

# Guide to Daily Operations

## 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.

### 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.

### 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*.

### 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*.