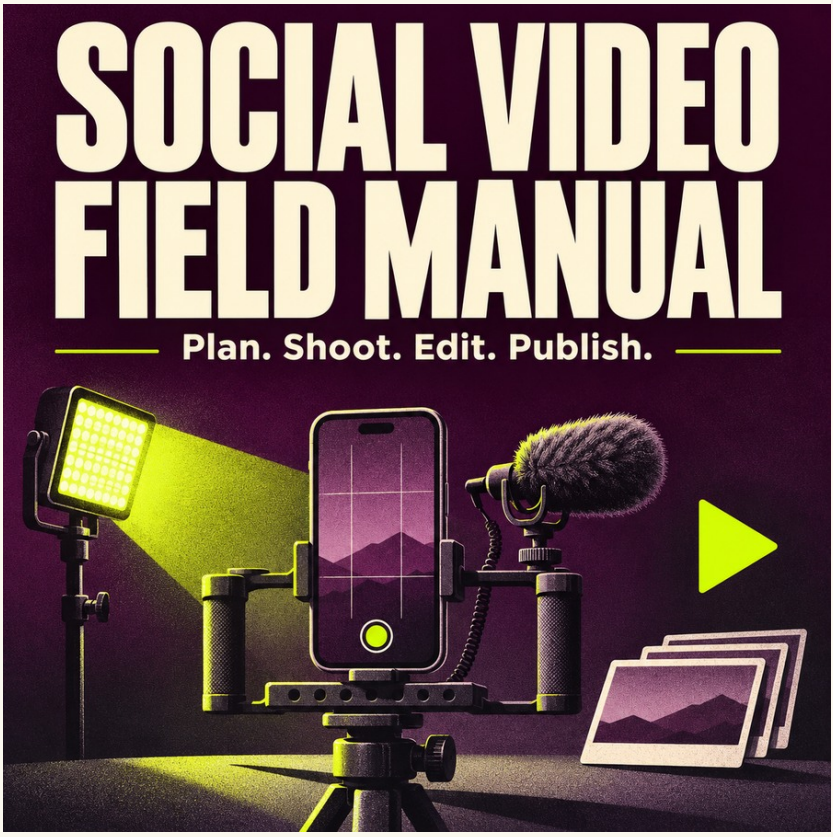
# Social Video Field Manual

**Plan. Shoot. Edit. Publish.**




**A HANDS-ON WORKBOOK**

36 hands-on projects for making social video. Plan a story, capture picture and sound, cut and caption it, then publish with a clear audience goal.

https://social-video-field-manual.pages.dev/

**FREE SAMPLE / ORIGINAL WORKBOOK PAGE NUMBERS**

# How to use this book

Choose any lab from the contents or PDF bookmarks. Work from the brief and work through the build before reading the example. The examples illustrate acceptable outcomes; model answers and generated media will vary. Keep a draft, a corrected version, and a short note on how you verified the change.

### WHAT YOU NEED

A text editor is enough to read the fixtures and critique the examples. Use a phone or camera, headphones, and any editor with a timeline. You can work from the supplied scenarios without posting publicly. ChatGPT is optional; the metric exercise uses synthetic data.

### BEFORE USING LIVE MATERIAL

Check data permissions, tool access and rights before uploading or publishing. Verify factual claims against their sources. Review participant consent, music and footage rights, and the actual preview before posting. This is an independent workbook.

### USE A SIMPLE REVIEW LOOP

BRIEF > RECORD > EDIT > PREVIEW > REVIEW
Save one version at each checkpoint. Label any rough media as draft so it cannot be mistaken for the release.

# Film one promise for a TikTok audience

**Story, scripting and AI planning**

## THE ASSIGNMENT

A promise tells a viewer what they can recognize, make, or decide by the end. A short story delivers that change through evidence. It starts from an identifiable situation, introduces a meaningful obstacle, and ends with a visible change. In this TikTok practice brief, assume the viewer encounters the video without knowing the creator. Let the first frame establish the situation, then earn attention with a demonstration that answers the promise. Choose the smallest complete action you can show.

## WHAT TO TURN IN

Save the artifact from this lab, your check results, and one change you made after review. Before submitting, use this first editorial check: The problem is recognizable by the end of the opening beat.

## GOAL AND INITIAL ASSUMPTION

# Work from the brief

**Film one promise for a TikTok audience**

**PRACTICE INPUT**

Fictional account: Mothlight Plant Club
Audience: new apartment gardeners who own a plant but have never repotted one
Problem: a nursery pot drains into a decorative pot and leaves a puddle
Available footage: dry table, clear saucer, nursery pot, decorative pot, and a close-up of the puddle
Approved claim: the saucer catches water that runs through this pot during the demonstration
Practice deliverable: a 22-second vertical draft
Action: invite viewers to describe their own setup

Save a clean copy of the brief. In your work log, separate fixed inputs from assumptions you are allowed to change.

**INPUT FIELDS AND CONSTRAINTS**

# Build your first version

**Film one promise for a TikTok audience**

01 | Write one sentence beginning “After this video, the viewer can…” and underline the part you can prove on camera.

02 | Sketch four beats: puddle as problem, saucer as change, pour as demonstration, and a clear final result.

03 | Record the result and the puddle from the same angle. Keep the demonstration short enough to follow without skipping the evidence.

04 | Watch the first two seconds with sound off. Then watch the ending without the caption and ask whether the promise still resolves.

**YOUR DRAFT OR SETTINGS LOG**

# Inspect a worked example

**Film one promise for a TikTok audience**

Promise: After this video, the viewer can see where to place a saucer so runoff stays off the shelf.
00–03: Lift the pot. Hold on the wet ring. Text reads “Water on the shelf?”
03–08: Slide a clear saucer beneath the nursery pot, outside the decorative pot.
08–17: Pour a little water into the pot. Cut to the same saucer as water arrives.
17–22: Lift the saucer to reveal a dry tabletop. Say “Where does your pot drain?”

Trace one decision back to the brief. Name one detail you would handle differently and the evidence you would need.

**EVIDENCE AND DIFFERENCES**

# Diagnose the first draft

**Film one promise for a TikTok audience**

### A PLAUSIBLE FIRST PASS

A seven-second logo animation delays the puddle. The edit then cuts straight from a pour to a smiling creator. A viewer can see that watering happened but cannot tell where the runoff went.

Locate the first point where this result stops satisfying the assignment. Write the smallest test that would expose the problem before release.

### REPAIR

Replace the logo animation with the wet ring. Use the same framing for the wet shelf and the dry tabletop. Keep the same measured pour for each demonstration take so the comparison reflects the saucer placement. Move the brand mark to a small end card only if it serves a production requirement.

### FAILURE SIGNAL AND LIKELY CAUSE

# Check before delivery

**Film one promise for a TikTok audience**

For each check, write Pass, Revise, or Blocked. Attach the observed detail that justifies your result.

**01 | The problem is recognizable by the end of the opening beat.**

**STATUS AND EVIDENCE**

**02 | The final picture shows both the saucer placement and the dry surface.**

**STATUS AND EVIDENCE**

**03 | The copy describes what the demonstration shows and avoids promising healthier plants.**

**STATUS AND EVIDENCE**

# Make a production decision

**Film one promise for a TikTok audience**

01 | Would you show the puddle or the result first if the wet ring is difficult to see on a phone screen?

02 | Which words would make the same footage overclaim what the saucer can do?

03 | What changed in the frame that helps the audience recognize the outcome?

**REUSE THIS WORKFLOW**

Pick a home task that ends with a visible change. Write a promise, capture a controlled before-and-after, and ask another person to state the result without seeing the title.

**DECISION AND EVIDENCE**

# Try a new cut or setup

**Film one promise for a TikTok audience**

### VARIATION

Make a second cut for returning club followers. Keep the outcome identical and remove the decorative pot explanation they already know. Ask a partner to identify the first shot where each audience has enough context.

### REVIEW AFTER THE RERUN

01 | What did you assume the returning viewer knew?

02 | Which story beat would you protect if you had only twelve seconds?

03 | What could you film to answer the most likely follow-up question?

### EVIDENCE FROM THE SECOND RUN