**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
	+ Contact Charlie Volnek with questions or to make arrangements to send her the video directly. cvolnek@nechamber.com
* The NE Chamber may perform final editing to meet web or social media specifications.