

Social Media Video Creation Worksheet

Title: \_\_\_\_\_ Project/Brand: \_\_\_\_\_

Date: \_\_\_\_\_ Format: \_\_\_\_\_ Platform: \_\_\_\_\_ Est. Length: \_\_\_\_\_

Theme/Idea: \_\_\_\_\_

Set Locations: \_\_\_\_\_

People involved: \_\_\_\_\_

Equipment Needed: \_\_\_\_\_

Goal: \_\_\_\_\_ Hook: \_\_\_\_\_ CTA: \_\_\_\_\_

|         |         |         |
|---------|---------|---------|
| Scene 1 | Scene 2 | Scene 3 |
|         |         |         |
|         |         |         |
| Scene 4 | Scene 5 | Scene 6 |
|         |         |         |
|         |         |         |

Scene Considerations: VISUAL • AUDIO/DIALOGUE • ON-SCREEN TEXT