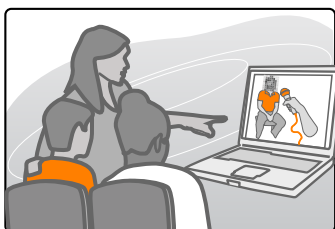


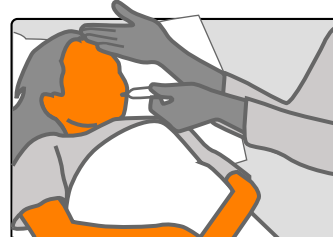
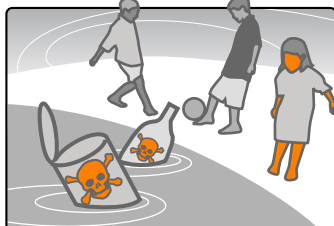
AFTER FILMING

1. REVISIT YOUR ADVOCACY PLAN



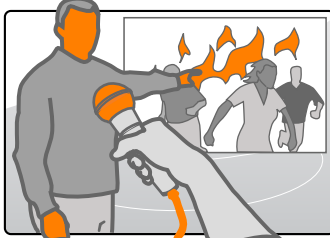
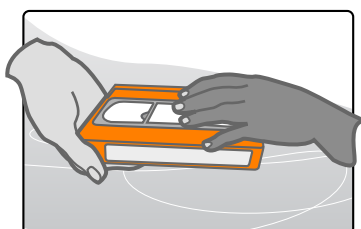
Before you start editing or distributing, make sure you and your team and collaborators still agree on your message and goal. Make sure nothing has changed in terms of risk.

2. LESS IS MORE



Editing is all about telling your story efficiently, compelling and truthfully. Less is more, particularly when you're putting your video online, where viewers tend to watch shorter videos.

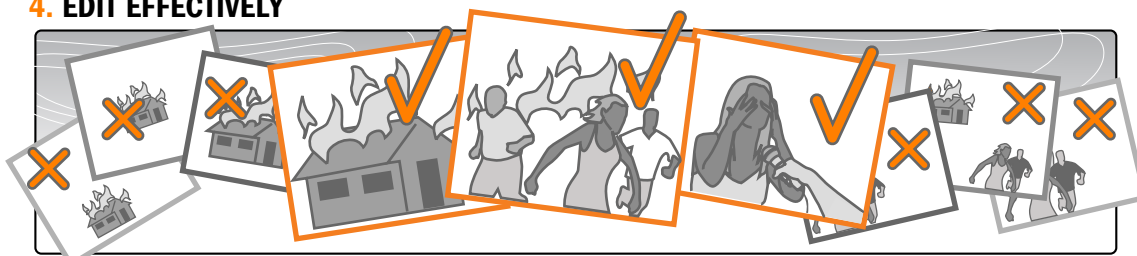
3. HOW TO WORK WITH LIMITED FOOTAGE



What happens when you have very little footage? Maybe you have just one shot of graphic violence but no context. Think about these options:

- Borrow footage – from colleagues or from footage with Creative Commons licenses
- Film an interview to explain it
- Use title-cards to tell your viewer more. And remember that on some websites you can place contextual information around your video.

4. EDIT EFFECTIVELY



Compress time and space – you don't need to show everything. Tell your story effectively by creating meaningful sequences of images and words. But resist the temptation to make connections that don't exist.

5. EDIT ETHICALLY



Editing gives you power. By placing two clips side-by-side you can make two people argue who've never met each other. You can misuse shocking images. You can change the chronology of events and create false cause-and-effect. Be truthful to the situation you experienced and make sure your collaborators are too.



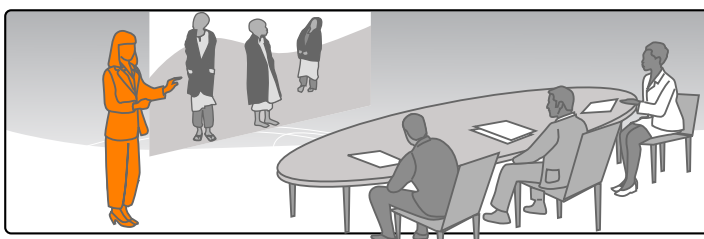
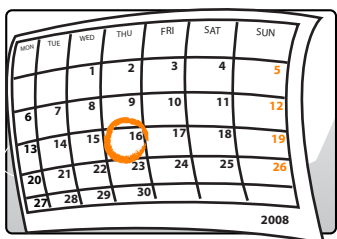
AFTER FILMING

6. IS THIS ONLINE FOOTAGE REAL?



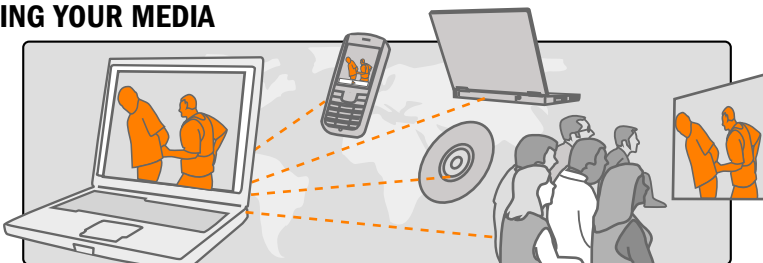
The best way to assess credibility online is to look at the feedback from other viewers. Often viewers will point out discrepancies and give you additional information. Always check it against other external sources, and try sharing the clip with a local human rights group to get their feedback.

7. SHOW YOUR VIDEO IN THE RIGHT PLACE AND AT THE RIGHT TIME



Don't forget your audience and your objective as you start to distribute. Strategic distribution is all about timing and finding the right place to reach your audience so that you can engage them to make a difference. Look for a "tipping point" in a situation, where your video could make the final persuasive push.

8. BE IMAGINATIVE IN SHOWING YOUR MEDIA



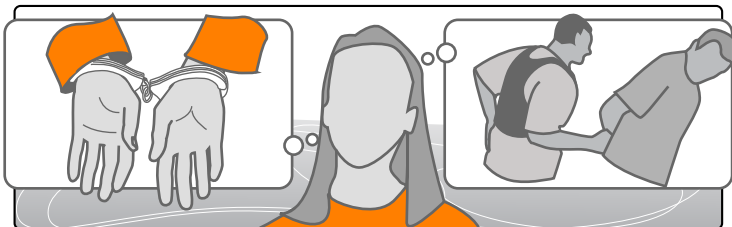
Think about screening for your community and for decision-makers; try going viral by encouraging people to copy and share your media; and use the power of the web to distribute and engage dispersed audiences. The principle of the "carrot and the stick" can come in useful – try using the threat of public exposure or public praise to make someone act.

9. "SEQUENCE" YOUR DISTRIBUTION



Remember that successful distribution in one place can open up opportunities. Be ready. If your video is watched extensively online, and is topical to a major news story, expect TV producers to want to use it in news broadcasts. Or if you choose to build momentum through a series of "grassroots" screenings and online distribution, use that impetus to give credibility and urgency to a screening for decision-makers.

10. REASSESS THE RISK



Constantly reassess the risks to yourself, your friends, your organization and people you have filmed.