Social MultiMedia Video Planning Sheet

Project Name

Producer Name	**Device:** ☐ Smartphone ☐ Tablet ☐ Video Camera

Shoot Date(s)	**Desired Video Length** _____ minutes	**Goal for Video**
Release Date	**Planned Release Time** _____ ☐ AM ☐ PM	**Audience for Video**

Video Type ☐ Direct-to-camera ☐ Package ☐ Interview ☐ Music Video	**Video Purpose** ☐ Recap an event ☐ Promote an event ☐ Provide an update ☐ How-to or demo video ☐ _____	**Shoot Location(s)**
Video Hosting Site ☐ YouTube ☐ Vimeo ☐ Instagram ☐ Vine ☐ Cameo ☐ Our web server ☐ Amazon S3 ☐ _____	**Video Distribution** ☐ Facebook ☐ Twitter ☐ Blog ☐ Web site ☐ Pinterest ☐ Vine ☐ Linked In ☐ Link in an email ☐ PR Newswire ☐ News release ☐ Nixle ☐ _____	**Main Messages to Communicate**
Upload Quality ☐ HD 1080p ☐ HD 720p ☐ SD 480p		**Shots Needed / Production Notes**

Information For Video Hosting Site Description Fields

Video Title	
Description	**Video Tags**
Mark Video As　☐ Public ☐ Unlisted ☐ Private	**Select Audience**

Names of Talent and Guests	**Title**	**Agency/Company/Organization**
On-Camera Host or Narrator		
Guest 1		
Guest 2		
Guest 3		

DON'T FORGET! ☐ Charged battery ☐ Adequate recording space on device ☐ Plug-in mic ☐ Tripod/mount ☐ Video light