

TALENT BRAND MANAGER APPROACH

CONTENT GENERATION

Complete the following *Operation Activities* during this phase.

- Check *Outlook* for new updates, read all unread emails, and respond if needed.
- Check *Calendar* for current schedule, events, holidays, and update if needed.
- Complete *Data Analytics Activities*:**
 - Review *GIPHY Dashboard* for previous daily GIF usage and trends.
 - Review *TikTok Shop Analytics* for previous daily product sales and revenue.
 - Review *TikTok Creativity Rewards Program* for previous daily revenue and RPM.
 - Review *TikTok Follower Analytics* for account growth and trends.
 - Review *TikTok Content Analytics* for video performance and trends.
 - Review *TikTok Comments* for viewer feedback and find potential ideas.
 - Review *TikTok Competitors Content* for potential ideas and gain insights.
- Create a new *finder folder* to organize the *project phases and files*:**
 - The current date is the folder title and contains the following folders:
 - Episode Script files.
 - CAM A Audio files.
 - CAM A Footage files.
 - Final Episode files.

PRE-PRODUCTION PHASE

Complete the following *Operation Activities* during this phase.

- Turn on the *Sound Stage Studio lights* and ensure the studio A/C is running.
- Turn on the cubicle set computer and upload the final script for production.
- Set up the cubicle set microphone, turn on audio mixer, and connect to MacBook.
- Set up *CAM A* studio camera in the standard cubicle shot position.
- Turn on *CAM A* monitors 1 and 2, and connect to *CAM A* using mini HDMI.
- Ensure *CAM A* has a full battery and the other batteries are charging.
- Connect 50mm lens to *CAM A* and use 25mm for interviews.
- Ensure the *SD card* is cleared and inserted into *CAM A*. *Format if needed*.
- Set *Sound Stage Studio lights* to *Full Set Lighting* preset as needed.
- Ensure all *Set Practical lights* are turned on and working.
- Ensure all set props are in correct positions and make any adjustments if needed.
- Change into the *Your Bank uniform* costume and *connect the headset* to iPhone.

OBSERVE To determine the best takes during production, film each scene and interview 2-5 times or until the performance meets the requirements of production.

POST PRODUCTION PHASE

Complete the following *Operation Activities* during this phase.

- After filming scenes and interviews. Turn off all equipment and reset studio.
- Transfer all *CAM A* footage files to the project finder folder files and clear *SD card*.
- Complete the *Post Production Editing Activities*:**
 - Open *Adobe Premiere Pro* and open *The Call Center Series Editing Timeline*.
 - Import all audio files and footage files from project finder folder files.
 - Sync audio and footage then select the best takes for the episode.
 - Layout and edit the scenes and interviews in correct order for the episode.
 - Censor any curse words and add in any sound effects needed for the episode.
 - Add the camera hand-held effects for the scenes and keymark all camera zooms.
 - Color Correct footage and adjust all audio levels for proper audio balance.
 - Review the first draft of the episode and edit the final version of the episode.
 - Export the final episode and organize the project finder folder files.
- Upload the episode on *TikTok Studio*, generate description, hashtags, and thumbnail. Post the episode at the designated time. Edit captions and audio title through *TikTok*.

CONTENT WRITING SESSION

Complete the following *Operation Activities* during this phase.

- Review any previous content generation ideas to gain insights on potential ideas.
- Open the *Celtx Script Writing Software* and create a new script document.
- Follow the *1-2 minute episode script layout*:
 - Cold Open Scene
 - Interview 1
 - Scene 1
 - Interview 2
 - Scene 2
 - Closing Interview
- Complete the first draft of the script and edit the final approved episode script.
- Export the final approved script, and create episode script cover and script body.
- Record any audio tracks as needed for the episode.
- Edit the timed audio tracks for the episode, and export to iPhone for playback.
- Export final script to iPhone for filming episode interviews.
- Create any props or practicals for the episode as needed.
- Organize any files in the project finder folder files.

PRODUCTION PHASE

Complete the following *Operation Activities* during this phase.

- Turn off studio A/C before recording.
- Open *Quicktime Audio Recorder* and begin recording audio.
- Turn on *CAM A* and begin recording footage.
- Use *Studio Slate* to mark and sync audio/footage while recording.
- Begin filming scenes first at the *Your Bank Office Cubicle set*.
- After filming the scenes, end footage recording and audio recording.
- Save the audio file to the project finder folder files.
- Move and set up all equipment in the *Your Bank Hallway set* to film interviews.
- Begin filming interviews in the *Your Bank Hallway set*.
- After filming the interviews, end footage recording and audio recording.
- Save the audio file to the project finder folder files.
- Move and set up all equipment back to the standard cubicle position.

GENERATE INSIGHTS

Let's talk about tracking *TikTok* performance and checking out.

- Review *TikTok Video Analytics* after the episode is posted.
- Like and respond to comments from viewers.
- Check on episode performance periodically.
- Check *Outlook* for new updates, read all unread emails, and respond if needed.
- Review *TikTok Shop Analytics* for previous daily product sales and revenue. Cash-out any sale revenue.
- Review *TikTok Follower Analytics* for account growth and trends.
- Check *Calendar* for current schedule, events, holidays, and update if needed.
- Organize and close any and all tabs used from the day.
- Ensure that you are fully prepared for the following day's activities. *Check out for the day*.