

Video Alfie is King

Trusted Surgeons



TRUSTED
SURGEONS

Alfie Lombardi

- 25 yrs of industry experience
- RN
- Operational management
- 3 kids



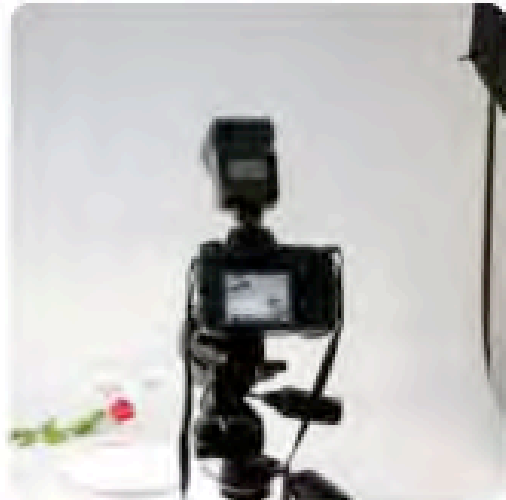
In the next 5 years

80% of all content on social will be VIDEO

EQUIPMENT

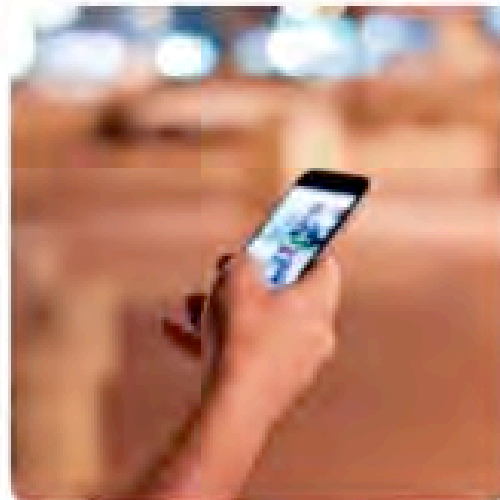
Can be SIMPLE or COMPLEX





Shoot video...

(use what is around you)



- **Phone**
- **Ipad**
- **Camera**

Holding your
device?



Person

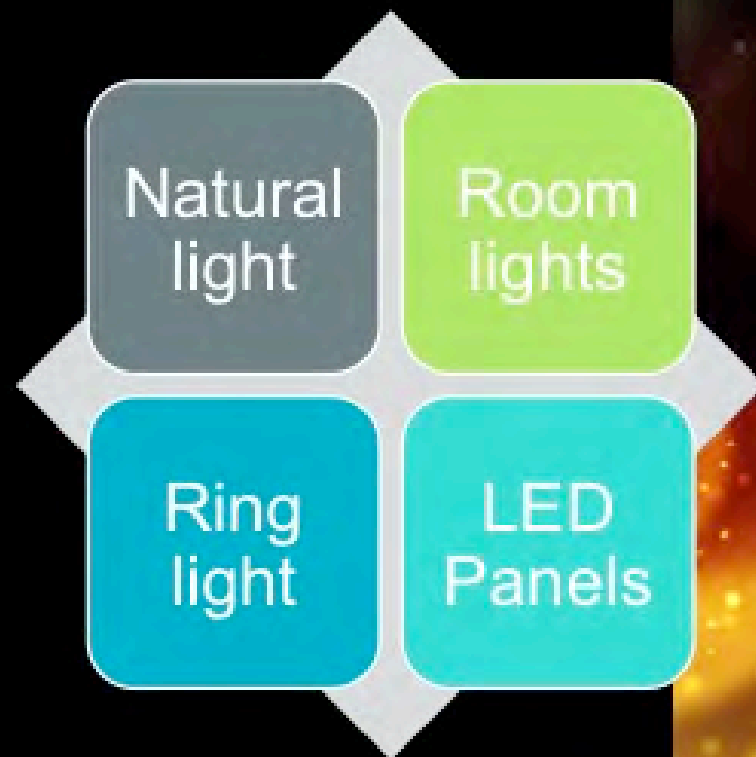
Leaning

Selfie stick

Frame

Tripod

Let there be light...



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External sounds
Copyright



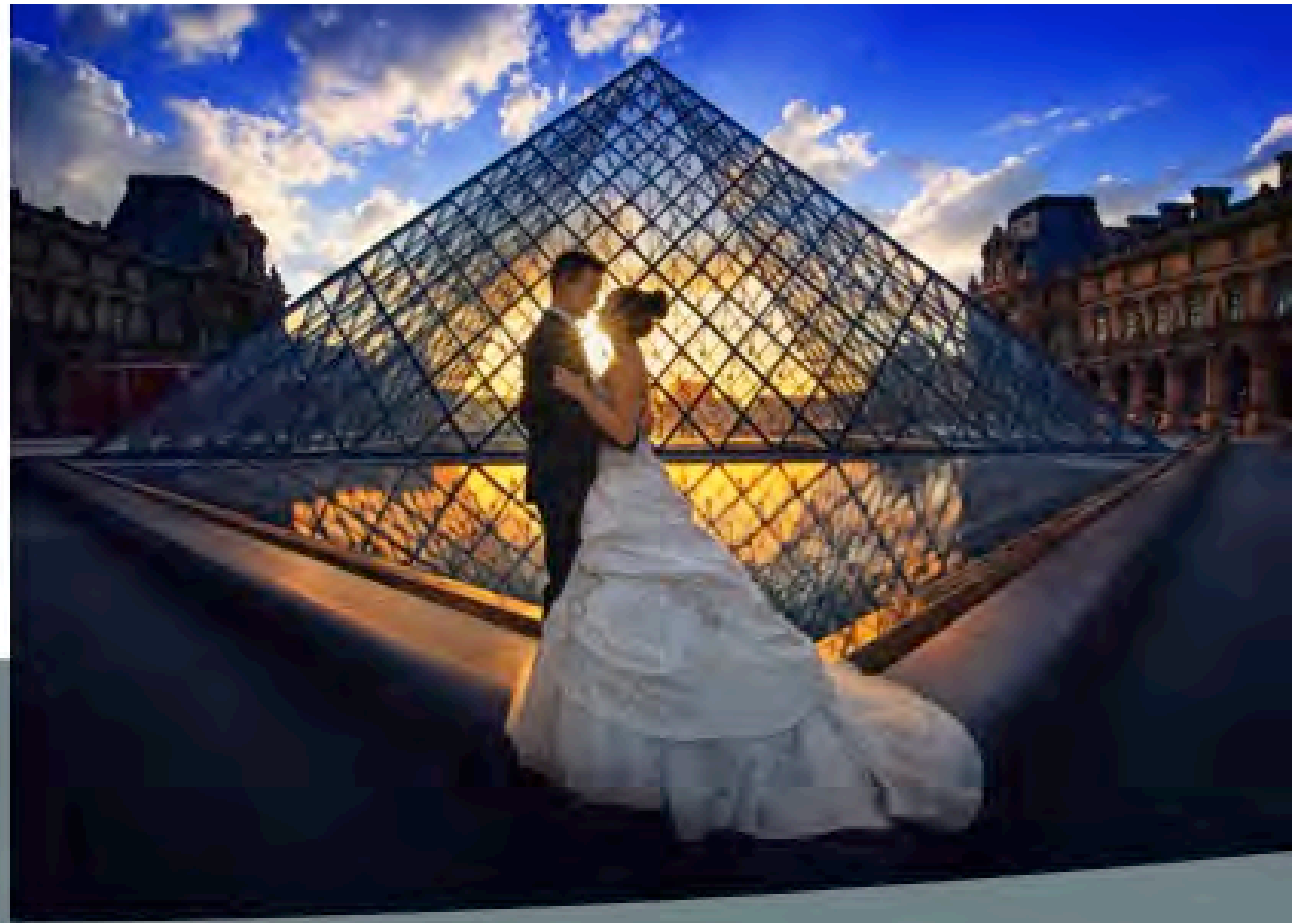
SOUND

BUILT IN

EXTERNAL

SHOTGUN MIC

WIRELESS MIC



SET YOUR SCENE



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Where do you look?



To script or not to script

That is the question...





Editing

As with everything else,
this can be simple or hard

Don't forget to
add a beginning
and end slide



Where to add your video



Instagram



Facebook



Youtube

Thank you!

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