**Manufacturers’ Guide to Great, Easy Videos**

**What Equipment to Use**

* iPhone or other smartphone (find one with a good quality camera, make sure the lens is clean)
* Use a stand – shaky videos stink!

**Who to Interview**

* **The recent high school, community college, trade school graduate** 
  + *if applicable, can ask, “why didn’t you choose a 4-year degree?”, or*
  + *“would you recommend to others to go to college like you did or come to work now?”*
* **The person who left a job they thought they’d love but were unhappy (and are happy now)**
  + *such as worked at a bank, worked on cars, didn’t know what they wanted, and are happy to have found manufacturing*
* **The person who has benefitted from continuing education in manufacturing**
  + *i.e. started in a basic skill job, received training and now has higher skills and pay*
* **The person who is proud of their family legacy in manufacturing** 
  + *my dad/mom worked here, and I love it. I would want my kids to work here*
* **The immigrant from out of country, who is happy to have found their manufacturing job**
  + *“Would you recommend Nebraska and manufacturing to others?”*
* **What roles to interview**
  + All aspects of your team!
  + Technician
  + Team-lead
  + Maintenance
  + Quality
  + Logistics
  + Accounting
  + Marketing
  + Human Resources
  + Etc.!

**How to Interview**

* **Off-camera to prep the interviewee:**
  + “We’re making a video to show to students & those considering their next career move. We want to highlight all of the great benefits of working in manufacturing in Nebraska!”
  + “Can you help us with a few positive messages to send along?” (Yes!? Great!)
* **On-Camera questions (we can edit as necessary)**
  + What is your favorite part about working in the manufacturing industry?
  + Why is manufacturing a great place to work?
  + What message would you want to send to students (or to yourself in the past, before you had this opportunity) considering working in manufacturing?
  + How are you able to challenge your mind and grow your skills in your job?
  + What is the most exciting thing about the future of manufacturing?
  + What is the most exciting thing about your future in manufacturing?

**What to do with the Content**

* Send to the NE Manufacturing Alliance Upload to your YouTube channel.
  + Upload to your YouTube Channel.
    - Upload the video as “unlisted” if you don’t want it public yet.
    - Right click on the video to copy the video link.
    - Send the link to [Cvolnek@nechamber.com](mailto:Cvolnek@nechamber.com)
  + Contact Charlie Volnek with questions or to make arrangements to send her the video directly. [cvolnek@nechamber.com](mailto:cvolnek@nechamber.com)
* The NE Chamber may perform final editing to meet web or social media specifications.