Steps JEN Took in Designing, Implementing, and Refining the Video Process:

1. Gathering
   - 1. Create a team
     - The team needs: subject matter expertise, ability/willingness to learn how to make videos, available time.
   - 2. Collect the security content
     - We chose to start with our security policies.
   - 3. Research visual examples to find a feasible style
     - We searched the web and chose to start with the whiteboard example as that most closely fit our abilities.

2. Drafting
   - 4. Map out the concept on paper
     - We wrote out a script with a voiceover and stick figures.
   - 5. Create an initial video with materials at hand to test out the concept
     - We used a basic camera to film a team member drawing on a whiteboard with a coat blocking the light from the window.

3. Refining
   - 6. Assess the video
     - While the first video had charm, it clocked in at 21 minutes -- far too long to hold a staffperson’s attention.
     - We felt that the hand-drawn concept worked, but we moved from drawing on a whiteboard to paper.
   - 7. Obtain additional needed equipment/software
     - We invested under $1000 in new equipment and software as we already had some of the software.
   - 8. Reshoot the video
     - We broke the script into smaller pieces to create a series of 3-5 minute videos that covered all the security policies.
     - We edited the script down to the essential points.
     - We also refined the drawings.

4. Reflecting
   - 9. Develop lessons learned
     - The upfront investment of time is high, but the process becomes faster and easier with each video.
     - In terms of equipment and software, our total investment was fairly small. We considered it worthwhile since we were able to make videos for many different purposes.
     - Low tech and inexpensive appearing videos can work in your favor since people are used to stick videos.
     - While humor helps capture interest, it can be tricky; what is humorous to one person can be tiresome or offensive to another.
     - The videos need to be short, ideally less than three minutes long. Be ruthless in your editing.
     - Keep switching up the video styles in order to maintain staff interest. We expanded beyond hand-drawn figures in our later videos.
     - Add as much RAM as possible; otherwise your video files will crash all the time.