

# Guide to CREATING VIDEO FOR SOCIAL MEDIA



Create and edit video for social  
media without the stress

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# Why video is so important

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. Additionally, video content typically performs best with most algorithms, based on the fact it captures a viewer's attention for longer.



*important tip*

Plan everything before picking up a camera. It will save you a lot of time during the editing and uploading process later.

## **Benefits of creating video content:**

- Video builds trust
  - Video boosts sales
  - Can present a lot of information easily, unlike a picture or text
  - Draws attention
  - Appeals to Gen Z
  - Video Can Easily Be Repurposed Across Multiple Platforms
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# What styles of video fit your brand?

## 1. E-learning / Professional

- Give advice from your industry to grow your audience
- If you make e-learning videos, post free clips to entice people and make them want more
- Show competence, efficiency, and skill in what you do

## 2. Funny

- Use humor (with care) and puns
- Reference pop culture
- Make jokes and have fun with your audience
- Don't be offensive or too goofy

## 3. Educational / Helpful / Advice

- Share knowledge you have that nobody else does
- People like learning new things
- Encourage others and explain in detail so everything is clear

## 4. Storytelling

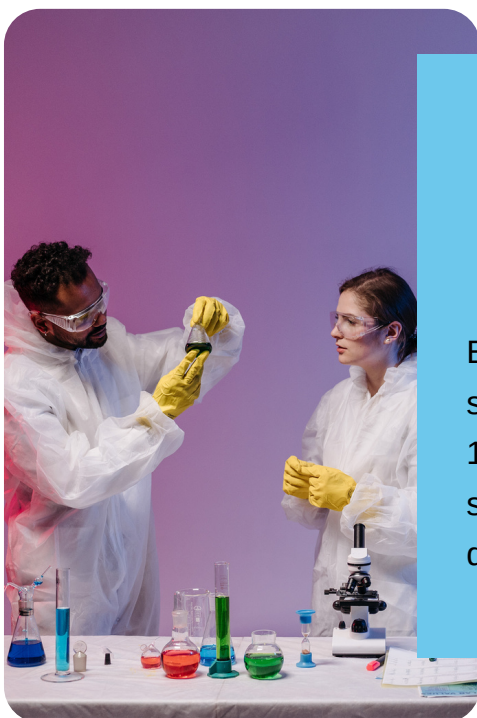
- Share captivating stories
- Build your narrative
- Drive connection

## 5. Trends

- Reach a larger audience
  - Connect the trend with your brand
  - Be creative and add your own spin
  - Have fun
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# How to Film Yourself

- You don't need an expensive camera
  - Most newer smartphones have great quality cameras. And you can probably use yours or a friend's and get good quality without purchasing anything. A lot of phones even film in 4K.
- Liven Up the Space
  - Use a colorful paper backdrop or add a potted plant for a splash of color
  - Stand in front of a bookshelf or something unique that will give viewers something to look at
- Minimize Background Noise
  - Close doors and windows
  - Turn off A/C or anything that hums
  - Put pets in a different room
  - Record in a carpeted area or an area with soft furnishings to absorb some of the sound and avoid echo or tinny sound
- Use Natural Lighting
  - Make it look authentic
  - Diffuse harsh light
  - Use translucent curtains to diffuse natural light
  - Use white sheets to diffuse harsh light from artificial light sources
  - The subject should stand facing the light to avoid shadows or silhouetting



## important tip

Experimenting is the best way to find the right setup for you! Move some lights and film a quick 10-second video. Close the curtains and do the same thing. You can then watch the clips and decide which look you want to go with.

## Tips for short-form video

- Aim for 15-30 seconds
- Get right to the point (hook your audience). Don't waste time introducing yourself.
- Hop on Trends, use Trending sounds, or put a new spin on a Trend
- Be authentic - don't worry about being perfect! You will build trust with your audience by being human (humans make mistakes)
- Give value! Aim for one of the 4 E's (educational, engaging, empathetic, or entertaining)
- Trim any silent audio at the beginning and end of the video. You want to capture attention ASAP and every second counts.
- Post consistently, even if your videos aren't performing well, to demonstrate your account's trustworthiness. Don't worry about views!
- Get Creative, Experiment, and Don't Give Up



### important tip

The best way to find trending audio is to scroll on a platform and see what others are using. Just click the sound and save it for use later!



## Tips for long-form video and going LIVE

### Long-form Video:

- Get to the point of the video very quickly. Deliver in the first 30 seconds.
- Add movement in the first 8 seconds
- Give a reason to keep watching for every additional 30 seconds
- Choose a compelling title
- Optimal Video Length: 2-5 minutes
- If you aren't yet comfortable filming yourself talking, record a voiceover and use a video of you working at your desk or behind-the-scenes footage

### Going LIVE:

- Allows you to interact with your audience in real-time
  - Increased reach, engagement, and conversions
  - Nobody expects you to be perfect on a LIVE video
  - Take the pressure off yourself
  - Create a general outline before going LIVE
  - Write a compelling description
  - Interact with viewers
  - Go to a distraction-free space
  - Choose a time your followers are most active
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## People Prefer More Authentic And Less Overly Produced Video.

- Your branding is consistent
- It doesn't look too staged
- There are no obvious filters
- Authenticity makes it easier for people to trust you
- Authenticity increases your engagement
- Authenticity leads to brand loyalty

## Editing Software

Recommendation for  
Desktop Video Editing

Canva (Free or Paid)



Recommendation for  
Mobile Video Editing

inshot (Free or Paid)



Capcut (Free)



Good all-in-one but  
has a learning curve

Motionleap (Free), Mojo (Free)

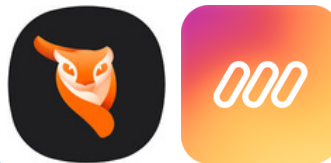
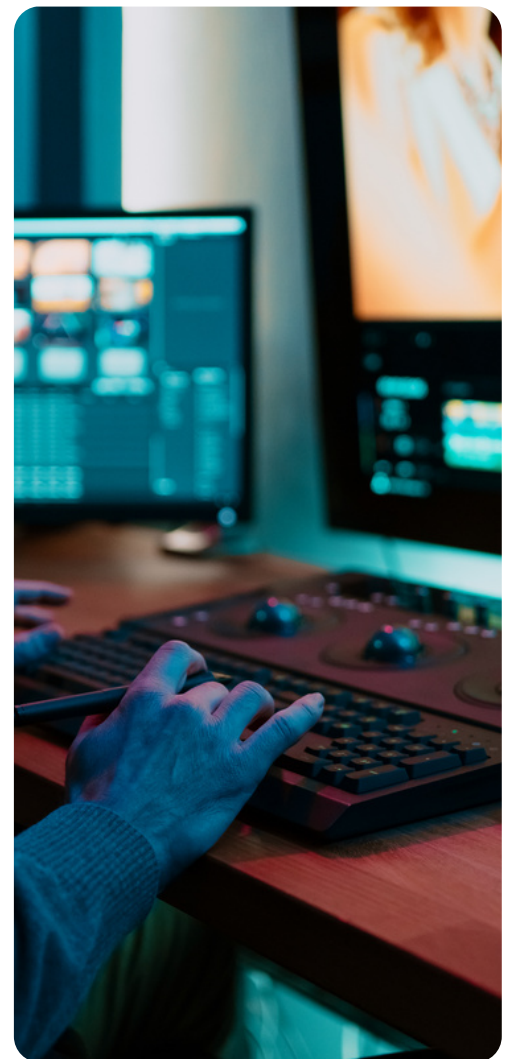


Image to Video

While you don't want to overly edit videos for social media, it is necessary to trim and clip them together at times. Our software recommendations are above.



# Accessibility

- 85% of videos on Facebook are watched without sound
- Ensure that all potential audience members can access your content and add captions!



*important tip*

Add captions where you can!

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## Video Ideas To Try

- Introduce Your Team
- Product/service showcase
- Step-by-step instructions
- Day in the life
- Daily tasks or aspects of your business operations
- Special or unique touches you add to your products or packaging
- Interactions with your customers
- Parts of your creative or production process
- Share Something Funny
- Q&A Session
- Employees having fun while working
- What do you make?
- How do you make it?
- What materials do you use?
- What tools do you use?
- What tips do you have for others who want to make a similar product?
- Jump on trends with your own unique touch
- Customer feedback video
- Profile an Employee
- Industry News Rundown
- Compilation of different milestones your business has reached



want to learn about creating video  
for a specific platform?

[Instagram Reels Guide](#)

[TikTok Strategy Guide](#)

[YouTube Shorts Guide](#)

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*Thank you!*

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