

# Video for social media: 19 tips

## Appendix 4

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### General tips:

1. Ask yourself beforehand: what is the platform?
2. Choose platforms that engage your audience
3. Script it: tell a story
4. Keep it short and sweet
5. 60 seconds max (if possible)
6. Optimise for mobile use
7. Think about size and orientation
8. Play it with the sound off
9. Offer quality content
10. Start with a bang—and end with a call to action
11. The first few seconds are the most important

### **Tip #12.** Make *the start* of your social media video really exciting

You'd better make sure that the first 5-7 seconds (*I would even say 2-5 seconds since we scroll much faster; also, if it isn't a post but a story, we tend to click on very quickly*) of your video are really catchy. If a social network uses 'autoplay' then your video is probably going to be muted. Count on the visuals. Start with action and emotion or bright, striking colours. This is what gets attention, not the long and sophisticated intro where nothing ever happens. Start with something exciting and give the audience the 'juiciest' shots in the first seconds

### **Tip #13.** Cover **what actually matters**

It's important to create a great cover for your video. Choose a picture that sparks an interest and questions within your audience. It can be a frame from the video or specially made 'poster'. In YouTube, you can upload a thumbnail for your video. YouTube will suggest some stills from the clip, but you can also upload your own picture.

### **Tip #14.** The shorter the better. Or **cut** all you can cut

Video for social media must be short. It's very simple — people don't have enough time to watch a series (unless they're in the office). Jokes aside, try to get into 1-minute length (*or less*). Cut everything that isn't critically important to the story you're trying to tell. It's okay if your video is a little bit longer, but there's no need to tell all the information in one video. *Do you want to use your video content as a post, as a story (maybe consisting of more but even shorter snippets) or maybe even both?*

**Tip #15. Call to Action** is strongly recommended in the video

A call to action is very important — it draws the line at the end of the video, but keeps your viewers interacting with you. You can ask them to share or like the video, leave a comment or keep watching your content.

If you're trying to sell a product or service, you can make them contact you or push them to give e.g. [your crowdfunding campaign](#) a try. Don't miss the opportunity to connect with the users interested enough to watch the video till the end.

**Tip #16.** Description must **be clear**, short and attractive

The title of your video must be short and understandable — like the headline in a newspaper. Don't try to outsmart your audience and use complicated words — that will drive them away. Social media is a place to relax for many people and they don't want excessive amounts of information streaming down on them.

**Tip #17.** Subtitles, **subtitles**, subtitles

It's so obvious, yet still ignored by social media video creators. People don't listen to your videos. 88% of Instagram users surf their feed with the sound off. Facebook shows almost the same numbers — 85% of FB videos are watched while on mute. So, if your video has a voiceover or a dialogue, you must provide subtitles.

**Tip #18. Tailor video for the platform** and use all options

Your video will do its best if you make it specially for the social network where you are going to post it. For example, the best choice for Instagram is a 9×16 ratio for the story, 1×1 ratio for the post and the catchy title that's written all over the video cover. **It** helps to get attention in the 'Recommended' section.

It's always better to use the network's video player than embed a video from outside hosting platforms like YouTube. This trick helps to get better statistics and reach more users through the recommendations.

**Tip #19.** Think ahead and **experiment** with the content for social media

You can create one social media video and wait for it to go viral... But let's be real — you have to be really lucky to get there. What you want to do is to create a proper video campaign that will keep your viewers engaged for a long time. Making more videos, experimenting, analysing your viewers' behaviour and planning your posts in advance is the key to staying relevant.

Pin your video to the top of your feed in order to give it more visibility.

Have a good hashtag strategy in order to increase your visibility. Look at other artists, ensembles or projects to draw inspiration from their use of hashtags and also check out hashtag websites such as [ritetag.com](http://ritetag.com) or [hashtagify.me](http://hashtagify.me)

Always keep an eye on the social media platforms' new features (e.g. YouTube has a section "Try new features" that keeps you up to date with what is possible)

People really started liking behind-the-scenes videos which, especially for people in the music industry, is a very easy thing to create. However, make sure that you are allowed to do so (some concert halls don't even allow the taking or publishing photos of rehearsal situations).

If your (video) content already got shared, it's much more likely to get shared again. On Twitter, people can already retweet themselves. Try to get people to engage with a post as soon as possible (and maybe ask friends to interact with it at a very early stage).

Sites such as VidIQ or TubeBuddy can show you which keywords or tags a well performing YouTube video used.

A great example of a smart content chain is the BuzzFeed 'Puppyhood' campaign for Purina. A video story about a man adopting a puppy gained 90 million views on Facebook and almost 3.2 million reactions (likes, shares and comments).

Creators didn't stop and made a series that showed great statistics also. Their next video got 36 million views and almost 1 million reactions in total which is actually an amazing result for a 'follow-up'.