# Creating a Multi-Use Project:

# Training Resource & Social Media Content

## Introduction

This creative pro bono model provides insight into a recent CILA project, including some methods we used to make the project a reality. CILA hopes this resource provides information regarding using videos in social media, creating visual elements that provide cohesion to a project, and creating a project that meets multiple objectives and has several uses. This resource offers some IT tips and information regarding CILA's plan in case it helps pro bono programs create similar projects.

CILA also sees the potential for collaboration and community within the pro bono and immigration law fields to share additional tips and information to improve advocates' skills and practice, and that objective can be easily accomplished with this project.

## About CILA's Project: Bite-Sized Tips for New Practitioners & Pro Bono Attorneys

In August 2022, CILA started a project focused on providing bite-sized tips for new practitioners. CILA had several goals for the project, but namely CILA wanted to create a substantive resource for new practitioners and pro bono attorneys that offered bite-sized tips in a video format. We also wanted to connect practitioners to other available resources to encourage additional learning and development. The CILA team thought the project fit well with social media, and we wanted to uplift the videos and tips through CILA's social media platforms.

As a result, the CILA legal and social work team members each created a short video tip on topics that ranged from research, evidence development, court preparation, using templates to self-care. CILA then shared a "CILA Tip of the Week" through its social media channels for seven consecutive weeks on Fridays through August and September

## WHAT DOES THIS RESOURCE COVER?


- About CILA's Project: Bite-Sized Tips for New Practitioners & Pro Bono Attorneys
- The "Why?": Why Did CILA Want to Create this Project?
- Ideas on How to Use CILA's Project for Your Organization's Pro Bono Program
- Explaining the "How?": Step-by-Step, How Did CILA Create the Project?
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- Behind the Scenes: Themes & Including Visual Elements
- Let's Work Together: Opportunity for Collaboration & Community



Children's Immigration Law Academy (CILA)
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2022. Then, we consolidated the tips into a written resource and blog post on CILA's website to share further.

## The "Why?": Why Did CILA Want to Create this Project?

CILA wanted to create a project that offered bite-sized tips because shorter videos are easier for people to watch and digest. We know that children's immigration advocates and pro bono attorneys are busy, so we wanted to create something where advocates can access the information quickly. CILA has many recorded trainings on CILA's website that are an hour to an hour and a half long, so we wanted to offer something a little bit different that can be watched quickly. The project also helped CILA highlight past written resources that advocates might have missed.

## THE FINAL PRODUCT: VIEW CILA'S PROJECT

CILA posted the project in a few ways. Check out the final product.

- CILA's blog post
- CILA's YouTube account hosts the video series
- CILA's social media platforms: LinkedIn, Facebook, Twitter

## Ideas on How to Use CILA's Project for Your Organization's Pro Bono Program

1. Share CILA's Project: Don't have time to create something new right now, no problem. Share CILA's project with new practitioners and pro bono attorneys to offer additional support and a substantive resource. CILA is a capacity-building organization—that is what we are here for. Feel free to share CILA's blog post or a PDF of the written resource featuring the project. Alternatively, post a CILA tip to your organization's social media platform(s) to share the information in a series over the course of a week (1/day) or several weeks (1-3/week).
2. Combination: Share a CILA video tip and a video tip created by someone at your organization or get volunteers involved. Invite a volunteer mentor or an experienced volunteer involved with your organization to create short video tips that your program can share with other pro bono attorneys and potential volunteers. The information featured in the new tip(s) could relate to CILA's tip, offer specific information relevant to your program's best practices, or offer a separate tip altogether. Get creative and think about what would best help your program. Is there a substantive area that you need to offer more training but do not have the in-house experience? What are your current pro bono needs? What substantive issues related to those projects could be the focus for the tips? Determine if you want to share the tips via social media, a newsletter, and/or email communication, to name a few options. You can share a CILA tip and your organization's tips every day for seven days or over the course of several weeks like CILA did.
3. Replicate the Project: CILA's project can serve as a blueprint for creating a similar in-house project at your organization. We provided some details regarding the choices we made and methods we used below in CILA's project, so it can be used as a model. We also detail some general information about using videos in social media, as well as visual elements and themes that helped inform CILA's project.

## Explaining the "How?": Step-by-Step, How Did CILA Create the Project?

CILA details the steps we took to create the project and choices we made to give you a head start if you plan to create a similar project. We also provide some IT information and general tips for how to do this. While there are several steps, the CILA team found the project very manageable and easy to implement overall. Having a solid plan from the outset and specified roles helped the team accomplish the project with ease.

1. Determine the topic for the video series and who will create each video.
    - CILA got the legal team and social work team involved, so each person made at least one short video. Our target audience included new practitioners and pro bono attorneys.
    - CILA had two-point people for the project: (1) one person worked on several creative and technological elements including the graphic creation, video editing, uploading, and social media and (2) another point person managed the project, reviewed the videos, drafted the tip summaries, and compiled the information for the written resource.
2. Give the project a title.
    - The CILA team's theme for this resource was "Bite-Sized Tips," and we posted onto social media as "CILA's Tip of the Week."
3. Create a timeline for video completion.
    - The CILA team created a document detailing the project's goals and plan. We used a simple chart that included pre-determined deadlines. Then team members signed up for the week when they would record their video tip and included in the chart the topic/issue they planned to cover for the tip.
4. Provide video instructions: where to record, length, and any other particular notes to team members.
    - Instructions included ideal video lengths and reminded team members to use a specific Zoom background. We also created a shared folder where team members could save their video files. Team members were encouraged to choose a topic that they were passionate about and fit the project theme.
5. Create a virtual background for the video to help the project have a consistent look.
    - To create the virtual background, we used Adobe Express. The size of the image is Adobe widescreen (1280 x 720).
    - We added a copy-right free background image, added the CILA logo as well as a graphic with the name of the project at opposing edges of the background so it would be visible when used on Zoom.

- Then, we downloaded the completed image as a PNG to ensure that the image looks sharp when used. For more information about PNGs, please read this article by Adobe.

6. Record each video.
    - Each team member recorded their video on their own schedule and saved the video to a shared file to be accessed by other team members.
7. Edit the video(s) to snip off any extras at the beginning and end and any other editing as needed.
    - CILA uses Adobe Premiere Pro to edit the raw footage and add music. Never used this software before? Adobe has a series of video tutorials that can help beginner editors.
8. Add a graphic to the front of the video that provides a caption and teaser for that specific video. It also helps to have a graphic that is consistent across the video series.
    - CILA again used Adobe Express to create the graphics you see in the "CILA's Bite Sized Tips" video project using the same background image, logo, and graphic.

    - To add more visual interest, we used the animation feature to apply motion to the text. Adobe Express has preset animations, and CILA used the Typewriter animation. When selecting animations, try to use one that will not distract from your message. Lastly, try to keep animations consistent throughout your project!
    - Once the graphic was ready, CILA downloaded both an MP4 and PNG to lengthen the time the title plays since the animation is less than seven seconds long.
    - When CILA exported the video(s) from Premiere Pro, we used our preferred format of Windows Media and the preset size was HD 720 24. If you have more questions about what your export settings should be to upload your project to YouTube, please read this article by Adobe.

9. Upload the video(s) to social media platform(s) and share it with your network.
    - CILA used YouTube to host video content for the project. When uploading videos, the title of the project should be clear, descriptive, and less than 100 characters long. We used the description boxes to add more information about the project itself and direct people to CILA's website. YouTube is also useful because we can create a playlist for this type of serialized project.
    - On the last video of the series, we used YouTube's Card function to add an in-video link which would allow viewers to browse the entire video series.

## Behind the Scenes: Using Videos in Social Media

- Why use videos in social media?
    - Videos are more attention-grabbing in a world of text and static images. Digital marketing experts say that videos garner more engagement from social media users than written text. Think about your own social media habits. When scrolling, do you watch videos more than read? If yes, auditory and visual stimuli are to blame.
    - Social media algorithms favor video content over text or images. Hence video projects are more likely to be "pushed" into your feed or that social media's community page.
    - The 'relatability' factor. If you are an organization that depends on volunteers, showcasing your impact and/or staff members in videos can "humanize" the work you do. According to Forbes, video content in social media is popular because it "provide[s] a look [into organizations/businesses] that their audience wouldn't normally see." This inside look into an organization can be the deciding factor for potential volunteers to choose your organization to dedicate their time, effort, or resources over countless others.
- Pros and cons re: embedding v. linking to video:
    - Embedding: Refers to the action of including the URL of an external webpage in a post's caption. In the case of video embedding, social media creates an interactive preview of your video.
        - Pro: Users can watch your video without leaving the social media platform they are using. This can also translate into more engagement with your original post as well as other posts in your profile.
        - Con: Ads might play before your video.
    - Linking: Similarly to embedding, linking refers to the action of including the URL of an external webpage in a post's caption. However, no preview is created, and users are redirected to the video hosting platform you linked.
        - Pro: Does your video have an unimpactful thumbnail? Linking allows you to include a GIF of your video instead of a preview of your thumbnail which can help increase views.
        - Con: Most social media platforms have character limits. URLs contribute to a higher word count to your caption! You can also use TInyURLs.com to decrease your character count.

- Information on video limits and restrictions in social media on different platforms:
  Before going into this more, keep in mind that the below restrictions apply to native content and not links/embeddings. Want to learn more about the difference? Read this article regarding the difference between native content and links/embeddings.
    - Twitter: Native videos must be shorter than two minutes and 20 seconds. For more information on the file size and format restrictions, read their guide here.
    - Facebook: Native videos must be shorter than 240 minutes. For more information on the file size and format restrictions, read their guide here.
    - LinkedIn: Native videos must be shorter than 10 to 15 minutes depending on the file upload source. For more information on the file size and format restrictions, read their guide here.
    - Instagram: Instagram is undergoing some changes. Longer videos (IGTV) are being phased out in favor of Reels and Stories. Starting July 2022, native videos must be shorter than three minutes. For more information on the file size and format restrictions, read their guide here. Note: Instagram only allows native content.
    - TikTok: TikTok has two video formats: 15 second videos and 60 second videos. For more information on the file size and format restrictions, read a guide here. Note: TikTok only allows native content.
    - YouTube: Native videos must be smaller than 256 GB or shorter than 12 hours. For more information on the file size and format restrictions, read their guide here. One advantage to YouTube for hosting video content is its 12-hour length limit.

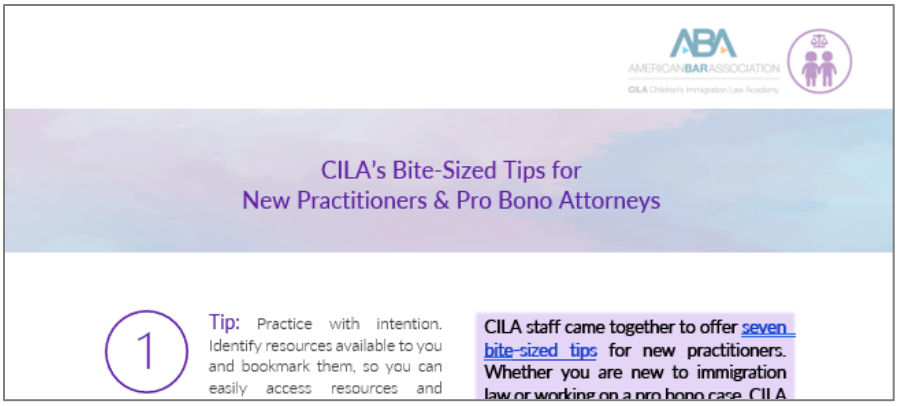
## Behind the Scenes: Themes & Including Visual Elements

As detailed above, CILA intentionally used the same visual elements in each of the video tips so that the project came together as a series. Messaging in the captions and social media also helped tie the project together. Visually, each video was recorded on Zoom and included the same Zoom background. The theme for the colors and look of the Zoom background includes CILA's color and logo. Additionally, we kept the look the same for the tip summaries consistent and used the same music for the beginning and ends of the videos for project cohesion.

### How do you create a Zoom background?

- Canva or Adobe Express are two good options to create a Zoom background. Both are online graphic design tools that are easy to use, provide you with ready-to-edit templates, and are free with the option to pay for advanced features.
- Zoom backgrounds can be effective tools to uplift any project! When creating a Zoom background, keep these things in mind:
    - Your graphic should be 1920px by 1080px.
    - Keep your message brief.
    - Remember to add your organization's logo.
    - Make sure to test it on Zoom prior to recording in case your text is obscured.
- Not sure how to upload your completed graphic to Zoom? Here is Zoom's guide to Zoom backgrounds.

We continued the theme and look for the written resource by including the same design used in the Zoom background as the background for the title heading in the written resource.




## Let's Work Together: Opportunity for Collaboration & Community

CILA sees the potential for collaboration and community that this project offers. We welcome others to share the CILA team's tips, and if you let us know about your project, we welcome sharing tips posted by your organization as well. The project creates an opportunity for continued learning and development. We can all work together to provide substantive and skills-based tips with each other and those who are new to the practice or working on a pro bono opportunity to help migrant youth.

Social media can create an opportunity to share and interact with others and encourage the work of organizations on social media.

- Sharing and boosting: Interacting with social media posts by liking, sharing, or boosting (leaving comments or bookmarking/saving posts) helps a post's longevity. In other words, the more you engage with a post or social media account, the more content of theirs is shown to you and your community. Encouraging your audience to interact with your posts by sharing and/or boosting is essential to increase visibility.
- Hashtags: When asking organizations or the general public to connect with your project, hashtags can be useful to keep track of engagement. They also serve to encourage others to join in and share the content.

## Conclusion

CILA hopes this feature on CILA's project provides some ideas and sparks some creativity on how to use CILA's project for your network or how to create your own multi-use project that creates a substantive resource and provides dynamic content for social media. Moreover, we hope the technological tips and ideas helps your organization's pro bono program in other areas as well.

If your organization has a creative model for pro bono engagement or ideas and resources to support and train pro bono attorneys, contact cila@abacila.org to share your experience. Check out CILA's webpage on "Creative Pro Bono Models" for more ideas for pro bono programs.