



MULTI-PLATFORM CHECKLIST



Visuals

- "Mission in Action" Pics & Videos
- Behind the Scenes (BTS) Pics and Videos
- Branding in image when possible (banners, logos on T's etc)
- Closeups better than wide shots
- Action shots better than posed
- Mobile-Friendly: vertical and horizontal formatting

Audio

- Testimonials/Interviews
- Alternate soundbites/direct-to-camera tags for generic use after date-specific events
- Podcasts, Speeches, Webinars
- Transcripts/releases with media files as well as with written project files
- Highlight "best soundbites" in transcript for team print/digital use

Potential Audiences & Platforms

- _____
- _____
- _____
- _____
- _____
- _____

Process

- Keep a master file of assets and rights (Google Sheets or Airtable)
- Back up & store images, testimonials and transcripts in easy-access central file location
- Train interns/PAs/vendors/staff in media tagging best practices and your naming conventions