MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Your behind-the-scenes plan

Lesson: Behind-the-scenes and process content · about 15 minutes

Find the process moments that show your value and plan how to capture them safely.

Your business (name, service, main city):

1. List one process moment for each stage of your work: preparation, load-in, the event, teardown and after.

2. For two of those moments, write what skill or judgment the content would show, not just the activity.

3. Walk through your workspace with your phone camera. List every document, screen or label that would need clearing before you film.

4. Write a behind-the-scenes plan for your next event: clips, timings, who captures them, and a total capture budget in minutes.

5. **Draft three sentences for a staff social media policy covering consent to appear and disclosure when staff post about the business.**

Check: can you now

- Identify the process moments in your service that make your value visible to clients
- Apply a client trust test so behind-the-scenes content never exposes private information or embarrasses anyone
- Plan a behind-the-scenes sequence for one event within a realistic time budget

One change you will make this week