


If It's Not on Video, It Didn't Happen (part 1)

 **Step:** Four - Look for solutions!

 **Time:** 1 hour

 **Space and materials:**

- Room with the possibility to sit in a circle, move and work in small groups;
- Laptop and projector;
- A couple of smartphones and access to the Internet.

 **Description of the tool**

1. Start by asking the participants about the last short video/clip they saw on the Internet and really liked. Discuss with them what makes videos go viral and what not.
2. Explain that it is important to record the process of their action planning and building, which is why they need to plan to fill some parts of it.
3. Ask the participants if they use apps for creating videos and what. You can either go with some of the apps they use or propose other ones (make sure they are free). We recommend Magisto (iOS, Android) Power Director (Android), Adobe Premier (iOS, Android) or even Vine (iOS, Android, Windows – you can only make videos up to 7 seconds). If you have time, you can explore some apps with the participants and decide together on the one to be used. They can also use different apps.
4. Divide the participants into smaller groups and give them the task to shoot and edit up to 20-seconds trailer of their upcoming action. Don't give them a lot of time for shooting and editing. They should act fast and creatively. Make sure at least one smartphone is available in each group.
5. In the end, screen the movies and discuss. If participants like them and agree, disseminate the videos on social media as a trailer/invitation for the event or the action.
6. Take 10 minutes to plan who will make sure to record and edit some videos during the action. If you have time, you can collect some ideas on the content of the videos so that it increases its chances of going 'viral'.

 **Additional remarks**

Debrief with the participants on the different possibilities technologies give us to promote social causes and issues, how we (don't) use them and what can change in this direction. Ask them to think of examples of how technological possibilities of promotion have contributed to tackling global issues.