

Why Video?

9 Tips for Incorporating Video Into Your Social Media Strategy



Why You Should Post Video Content In Facebook

- Adding video builds rapport with your consumer base, allowing them to put a face with a name, “humanizing” your company
- Video allows you to convey complex information better to your audience and eliminates the possibility of it getting lost in a lengthy, multiple paragraph text-only post
- There are **ONE BILLION** Facebook video views per *day*
- 50% of Facebook users in the US watch *at least* one video per day
- Video increases time users spend on your page by *two minutes*

How can you attract attention to the services you offer without “turning off” people who Like your page?

One answer lies in the changes recently made by Facebook, once again driven by consumer feedback. Users have responded well to native videos posted on Facebook... clips uploaded directly to the social network rather than links to YouTube videos. Because of this, Facebook’s algorithms will “prefer” these types of videos over static promotional posts or linked video content.

Not sure how to incorporate video into your social strategy? We’ve got you covered with a few tips and tricks to make your transition into video seamless *and* successful:

9 Tips for an Integrated Video & Social Strategy

1. *Share What You Know*

- Teach others about your industry
- Be helpful—answer questions that users often are asking
- Demonstrate expertise in your industry
- Build Trust

2. Video Should **NOT** Be “One & Done”

- Do not take the one & done approach in posting video
- By regularly posting video, you attract new followers with each new video
- Different topics attract different followers
- Regularity helps you improve your content and gain insight

3. Shorter Is Better

- Let’s face it—people have short attention spans
- Make multiple videos if your topic is lengthy
- Multiple, shorter videos are easier to browse and go back to

Take a look at this graphic courtesy of Wistia & Sprout Social:



4. Be Authentic

- Don't hire outside "talent" to be the face of your video
- Show the faces behind the company
- Put on a friendly, welcoming face

5. Write a Script

- Don't wing it, as this may come off as unplanned and sloppy. Knowing what message you want to convey will make you more comfortable in front of the camera
- Relax, take time to get adjusted
- Do multiple takes if need be

6. Tie Video Into Existing Goals

- Know the goal you are striving for and incorporate it into video

7. Share Videos on Social

- Make content suited to context
- Give video shout-outs to followers and thank them for support
- Share on your other social channels, share link in email blasts

8. Pay Attention to Analytics

- Focus more on the play and engagement rate versus just the view count
 - Ask, who is engaging with this?
 - Where are they located?
- Test different messages and gauge their engagement

9. Don't Try To Go Viral

- Sure, having a video with millions of views would be great, however, be realistic—it's like hitting the lottery *and* not necessarily helpful
- Focus instead on helpful, useful & educational content that can benefit your followers

Now with all of these tips, you may be asking, "Okay, so where do I begin?"

Here are a few ideas to kick start your video strategy:

- Host a "bring your pet to work day" and capture some funny or cute moments.
- Highlight some of the personal "hobby" interests of you and your staff. Is anyone into extreme sports? Has a co-worker won an award for art, cooking or woodworking? Shoot some video!
- Create a photo slide presentation of before and after shots of a recent facility renovation.
- Get involved in a local charity/community event and highlight the day in a video.

Every "like" you receive will increase your exposure in the community and improve the odds that your business home page engagement will increase exponentially.