

Video Creation Process Template



Brainstorming

Who is responsible for submitting new video ideas?

Who audits, approves, and prioritizes new video ideas?

Who defines purpose statements for each video idea?

Pre-production

Who defines the scope of information included in the video?

Who writes the outline and/or script?

Who approves the information for technical accuracy?

Who preps with the on-camera subject matter expert?

Who schedules and coordinates the production?

Who approves the final outline and/or script?

Production

Who is the on-camera subject matter expert(s)?

Who is responsible for equipment setup and breakdown?

Who interviews the subject matter expert(s)?

Who captures the audio and video?

Who ensures captured information is accurate and complete?

Post-production

Who is responsible for editing and creating/sourcing visual aids?

Who is responsible for giving feedback in the review process?

Who approves the final video version(s)?

Publishing

Who publishes the different versions of the video online?

Who is responsible for consistently refining the video's SEO?

Who measures the video analytics to improve future content?
