

## HOW TO CREATE YOUR VIDEO

**mymn** is about improving Minnesota and celebrating the things we love about living and working here. We all know that there's a lot to love about Minnesota. That's why we created a special section at **mymn.org** called "Minnesota Works." It's designed to showcase your stories, heart-warming anecdotes, funny tales, historical recounts and cool ideas about how our state "works."



The idea is simple: we love the quality of life we have here, but times are pretty tough right now. If we're going to improve our state, let's start by taking a look at what's already working.

You've got stories to share – and we want to hear them. In particular, we're looking for short videos to feature on **mymn.org**. Now before you put this how-to paper in the "circular file" under your desk, we want to tell you just how easy and fun this project is:

1. **Choose a topic for your video.** What do you want to show and tell us? The floor is yours. Here are a few ideas to get you started:
  - Pick one question and ask it of multiple employees.
    - What the best part about being a Minnesotan? (Native and transplant may answer.)
    - What's the best part of your job – besides that fact that you have one?
    - What are you most proud of when it comes to your job? How about your employer, or your involvement in your community?
    - Talk about a funny or embarrassing thing that happened to you (or your co-worker) at work.
  - Have one person tell a short story.
    - A company milestone, a unique program, a recent achievement.
    - Someone who went above and beyond, overcame a challenge, helps others.
    - A lesson learned, a goal reached, an unexpected outcome.

The best videos will feature "real" people (you know who you are), with real stories to tell. We're not looking for company promo videos to sell your products. Keep the videos about the people and their stories, and the other merits of your company will glow all around them.



2. **Grab a video camera.** Your gear does not need to be high-tech. A basic hand-held video camera or the video setting on your digital camera is fine. If you don't have either, that's not a problem. Let us know and we'll get you what you need.
3. **Shoot the video. Edit it (if you can).** Keep the videos short. Less than 2 minutes is an ideal length. It's more interesting to have a few short videos than one 10-minute video. If you can also do the editing, terrific. If you want to send us the raw video, we can help you piece it together. (See how easy this is?)
  - Consider some technical tips – find some good light (daylight but not direct sun works well), a quiet room (for interviews), and a steady hand (if you don't have a tripod, rig up a stack of books on a desk to prop up your camera).
  - Introduce the interviewees. Make sure to let us know who we're hearing from (name, job, fun fact, etc.)
  - Show us around. In addition to the interviews, what else are you going to show us to tell your story? Give us a tour, walk us through your break area, take us down your Main Street. Remember, these videos are about the good life in Minnesota. Be creative!
  - Are you funny? (Maybe ask your co-worker.) Feel free to make your video a little lighter by including bloopers, music and other entertaining elements.
4. **Send us your video.** When you're ready to show us your masterpiece, here's what you do:
  - You've got a completed video – Upload it to YouTube ([www.youtube.com](http://www.youtube.com)) and then email us the link.
  - You've got a completed video, but you're not so sure about the YouTube step – Email or call us. We'll walk you through it.
  - You've got video, but it's not edited yet – Email or call us. We'll figure out how to get it edited. We're happy to do it for you.

Completed videos will be featured on **mymn.org**. We'll let you know when it's on the website so you can brag about it to all of your friends and family.

Thanks for helping us celebrate the good life in Minnesota!

**Send your video links, story ideas or questions to**  
**[stories@mymn.org](mailto:stories@mymn.org)**