

Social media video content guide

Our top 5 tips



Our top 5 tips on creating ‘thumb stopping’ videos for social media

The launch of social distancing and self-isolation measures have, within the space of a few days, radically changed the way in which we can communicate within our friends, families, colleagues, key stakeholders and customers.

The organisations with the most successful social media channels are delivering content consistently through multiple social media channels, in a format that people actually want to engage with.

Know your landscape (and vertical)

It's really important to know which way to shoot when you're filming on mobile so that your content fits the whole screen.

Film horizontally:

- > Twitter
- > LinkedIn

Film vertically:

- > Instagram Stories
- > TikTok
- > Snapchat



Keep them short

Over 70% of social media users have an attention span of less than 25 seconds.

Keep your video content short and snappy. We suggest videos should be, in general, a minimum of 10 seconds and a maximum of 60 seconds.

Where you have a longer video, consider breaking it up into smaller, more bitesize videos will give you more content to post.

Ask yourself: is this good content?

92% of all users decide whether to watch (or read) a post within three seconds so you don't have long to grab their attention!

Before you post, ask yourself:

- › Would I actually watch, and engage, with this?
- › Even if this is a well-known topic, have I added my own unique slant on this?

Don't forget about your post

Whilst the content of your video is important, don't forget about the information you put in the accompanying post.

The content of your post will be the first thing people see and it plays a huge part in whether people will watch your video or not.

Keep it short and be clear. Explain what the video is about and why watching it will be valuable.

Include call to actions

Make sure to include calls to action in the information that accompanies your video.

- › **STUDIES SHOW THAT BY INCLUDING A CALL TO ACTION, SUCH AS “WATCH BELOW”, USERS ARE OVER 65% MORE LIKELY TO TAKE THAT ACTION.**

Asking a question in your post copy is also proven to increase engagement significantly and is favoured by the algorithms meaning more people will see your video, for example:

“Do you agree?”

“I’d love to hear your thoughts – tell me below in the comments”

“What do you think?”

Visual content is more than 40 times more likely to get shared than text only content

Using video provides a huge opportunity to increase reach, impressions, engagement and clicks. It is widely considered the most engaging communication channel for social media audiences.

**Get in touch with us to find out how we can help grow your social media channels:
lifehappens@social.co.uk**



Social
Integrated Agency

Bristol | Leeds | Manchester
www.social.co.uk