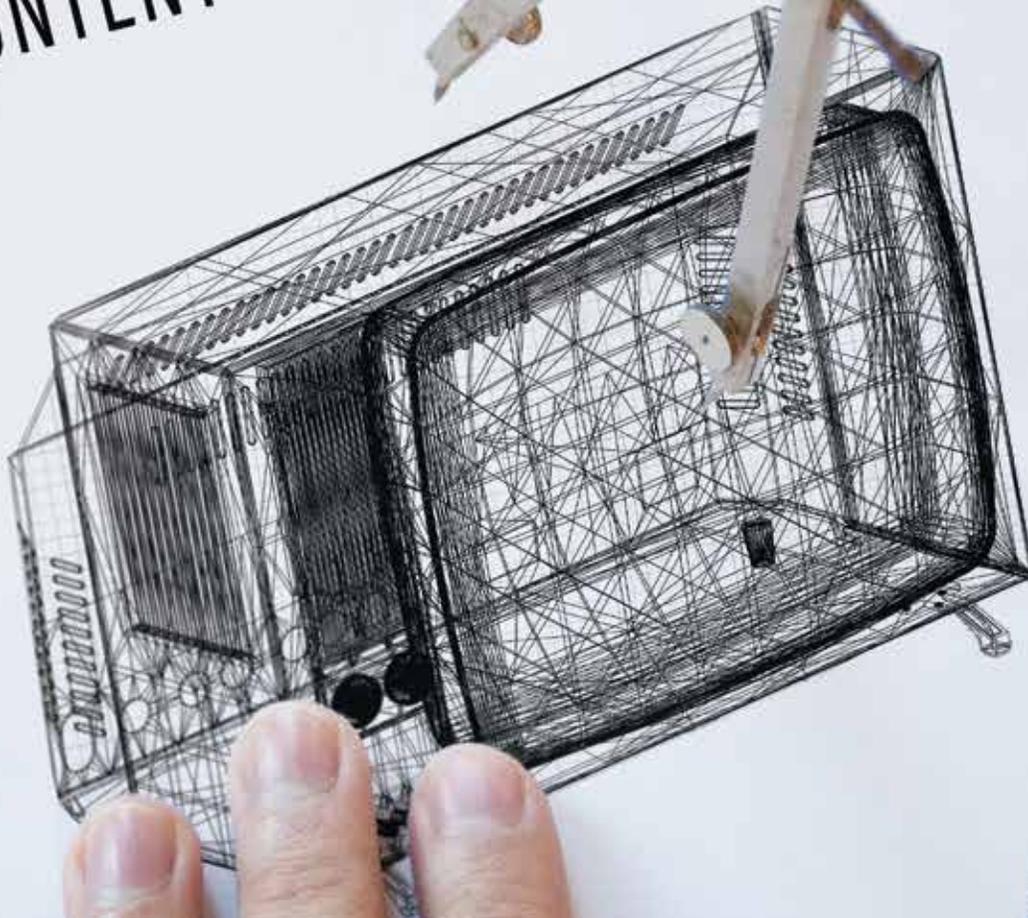


HOW TO SOCIAL VIDEO CONTENT GUIDE



SOCIAL VIDEO CONTENT GUIDE

People continue to watch more video content online than ever. In 2021, the average person will spend 100 minutes each day watching online videos. That is equivalent to 25 continuous days per year!

Video on social platforms such as YouTube, Facebook, Instagram, Twitter, and LinkedIn drive more organic views, engagement, and responses than any other content type. Because users want to discover new videos to watch, search and social algorithms treat video content favorably.

Here are tips for creating professional videos for YouTube, Facebook, Instagram, and other social platforms.

- 1. Sound** - When it comes to video, creators can be surprised that nothing is more important than audio. Your sound quality should be the top priority. People may forgive mediocre video quality, but viewers will quickly move on if the sound is low, distant, or distorted.

Invest in a lavalier microphone, which can cost as little as \$20 on Amazon. Nearly every video editing software has basic noise-reducing filters, which will dramatically improve the audio quality.

- 2. Lighting** - Lighting does not need to be sophisticated, but lighting can significantly improve video quality. If recording at your desk on a computer, try placing a few desk lamps behind the screen. Otherwise, try an inexpensive lighting kit or ring light kit, depending on what you are recording.

- 3. Camera** - Select the right camera based on your needs and budget. Here are the most commonly used options:

Smartphone - If you have a newer iPhone or similar Android device, the cameras are surprisingly good. With the right sound and lighting combinations, this may be enough.

Computer - If your laptop or computer has a camera, you can use it for video. However, if it is more than a few years old, buy an external camera with a minimum of 1080p resolution.

Digital Single-Lens Reflex (DSLR) Camera - The professional solution is a DSLR camera from companies such as Canon, Sony, or Nikon. These options will provide the cleanest images and offer a professional “depth-of-field” look (a blurry background).

For smartphones and DSLR cameras, a tripod or gimbal is essential for keeping the video stable.

- 4. Appearance** - If producing videos in a studio or office environment, pay attention to the overall appearance. Use neutral, single-color backgrounds which look professional when adequately illuminated. Otherwise, make sure the background is free of clutter, distractions, and windows.

Also, avoid attire which clashes or has narrow designs (such as men’s neckties with horizontal lines or patterns) that the camera may distort.

Tilt the camera to eye level. Try following the “rule of thirds,” which means the frame should be divided into nine equal parts, with the most important content focused on two equally-spaced horizontal or vertical lines. Otherwise, position yourself in the center of the video shot.



- 5. Script or outline** - Try to avoid hitting the record button without a plan. A script may seem too formal, but it is a useful tool to help the speaker stay focused and improve the audience's experience. Write a plan about what the audience is seeing in comparison to the dialogue.

If a script is not possible, an outline will help ensure everything is covered and reduces errors.

- 6. Add value** - High-quality video records do not matter if internet users do not care about the content. Answer questions, be authoritative, or give a reason for viewers to keep watching your content.
- 7. Search Engine Optimization (SEO)** - In the video title and description, use meaningful keywords and tags which help search engines index the content to maximize visibility. Social media posts are treated as fresh content for search engines to index, so write content that your target audience can easily discover.
- 8. Use Captions** - Adding captions to your videos will boost video views. They assist with SEO, as Google, YouTube, and Facebook index captions to help searchers more easily discover relevant videos.

Also, captions are not just for the deaf or people with hearing problems. Many viewers cannot listen due to their surroundings (i.e., at the office, in a crowd, or at the library). Give people who mute the audio a reason to watch your video anyway.

Following these steps will help you create professional videos for social media that will keep your audiences coming back for more!

