

Coast Guard “Know-How”: Process for Making a Video

Disclaimer

Ensure videos do not contain privacy or other sensitive information; including but not limited to PII, OPSEC, financial information, and technical information not authorized for public release

This five-step process is intended to help you make a better “how-to” video:

1. Select a Task

- Aim for impact (save time, save money, reduce errors, make work easier, solve a problem, etc.)
- Make it specific (ie. change an oil filter on the Honda 225 outboard versus inspecting an Engine Room)
- Choose a task that can be covered in 3-5 minutes. For larger tasks, break into 3-5 minute segments
- Create a title that clearly states what the video helps the viewer accomplish

2. Create Step-by-Step Instructions

- Keep it simple – don’t assume what viewers know or don’t know; use plain language
- Be thorough – don’t skip steps
- Do your homework – make sure your content is correct (follow references if required)
- Avoid unauthorized or non-standard procedures
- Avoid content that contains privacy and/or sensitive information

3. Create a Production Plan

- Decide what people need to hear to accomplish the task (tell them)
- Decide what viewers need to see to understand instructions (show them: video, pictures, diagrams, etc.)
- Write a script with introduction (what you’re going to show), instructions (show it), and summary (tell ‘em what you showed them). Include tools & required references.

4. Develop Audio/Visual Content

- Record in landscape and not portrait
- Get plenty of light on the subject – have light come from perpendicular to the subject
- Use the best microphone you can find and avoid background noise

5. Publish to YouTube

- There are two web-based locations where you can **request** to have your video(s) uploaded to the Coast Guard FORCECOM “How-To” playlist:
 - [PTC SharePoint](#) (CAC Required)
 - [PTC.mil](#) (Internet)
- You will want to **share** your video with the PTC “How-To team. To do this, upload the video to a cloud drive, such as Google Drive or Drop Box, and share the folder/file with CoastGuardKnowHow@gmail.com
- When sharing the video include a brief description of what the video is about and provide key words known as “Tags” that will help users search for your video. Be sure to include “CoastGuardKnowHow” as one of the Tags.