**2019 Timed Outline-Done is Better Than Perfect II-Focus on Video**

**5 Minutes**  **Cristi**: opening—

why are we doing this and how easy it is to do….why do we want to produce video content?;

Statistics on Video use and how it reaches your audience and how much more effectively it communicates your message and “bonds” you with the viewer.

**5 Minutes** -Intro to Graydon and Amy and what they do

**30 Minutes Amy and Cristi:**

Examples of types of use

Amy

1. Firm website and Social Media
2. Practice Group website-intros to members; Q and A; many uses for educational clips and different combinations of members

Cristi

Internally at office

1. instructing clients—ie: video on 1st meeting and what to expect; video on collaborative team and importance; video on roadmap…);
2. Training staff on office procedures (file set up, file close out, doing minutes from meetings, setting up for a meeting)

**30 minutes Graydon**

How, when and where: technical discussion of length of videos, proper equipment, editing options, including software. We will have products with us that they can touch, see, handle…as well as where they can be purchased for reasonable cost

**20 minutes (if a 90 minute course)**

Live Demonstration of DIY video and posting

Q and A-Time permitting

IF A 3 HOUR COURSE

20 minutes-Q and A

**1.5 hours – DIY Video and Posting Demo and actually doing it**

Break into small groups, where we will produce video content for posting on participants FB, Websites or Blogs during conference, with assistance of presenters. If we do this component, it is critical for participants to bring their smartphone, and laptop or wifi enabled tablet to the session in order to fully participate.

**2nd half hour:**

reposting on all of your social media; where to post (FB, Instagram, Twitter; LinkedIn);

TAG IACP, your practice group; your State or local practice group, your firm, people you are with

syndication (automating out to other platforms We use Jet Pack);

Reposting your friends work #ThisisCP and #IACP, #divorcedifferently;

Regular practice Group Blog sessions-what we have been doing (meet 1x per month; or every 2; active blogging; consider a Zoom meeting to allow more attendance; post after for different URL locations)

Not every post has to be super meaningful. Mentions/funny stuff often get the most attention. Save the more academic posts for IACP, your Practice Group site or specific groups

Subtle-staying in front of people but not “in your face”

Original writing versus re-writing

-Using FB Groups to post some things—also referrals (lawyer/MHP/fin groups; neighborhood groups); Search groups for key words (divorce lawyer, custody lawyer, collaborative)

\*\*\*\*do a re-write or subtle/mention post

-Friend colleagues here today and re-post from each other

**3rd half hour:**

Wordpress

Gtt-video, editing;

gadgets, -list of stuff to buy

-show examples of video—Cristi/Amanda/Melissa; solo Cristi using iphone—talk about how clients feel “connected” or like they know you from the videos