



PLANNER for Video NCD Diaries

NCD Diary
seriesPublication
dateNumber
of videos

Video NCD Diary title

Advocacy Agenda theme

What your audience should know
after seeing the DiaryWhat your audience should do after seeing the Diary
(Call to Action)

Video

Video planning and creation checklist

*What do you want to say?**Decide on the message of each video**Choose the subject for each video**Who is in it and where is it?**Choose the range of your videos (close vs. wide)**Emotions**Plan the date and time of your recordings – do you need additional lighting?**Choose your top recordings and select the best ones, making sure it responds to the theme and public narrative framework**Key words**Create captions and call to action*

Video 1

Photograph planning and creation checklist

*What do you want to say?**Who is in it and where is it?**Emotions**Key words*

Video 2**Photograph planning and creation checklist**

What do you want to say?

Who is in it and where is it?

Emotions

Key words

Video 3**Photograph planning and creation checklist**

What do you want to say?

Who is in it and where is it?

Emotions

Key words
