



# SUSTAIN OR EXPLAIN TOOLKIT



ENVISION™

**PREPARED BY**

*ISI Communications*

**JULY 2020**

# SOCIAL MEDIA

## POSTS & TWEETS

Social media is a great channel for spreading awareness. In fact, amplifying our sustainability messages across social media platforms is an important part of getting those messages to key target audiences and the public.

One of the best ways to craft social media posts and tweets is to use our talking points and condense them into appropriate character counts—and include a strong call to action. This will go a long way in helping audiences get involved.

Below are a few ideas and tips on how to improve our social media outreach.

### USE THE FOLLOWING HASHTAGS

- #KnowEnvision
- #KnowSustainability
- #SustainExplain / #SustainOrExplain
- #EnvisionASustainableWorld
- #EnvisionAResilientWorld

### Host Live Video Podcasts

Please follow ISI's YouTube account to watch live broadcasts on sustainability or watch our live discussions on LinkedIn.

#### ISI LinkedIn Lives in July

- **Sustain or Explain Video Podcast / July 7 noon EST** - ISI and AIT Bridges discuss *composite bridge technology* live on LinkedIn.
- **Envision Podcast / July 28 noon EST** - on LinkedIn a live discussion on *why your organization should become a member of ISI*.

# Posts & Tweets

## Social Media Sharing



Follow us

***#SustainOrExplain***  
***#SustainExplain***

During the month of July, ISI will create and deliver posts and tweets for Twitter and LinkedIn and disperse them **every Monday through Friday at exactly 11 a.m. EST**. Feel free to share these "Sustain or Explain" posts and tweets to build awareness.

The images on the right are examples of what will be shared. The first two are basic social media posts. The third photo in the lineup is a short video created specifically for the marketing and advocacy campaign.



## Are you an ENV SP?

### POST YOUR ENV SP CERTIFICATE

Please post a copy of your ENV SP certificate on social media and let us know, so we can share it on our Twitter and LinkedIn.

You can also email Dyan Lee at [lee@sustainableinfrastructure.org](mailto:lee@sustainableinfrastructure.org)



# Short Videos

## Creating a Testimonial Video

### *Tips for creating a short video at home*

#### Post a Short Video

##### 30 seconds or less

Create a 30-second video on your cell phone and share on Twitter or LinkedIn. You can do this whenever you want. Make sure to tag ISI, so we can share on our social media platforms. If you prefer, send your video directly to Dyan lee at [lee@sustainableinfrastructure.org](mailto:lee@sustainableinfrastructure.org) via [WeTransfer.com](http://WeTransfer.com), and she will post it for you.

When you create a selfie video on either your cell phone or a video camera, please make sure you film in a quiet place. If you film outside, ensure that the lighting is facing you, so you are not backlight (sun is behind you).

Shoot from the waist up and listen to the sound quality afterward. If the sound quality is crisp and doesn't crackle, you are good to go.

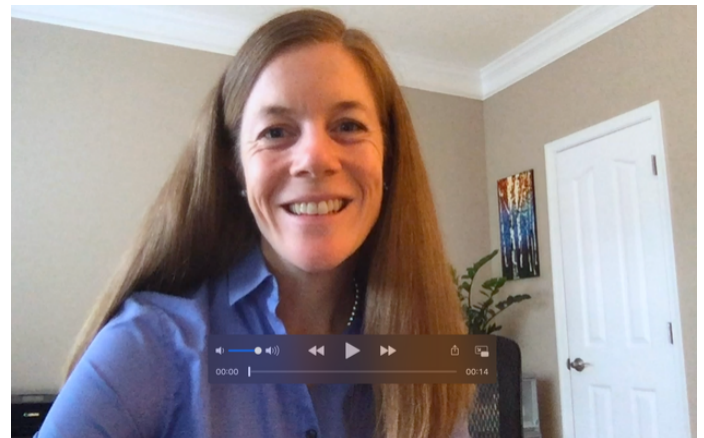
Don't forget to smile and be enthusiastic. Feel free to film several and upload the best one or e-mail it to Dyan Lee at [lee@sustainableinfrastructure.org](mailto:lee@sustainableinfrastructure.org), and she will send it out for you from ISI's account.

You can also hold up your certificate if you like while talking on camera (see the second video to your right).

**And lastly, leave about two to three seconds of padding (silence) at the front and end for possible editing.**

#### WHAT TO SAY?

Hi, I'm [insert name] and I earned my ENV SP in [insert month and year]. I am proud of my credential and urge you to become an ENV SP too. When you know Envision you know sustainability! (Click on the video examples below to see how is done.)



# Photography Tips

## Rule of Thirds

Placing your interview subjects slightly off center, so there is space on the left or right side is preferred in videography and photography. Try to stay away from videotaping or photographing people in the center of your frame.

If the person is on the right side, angle their body inward. If the person is on the left, also have them turn their body slightly inward. This can also apply to video live shots and video podcasts. Remember, turning slightly sideways and pointing your face inward slims you down. Who doesn't want that?



## Other Video Tips

- Wear solid colors, or contrasting colors like black and white, navy blue and orange
- Avoid wearing heavy jewelry
- Use a ring light (preferably normal size) or good lighting frontal lighting
- Make sure your background isn't distracting
- Check to see if there are trees or strange objects protruding behind your head
- If you are filming outside, avoid 10 a.m.- 2 p.m. when the sun is casting the most shadows
- Shoot outside on overcast days or during sundown or sunup

# Videography Tips

## Why use a tripod?

Use a tripod or other method to stabilize the camera. (Unless you're going for a certain creative look, it is highly recommended that you stabilize your camera or video recorder.)

**Backgrounds:** If your background is busy, you are better off using a plain background for your video to ensure that your subject doesn't blend into or clash with your background. (Solid walls or brick walls work well, but be careful of the wall color. Make sure the color is not distracting.)

## Shooting B-roll

If you're shooting a story that is one minute or more, you might need b-roll footage. What is b-roll? Let's say you are shooting a project under construction... you will need video images (b-roll) of people building the site, the equipment being used, or the location of the project. These shots will be spliced into your story. By the way, interviews are called a-roll.

Always shoot more b-roll footage than you think you'll need. Include footage that enhances the story or sets the scene.

## Editing Tips

When choosing a video editor, it's all about control. Do you need something simple? If so, iMovie and the YouTube video editor will work well. To use the YouTube editor, sign into your account, click Video Manager, click create in the menu at the left and select Video Editor. Create a new project.

If you need something more robust, use Adobe Premiere Pro, Final Cut Pro X, or Avid. Keep in mind, these software packages are more difficult, usually cost money, and take longer to learn.

### Additional Resources

- [The Top 10 Video Mistakes to Avoid](#)
- [Video Editing Tips & Tricks](#)



Image by Sarah Richter Art - Pixabay.com



# Storytelling

## WITH VIDEO

### How to Shoot Longer Videos

Cinematography and videography are the art of visual storytelling. Anyone can set a camera on a tripod and hit record, but the artistry of cinematography comes into play when you control what the viewer sees (or doesn't see) and how the image is presented. Shot sizes, angles, and movements are the heart of exceptional camerawork, and when coupled with good lighting, enhances emotion and forms the essence of cinematography. Good camerawork provokes, inspires, frightens, relieves, and amazes us.

**Your opening shot**, often referred to as an establishing shot, is usually a long or wide shot. It establishes the general location of where the action will follow. Video producers and editors often showcase something moving toward the camera. For example, in a movie, you often see a car driving into the scene toward the camera or a person walking toward the camera. Those are common establishing shots.

**Rain can signify change in your story.** If you want to change the direction of your story from happy to sad or vice versa, many videographers use a rainy shot to subliminally highlight that the story is changing. (Watch for this in your movies. It is a very common practice.)

**The end / close of your story always works nicely if you provide a closing shot or sequence.** Videotape something moving away from the camera to subliminally signify the end. For example, in a love story the subject of your story may walk off into the sunset holding the hand of his or her romantic love interest. So, you only see their backs and not their faces as they're walking away. This signifies the story is ending.



WHEN YOU ARE  
VIDEOTAPING A LONGER  
STORY, LOOK FOR  
OPENING SEQUENCES,  
MIDDLE TRANSITION  
SHOTS AND CLOSING  
SEQUENCES.

SUSTAIN OR EXPLAIN

2015



# *SUSTAIN OR EXPLAIN*

*Advocating for Envision Sustainability*

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