Jill Barclay
Cybersecurity Awareness Lead
CommonSpirit Health
(Dignity Health/Catholic Health Initiatives)

Platinum Award for video “Building a Secure Organization”
  – Hermes Creative Awards
Gold Award for “Building a Secure Organization” – MarCom
Double Platinum Award for video “Holiday Phishing” – AVA Digital Awards
Videographer Awards “Delivering Legendary IT Service”
  – Association of Marketing and Communications Professionals
The Creative Process Behind Videos

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Perception of Training Videos

- Mandatory
- Too complex
- Not helpful
- Doesn’t apply
- Boring
- Takes me away from my work
A Banana Story…
Video Mascot

In 1944 they introduced a character that became the logo and mascot for the banana company.

Today, the banana is the single most sold item at Walmart.

One of the most valuable food crops in the world, behind wheat, rice and milk.
How would you sell a banana to a consumer?
Will you eat this banana?
How about this banana?
Capture your audience in 10 seconds.
A cyber video using fast-motion tips

Inspiration: Tasty Videos

- Over 52 million followers
- Each video regularly catches tens of millions views.
- Short (under 2 min)
- Quick visual steps
A cyber video using stop-motion, quick tips
Villain Series

• Deliver cyber tips and best practices in a storytelling narrative structure.

• Demonstrate bad behavior by the villain.
The Creative Process
The Storyboard
Setting up your Storyboard

- Topic and objectives
- Theme/setting
- Key messages
- Character actions
- Shot list or scenes
- Prop list
Film Day
Inspiration Ideas
Budget-friendly video tips

- Create a series
- Develop a character to tell your stories
- One room production set
- Look for props in your home
Video Pro Tips

• Use yourself as the audience
  – create a video that YOU would want to watch
• Create concise and short videos – normally about a minute or two long
• Use a storytelling narrative structure – viewers will feel more invested
• Show, don’t tell – try not to lean too heavily on voiceover or text
• Keep it fun – remember the banana
• Don’t forget the music! (Pond5)
Thank you.