

## Power Lunch Webinar

**Wednesday,  
December 5, 2018**

Time: **12 to 1:30 p.m.**

Webinar log-in information will be emailed to all registrants.

### Presenters:



**Marianna Moles**  
public communications  
specialist  
County of Santa Clara  
Public Health Department

### How to Create Awesome Videos for Social Media

Video production doesn't have to be intimidating. Learn about user friendly tools and gain a videographer's perspective.

From shooting, to editing, to selecting music, and publishing, this webinar will empower you to create videos that spark change.

Some highlights include:

- The data behind videos on social media
- How-Tos for shooting great video using your mobile device
- Crafting your story and preparing to shoot
- Publishing for ADA (Americans with Disabilities Act) compliance

#### About our Presenter:

Marianna Moles is passionate about changing perceptions about social issues through storytelling. She joined County of Santa Clara Public Health Department as the Public Communications Specialist, after interviewing homeless people and writing their stories for the Office of Supportive Housing. At Public Health, she provides communications and media relations for nearly 40 different programs that promote healthy living to over two million county residents. Prior to working for the County, she was the sole communications person at Downtown Streets Team, a rapidly growing nonprofit whose mission is to end homelessness. In this role, she changed perceptions about homeless people through organizing benefit concerts, public speaking at schools, creative brand awareness, and video production. In 2014, she produced a video entitled "We'll Lift You Up," to spotlight the realities of homelessness, which received CreaTV San Jose's 2015 "Non-Profit Short" award. Marianna also writes self-deprecating, witty and humorous reflections about everyday human behavior on her blog, The Meandering Mole, and volunteers as a Visual Storyteller for the American Red Cross.

**\$20 for CAPIO Members  
\$35 for Non-Members**

For registration questions email [events@capio.org](mailto:events@capio.org) or call 1 (844) CAPIO55



**registertoday**  
[www.capio.org](http://www.capio.org)