with photo-only posts.

<https://www.ckingmedia.com/blog/why-commercial-videos-outperform-static-ads-on-social-media>

# Why Video Is So Effective For The Charity Sector.

Video is one of the most powerful tools we have for communicating impact, especially when it comes to charitable events and community stories. It allows people to see real moments, hear real voices, and experience the atmosphere of what you do.



# *You Already Have Everything You Need.*

**One of the biggest myths about video is that you need expensive equipment to do it properly. You really don't.**

Especially in our sector.

- Your **smartphone** is more than capable of filming great content.
- **Natural light** is free, and often looks better than studio lighting.
- **Canva Pro** is available free for registered charities.
- If you want better audio, a **second phone** can record it easily.

**Honestly, most of you already have everything you need to begin.**

*Canva*



# *Privacy and consent for Video Creation.*

Before you press record, let people know.

## **At events, keep it simple:**

- Mention at the start that photos and videos will be taken.
- Give people the option to opt out when you mention it.

If you're interviewing someone or clearly featuring them on camera, always ask if they're happy for it to be shared online, and it's a good idea to have a simple media consent form signed, just to cover all your bases.

For children, vulnerable communities, or personal stories, **written consent is especially important**. We'll provide a generic template that you can adapt for your organisation at the end of this workshop.

# *Give Yourself Permission.*

**One of the biggest barriers to creating video is the belief that it has to look polished before it's "good enough" to share. That is a complete myth.**

**Kiwi's value genuine, real videos. Especially when it comes to the charity sector.**

- Your community wants to see the real moments.
- Your story matters more than perfect lighting.
- Your voice is enough, it doesn't need a script (unless you feel more comfortable).
- Your impact is worth sharing, exactly as it is.

In our sector, authenticity isn't something to apologise for. It's actually one of our biggest strengths.

*The More Real & Authentic. The Better. Honestly.*

*The video Formula we'll be covering.*

**1. Start with a human face**

A short, natural piece to camera explaining what's happening and why it matters.

**2. Capture real moments**

Short clips of people actively doing something, serving, talking, laughing, building, helping.

**3. Put it together simply**

Trim the clips, add music, include your logo, export.

*Let's show you what this looks like.*

# Step 1 - Film the human hook.

We're going to use Cam from Acorn, because I've been training him up with these, and he's getting pretty good at it nowadays.

- Who you are
- Where you are
- What's happening
- Why it matters

Keep it short — 10–15 seconds is more than enough. Remember this introduction is just to set the scene and give context for what is happening.



# Step 2 - Capture the real moments

This is often the hardest, and most important part. Instead of thinking about “getting shots”, think about capturing the story of the day.

## Focus on:

- People actively doing something — action always feels more engaging than stillness.
- Moments of human connection — conversations, laughter, etc
- Genuine emotions from people there
- Important milestones of the event
- Your team in action, interacting with people.

Get more footage than you think you’ll need!!! It’s much better to have a bunch of clips to choose from than not enough clips to pull together.



# Step 2 - Capturing moments (Tips & Tricks)

## **A few practical tips:**

- Keep clips short — 5–10 seconds is perfect.
- Leave 2–3 seconds at the beginning and end of each shot (this makes editing so much easier).
- Film more than you think you'll need, options are your best friend in the edit.

## **To make your footage feel stronger:**

- Hold the phone with two hands and tuck your elbows into your body for stability.
- If you're moving, move slowly — slower than feels natural.
- If your hand isn't steady, don't move at all. Stable always beats shaky.
- Try one gentle pan across a space, but only if you can keep it smooth.

# Step 3 - Getting Your Footage Into Canva

**Here are the easiest options:**

- You can upload the files to **Google drive**, and access them on your computer.
- You can **plug in your android phone** into your computer and transfer the files.
- If you have the **Canva app** on your phone — upload the footage directly from your phone into Canva, then edit on your desktop.

**Don't send the video clips via Facebook messenger or WhatsApp as it reduces the quality of the video clips.**

I recommend **Canva Pro** because charities can access it for free, and it's a powerful, easy tool for your charity. **I mean, it's free!**

# Step 3 - Editing the video

## **1. Start with a human face**

A short, natural piece to camera explaining what's happening and why it matters.

## **2. Add in video clips after**

Short clips of people actively doing something, serving, talking, laughing, building, helping.

## **3. Add a backing song & organisation logo at the end.**

Trim the clips, add music, include your logo, export.

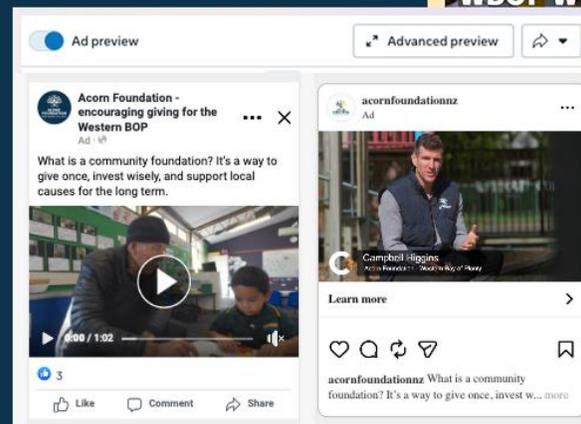
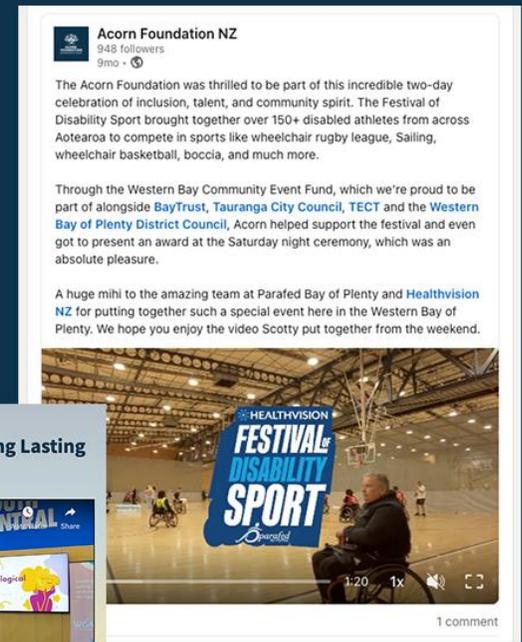
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**Pro tip:** You can also drop video clips over the opening intro section to help show the topic of the video from the very start.

# Make the most of the video you've made.

## One 60–90 second video can be used:

- A Facebook post
- As an Instagram Reel
- A LinkedIn post
- In a blog article
- In your email newsletter
- In a paid social media campaign
- On your website
- In funding applications
- At your AGM or presentations



# *Start Small. Stay Consistent.*

You don't need to do become an expert overnight. Remember, the more genuine, more kiwi, more homemade the better.

And it takes time, the more consistent you are with your videos, the more your audience will get used to seeing and interacting with them.

- 🍃 When you can, film your activities/events
- 🍃 Keep it simple, and don't overthink it.
- 🍃 Improve a little each time, and don't try to be perfect
- 🍃 You'll become faster and confidence as you go.

## **The Video Formula**

- 1. Start with an intro**
- 2. Add in your video clips**
- 3. Add music & your organisations logo.**