

Fresh Video Strategies

Becky Brynolf

@rabbitinahat

Becky_brynolf@shelter.org.uk



The Problem

Our housing system is broken

The Problem

Our housing system is broken

Thousands of people sleep on the streets on any given night

The Problem

Our housing system is broken

Thousands of people sleep on the streets on any given night

Over **250,000 people have a roof, but not a home**: sofa surfing, stuck in hostels and bed and breakfasts, moved far away from their jobs, schools, and support networks

The Problem

Our housing system is broken

Thousands of people sleep on the streets on any given night

Over **250,000 people have a roof, but not a home**: sofa surfing, stuck in hostels and bed and breakfasts, moved far away from their jobs, schools, and support networks

Over **half of families who are homeless, have jobs**

The Problem

Our housing system is broken

Thousands of people sleep on the streets on any given night

Over **250,000 people have a roof, but not a home**: sofa surfing, stuck in hostels and bed and breakfasts, moved far away from their jobs, schools, and support networks

Over **half of families who are homeless, have jobs**

17.5 million people are denied the right to a safe home, living in overcrowded, dangerous, unstable or unaffordable housing

The Goal

The Goal

We're campaigning for social justice and a fairer housing system – one with more **social homes**, better **renters' rights** and a stronger **welfare system** that supports people through tough times.

The Audience



The Audience



The Audience

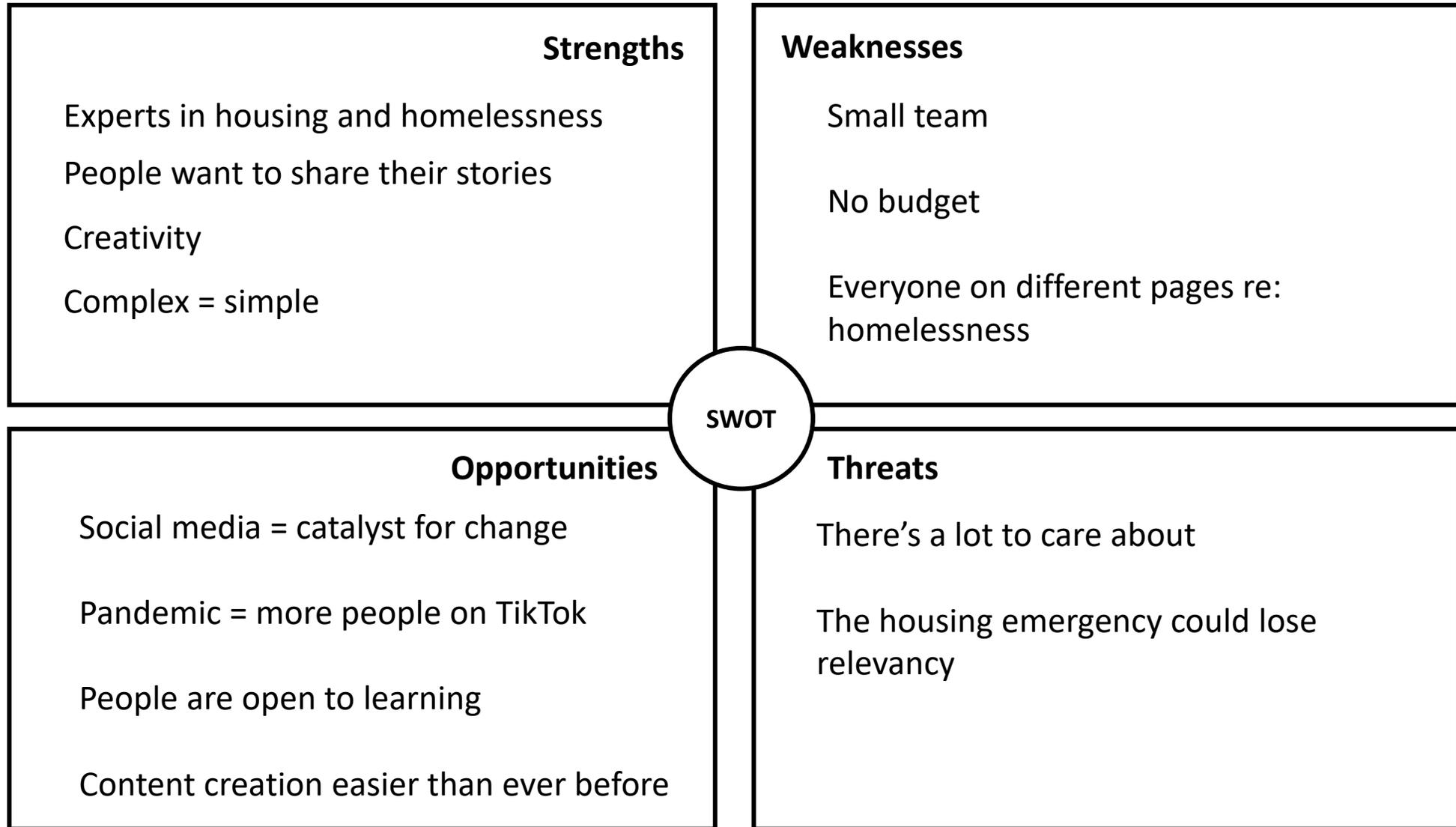
We need everyone to agree
that there is a housing emergency

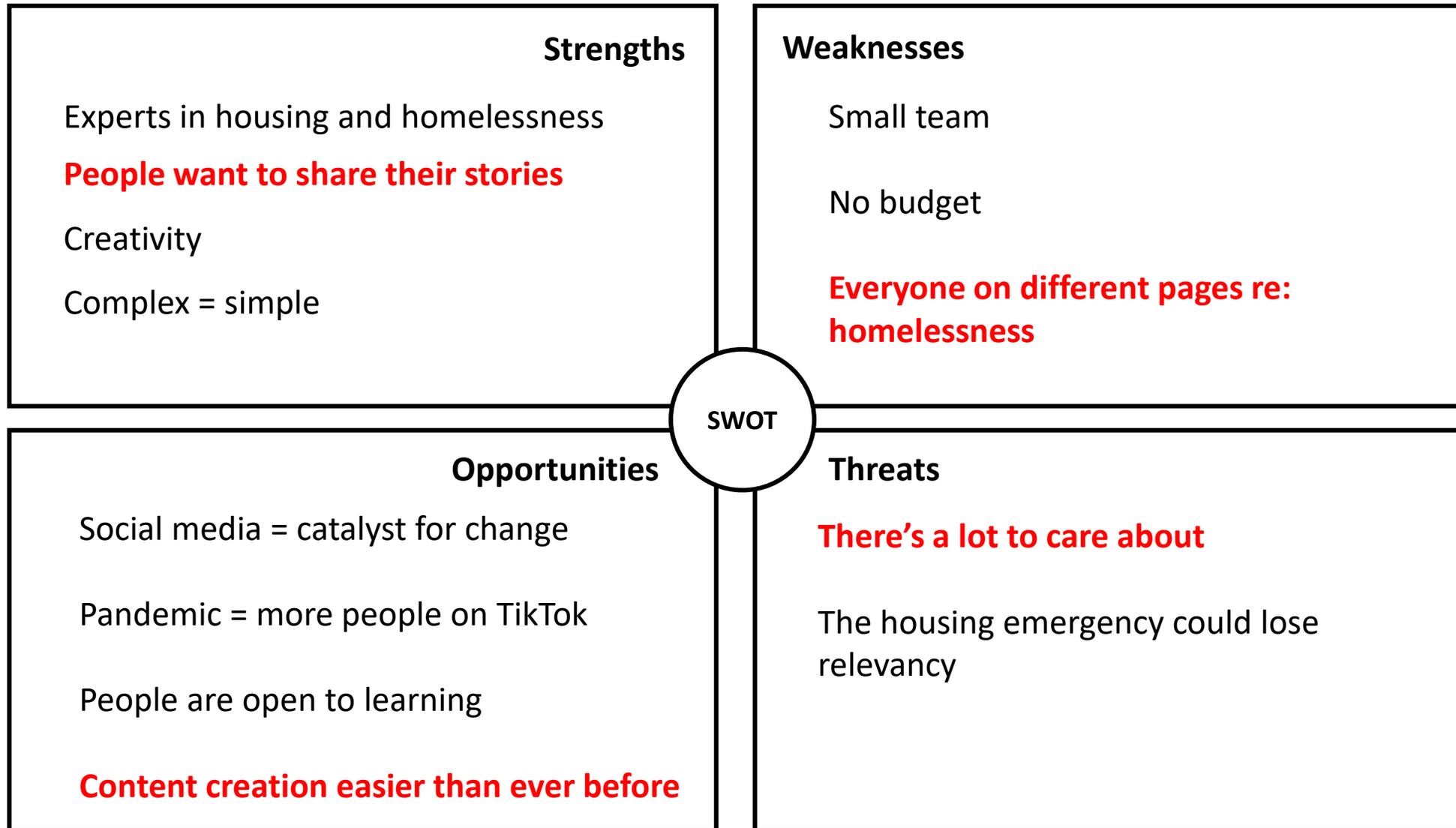


The Audience

We need everyone to agree **care**
that there is a housing emergency







How do you encourage anyone to do anything?

How do you encourage anyone to do anything?

Easy, accessible, valuable

Shelter's Digital Framework



[Vision](#)

[How our teams work](#)

[Encouraging collaboration](#)

[Guides](#)

Shelter's Digital Framework

The principles, practices, and guidance to drive modern digital at Shelter. Use the topics sections below or use search to find what you need.



Shelter's Digital Framework

Guides

For any type of digital content, no matter the audience or which channel it's used on, Shelter has a set of clear best practice guidelines for creating high quality, user-focused content.

- › How to write online content
- › Shelter's house style
- › How to use content design
- › How to use case studies
- › How to write about domestic abuse

Shelter's Digital Framework

Accessibility guides

More than ever, organisations know their websites and social media content need to be usable for people with disabilities, who make up over 20% of the UK population. These guides will help you understand accessibility and how to build it into your plans and content.

- › Shelter's Accessibility Guidance & Best Practices

- › Writing accessible content

- › Social media and accessibility

- › Accessibility success criteria

Publishing guides

- › Getting Contentful: How to use our CMS

- › What is our publishing workflow?

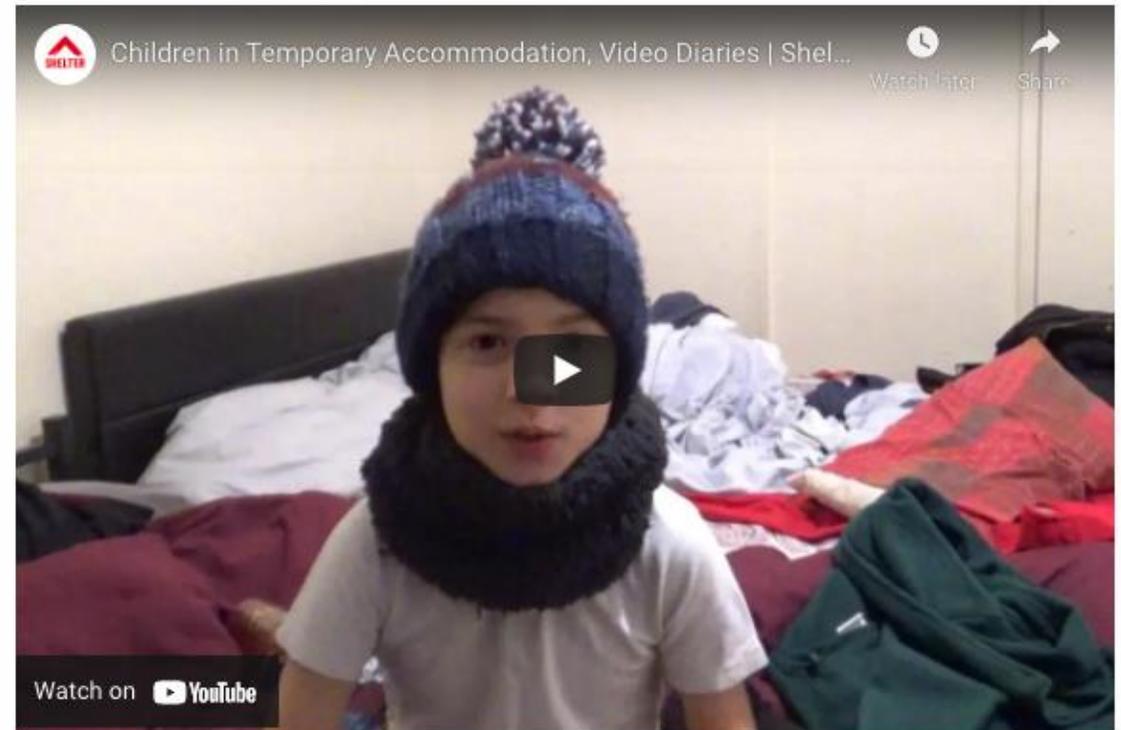
Shelter's Digital Framework

Video self-shooting, a practical guide

Shelter's guide to self-shooting a video, taking you through the filming process with practical tips and techniques.

At Shelter we use video as a powerful tool to share stories, highlight housing injustice and campaign for change. Some of our most impactful content has been self-shot by the people we work with, or staff, who don't have prior filmmaking experience.

This introductory guide covers the filming process and some practical self-shooting techniques to help you get started.



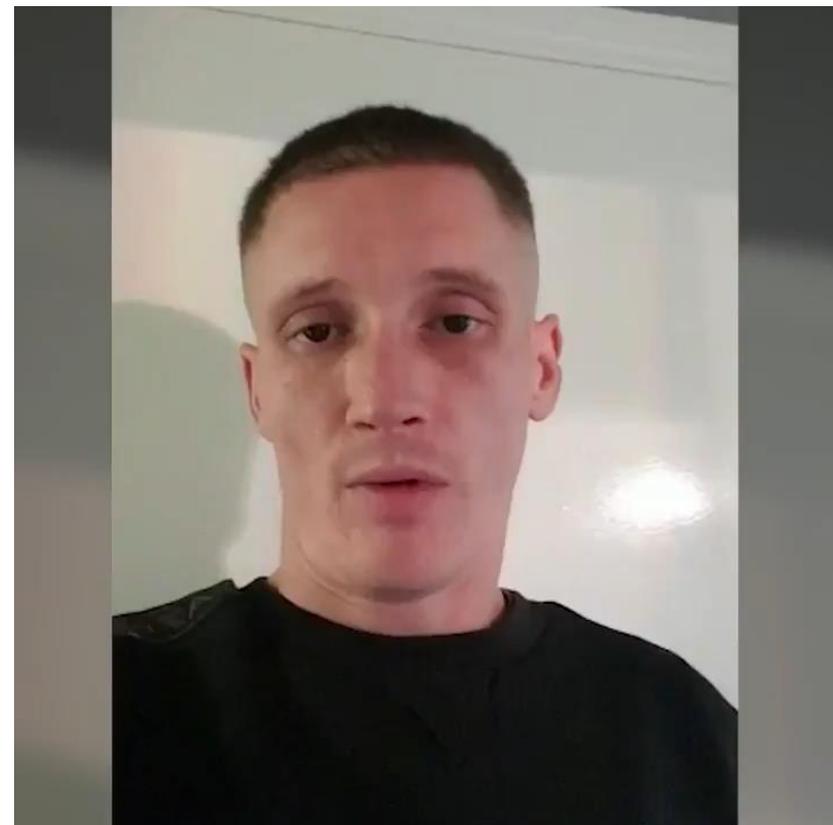
Centre people in their own stories



Malak, stuck in emergency accommodation



Krystalrose, private renter



Rhys, former rough sleeper

Manage expectations



**FIGHTING FOR HOME
DOESN'T MEAN WE
HAVE TO FIGHT
EACH OTHER**

Our tips for friendly online discussion

Manage expectations

Set clear expectations of your audience's behaviour

Have good communication with your storytellers

Don't sugarcoat it: people can be d***s

Protect your storytellers

- 1** Be passionate about the topic, but be polite. You'll have a nicer time
- 2** Don't make it personal. People won't listen if you attack, and you could get banned from this account
- 3** Debate with facts, not opinions. This lends credibility to your argument
- 4** Getting angry? Let's step back and come back with a clear head

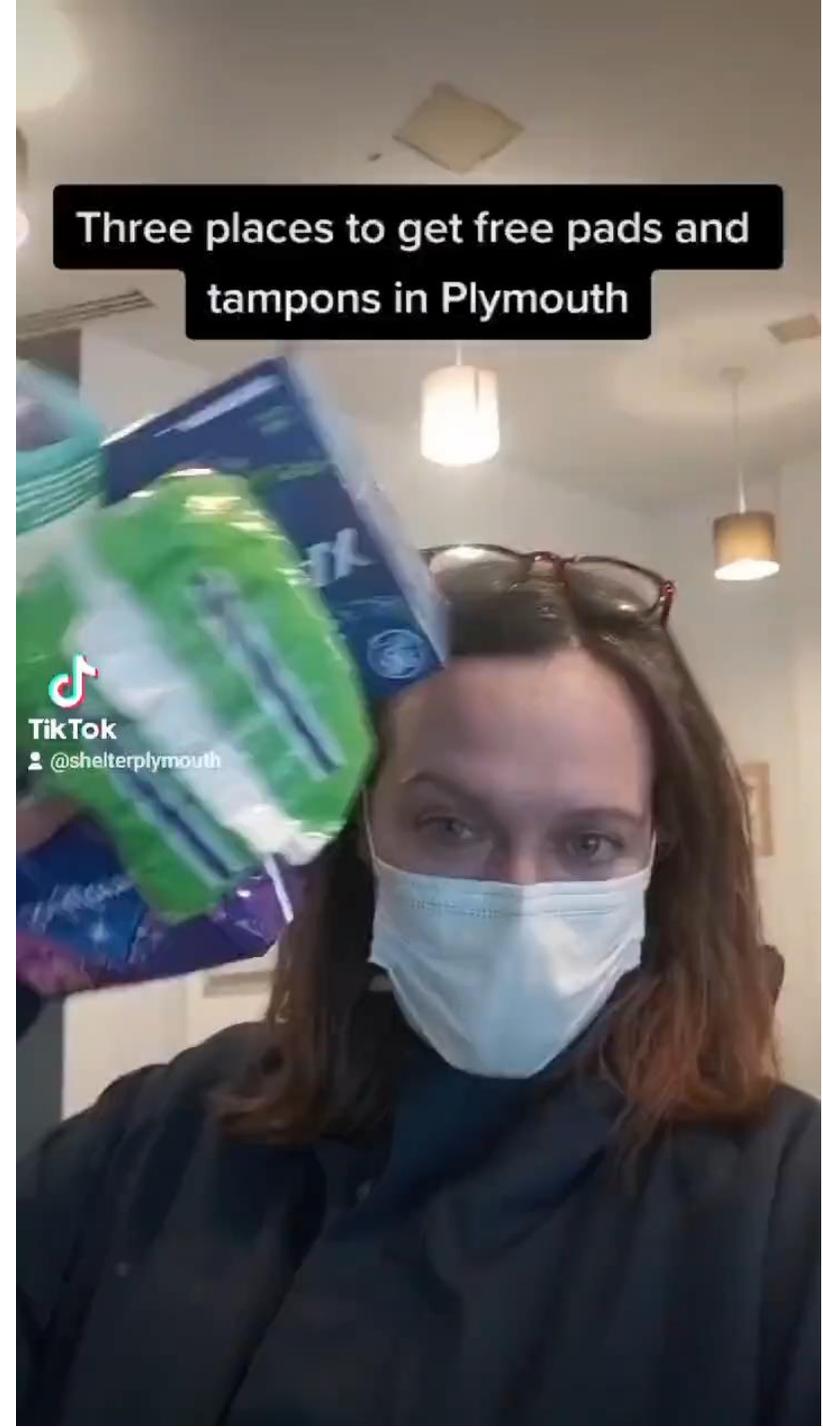


Be generous with your knowledge



Your boiler is broken, who
is responsible for fixing it?

**Be generous
with your knowledge**



'Explain it like I'm five'

Housing is dull and complex 🤔 ?

Social listening is gold!

What is your audience TELLING you are their barriers to supporting the cause?

What language are they using to talk about housing?

**'Explain it
like I'm five'**

 TikTok
@sheltercharity

What's happened to
England's private rented
sector in the past 20years?



**'Explain it
like I'm five'**



DO YOU

How many households
become homeless
every day?

Humour is a powerful tool



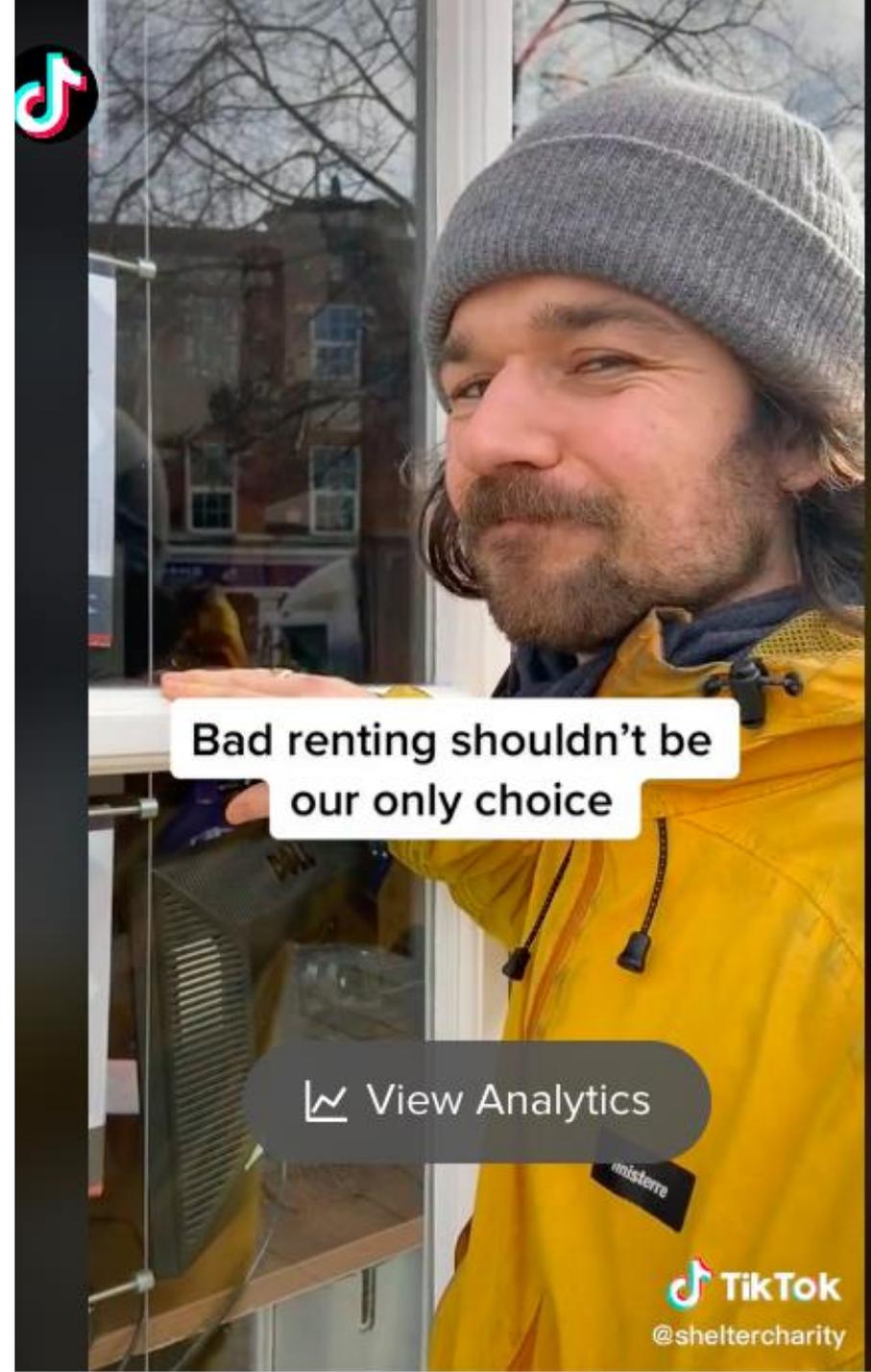


'Only Choice Lettings'
- created with
Pablo London

Add value

The high end production may not work on all your channels

What other content can you create that's for your harder-to-impress audience?



Add value

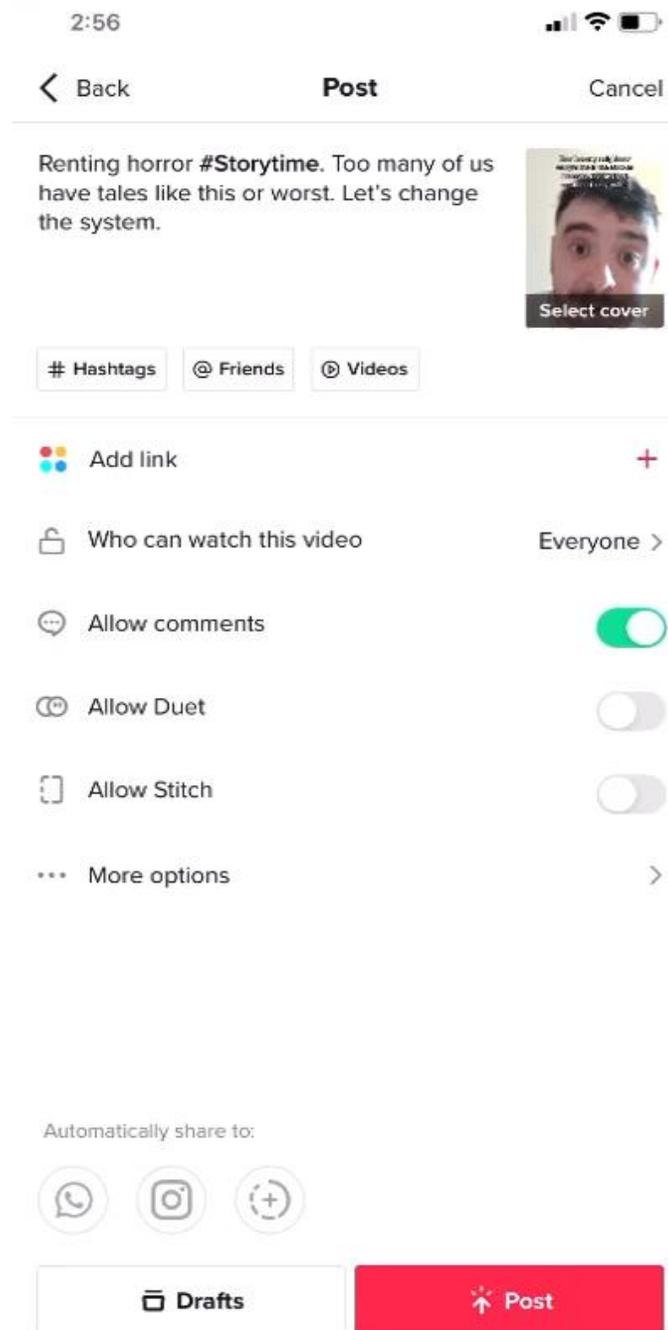
CC: You won't believe these listings are based on real stories. Welcome to Only Choice Lettings. Come and choose a new home for me to rent.

The landlord will ghost you at the mention of mould. It does not feature a boiler. Exposed asbestos. Contaminated drinking water. Sewage smells. Also has buckets of excrement, due to its lack of toilet facilities. Lack of hot water. Much more convenient than a new boiler. No pets.

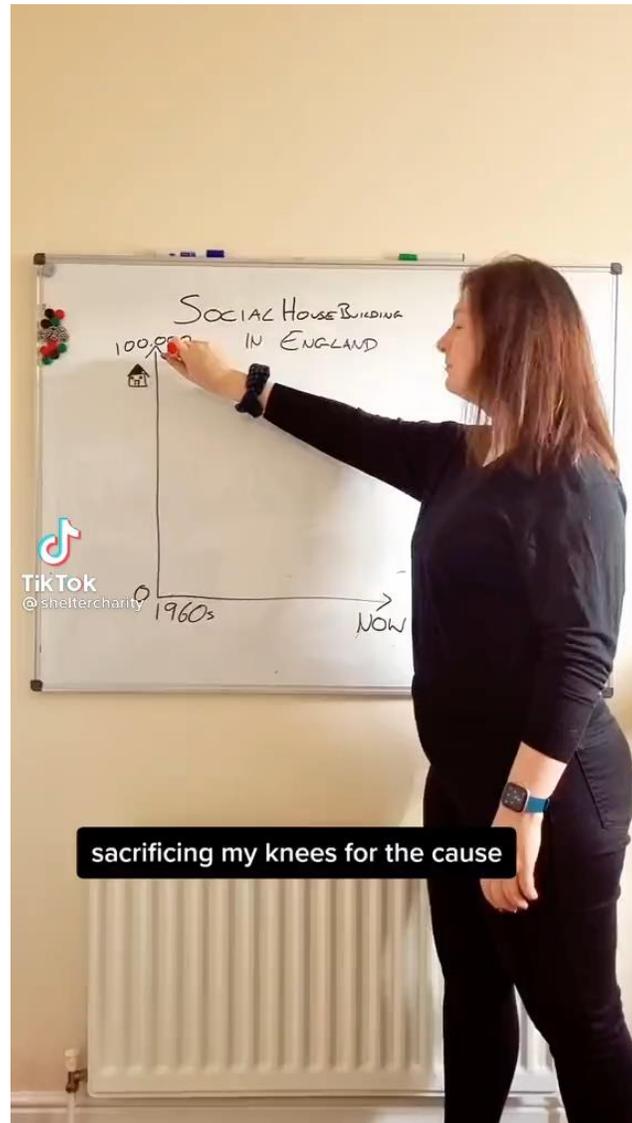
Sadly, renters end up living in places like this because it's their only choice. They shouldn't have to. Enough is enough.



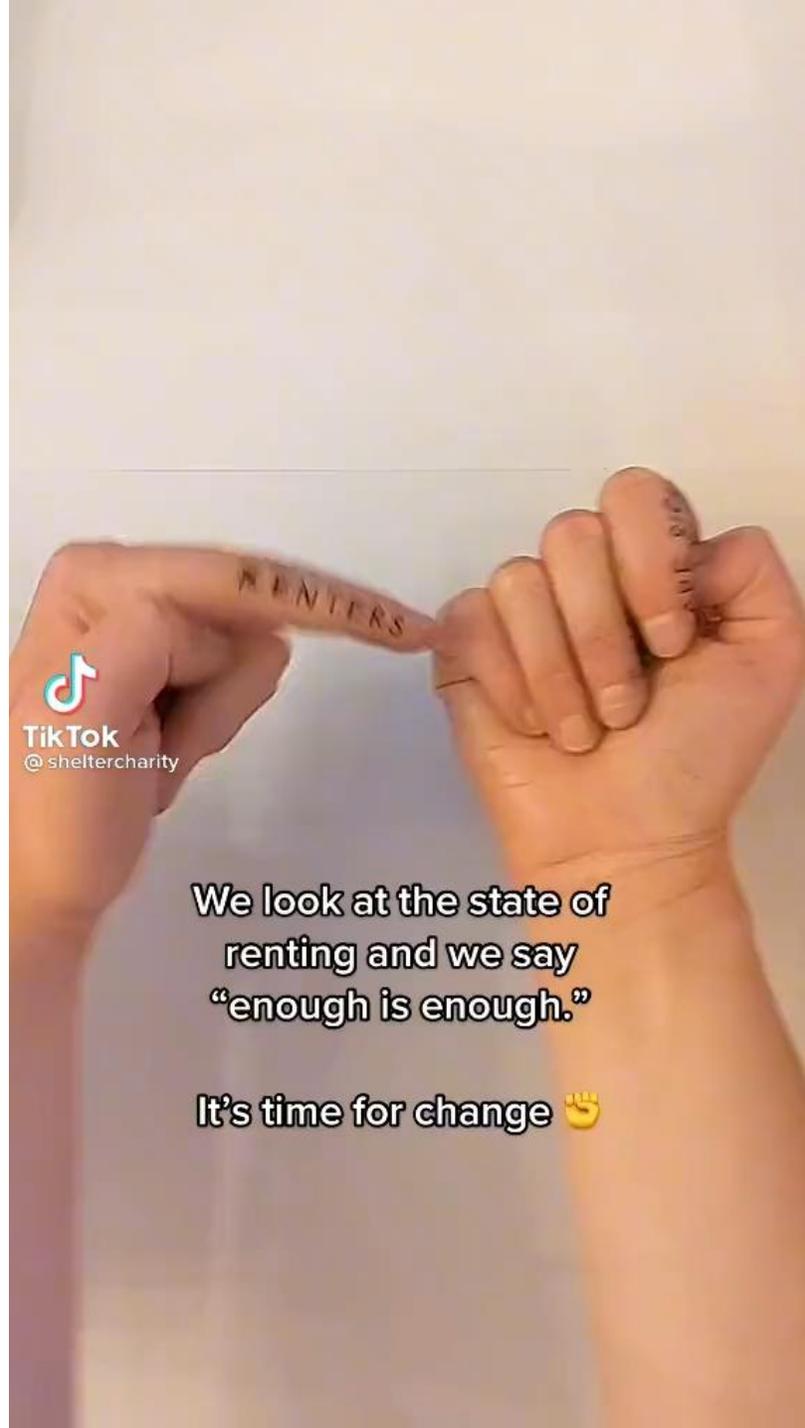
Add value



Have fun



Have fun

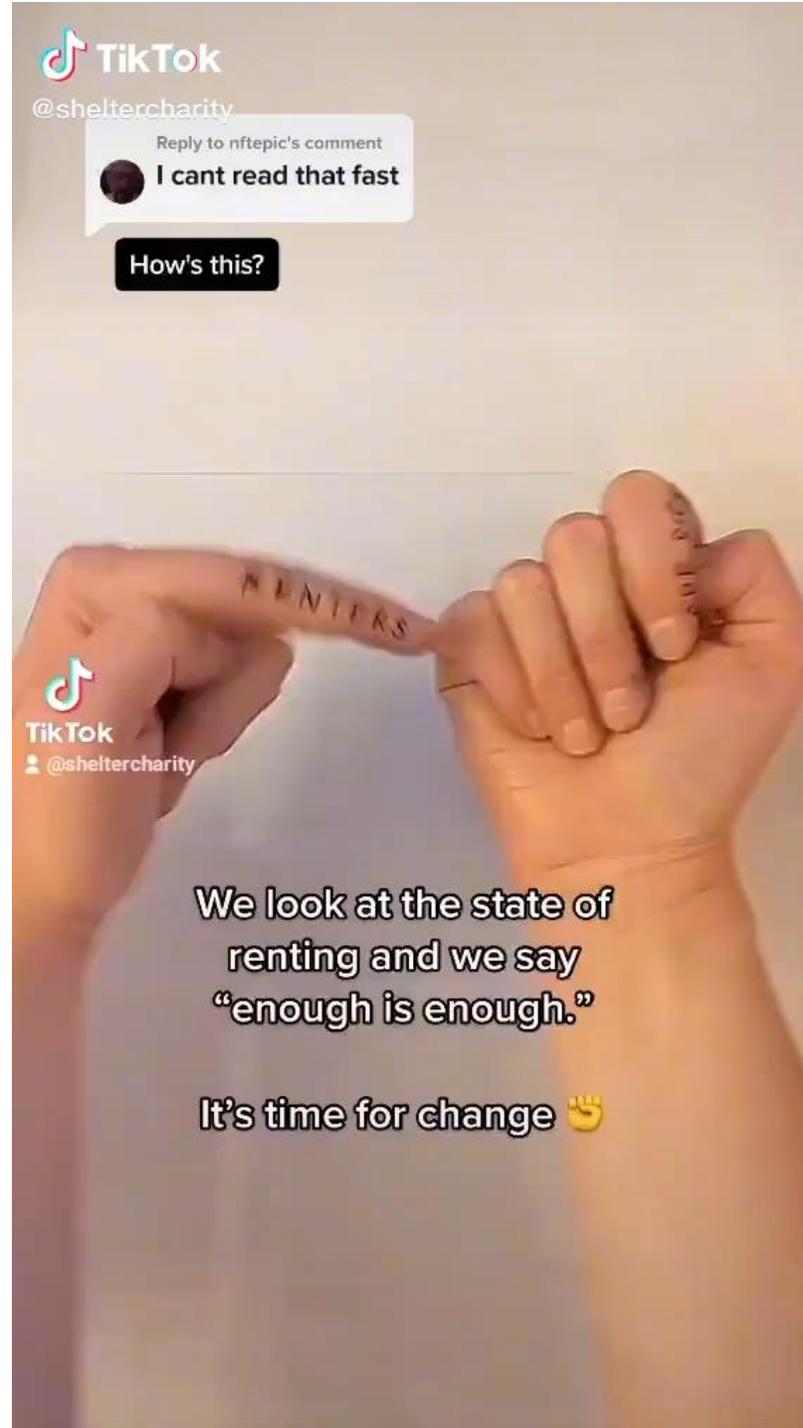


TikTok
@sheltercharity

We look at the state of
renting and we say
"enough is enough."

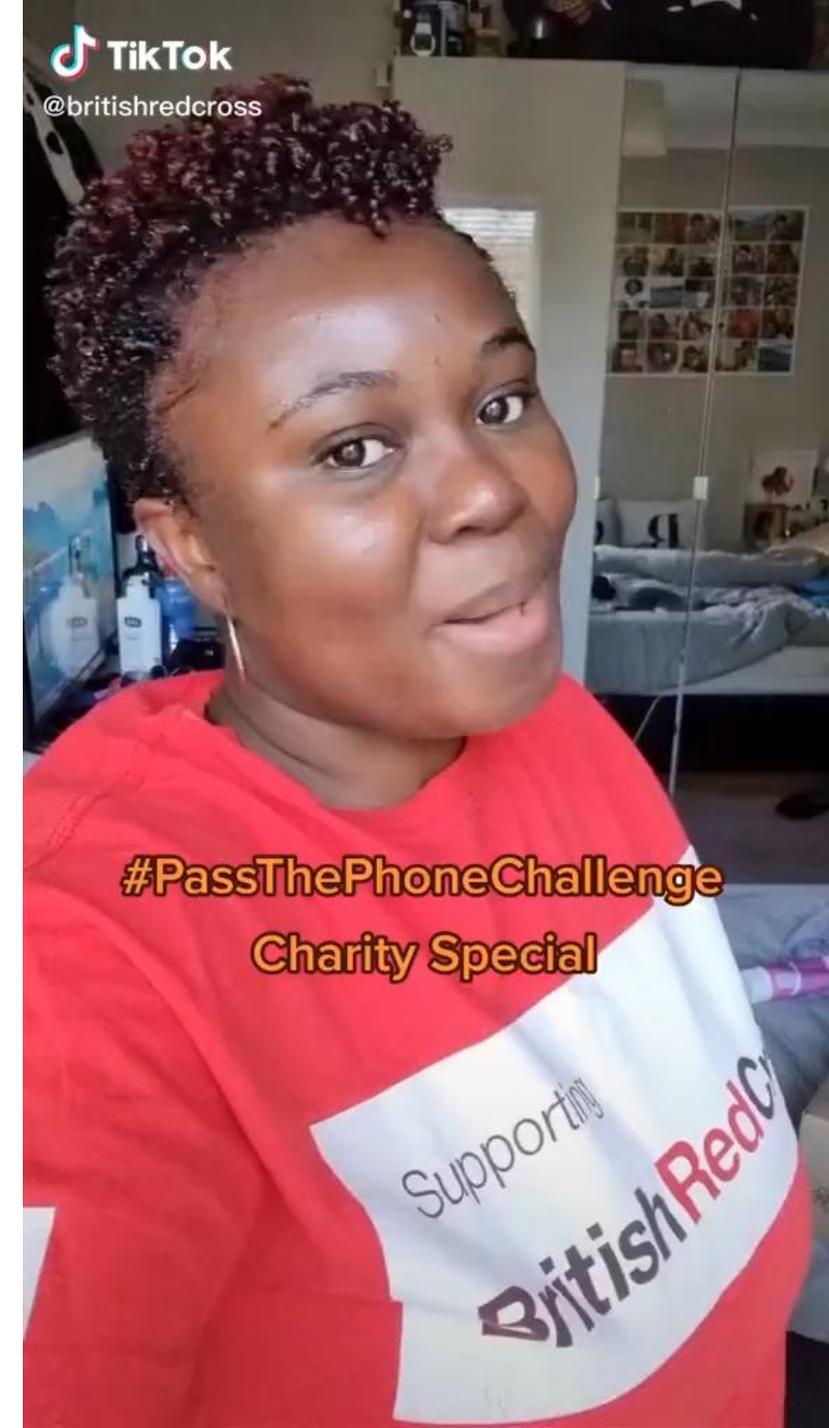
It's time for change 🙌

Have fun

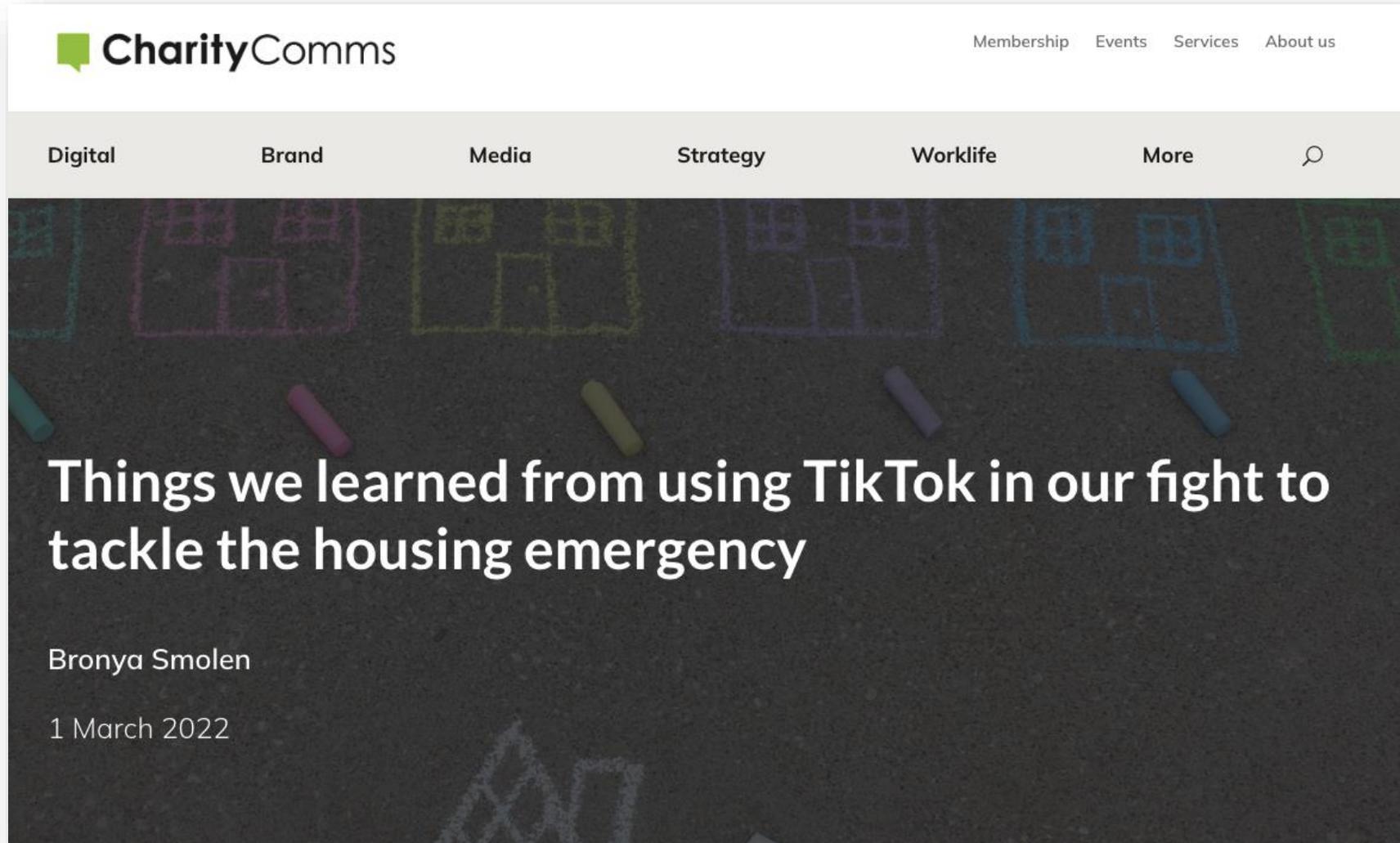


What's next?

1. Refine the production logistics
2. Collaborating with other organisations



TikTok Tips



Thank you

Becky Brynolf

@rabbitinahat

Becky_brynolf@shelter.org.uk

