

Creating Scroll-stopping video



More and more social media platforms are moving towards video. Nearly every social media platform has video integrated into its platform, so it's a feature you're likely to use at least once! And, more social networks are prioritising video as their medium of choice.

If you need more inspiration to get on board with video, [70% of people see brands more positively](#) after watching interesting video content from them, and [viewers retain 95% of a message when they watch it in a video](#), compared to 10% when reading it in text. It's a medium that has higher effort, but high reward, too!

What kinds of videos are there on social media?

Social media videos generally fall into a few categories:

- **Edited videos** - this is a video that has been shot and edited and uploaded as a complete package. Youtube videos or video ads are a great example of this. Often these are longer videos, such as edutainment, informative or a promotion. These videos are often around two-to-three minutes. These are generally shot horizontally (but as more social networks shift to vertical video, this is changing every year!).
- **Micro videos** - these are videos that are usually under 60 seconds but could be as short as 15 seconds. Think of Instagram Reels or TikTok in this category. These can be educational, product demonstrations or funny skits - depending on your brand. These are usually vertical videos.
- **Ephemeral Content** - this is content which expires after a period usually 24 hours. Snapchat and Instagram Stories are great examples of this. This kind of content is ideal for behind-the-scenes or 'get to know you' content which you might not put on your primary feed. These are usually vertical videos.
- **Live Videos** - this is a livestream that is posted as it happens. Examples are Facebook Live, or Instagram Live. Often these are around 10 minutes long. Traditionally, these are horizontal videos, especially if used on websites or

Facebook, but if shot on mobile-first platforms like Instagram are usually vertical. These are often mini lectures, Q and A, or even product demos.

As a rule of thumb, videos under three minutes are most engaging, unless it's a live video, which people may watch for longer, with around ten minutes being the sweet spot. As internet culture changes over time, these times can change, but keep in mind that people often have short attention spans - so keep your content engaging right from the outset.

What can videos be about?

Videos can be about all kinds of content - in the end, it's to support your marketing goal - it could be to showcase your expertise, product quality, or to connect with your brand. It's just another medium to tell the same story.

Videos can -

- Share a business win
- Show 'behind the scenes' or 'meet the team'
- Tease / promote something launching
- Share industry expertise
- Skits / Jokes / Humour
- Showcase expertise / tips or advice
- Q and As with experts in your field
- Launch a new product or campaign

Have a look at others in your industry globally, those look at those with a similar business model for inspiration. For example, a coach may not find it helpful looking at how a make-up company promotes their products, but may find that a service-based industry, such as a therapist, is creating content that gives them ideas.

Video creation checklist:

If you're just getting started with video creation, a checklist for creating video can be handy. Here's what you need to keep in mind to plan filming a video:

- Consider your objective - what's the goal of the video? For example, to educate, to promote, to or push people to a product?
- Write the script, including what will be in the post copy (because your video might summarise something your copy talks about in depth). Don't forget the 'call to action' if relevant for this video.
- Plan what you need in the video - note of any props or things you make need to refer to in the video - such as a product you refer to (this is particularly useful if filming several videos in a day).
- Create the film studio. Select the filming location, consider the background, consider noise in the area, set up lighting and ensure clear sound. These

days, a phone with a lighting attachment can often tick off most of these elements and you can film it at home.

- Lights, Camera, Action! When filming, you may film using a tripod, selfie stick or have someone else hold the phone or camera. A hot tip is to ensure the camera angle is a flattering one so it's looking either straight on or slightly down, rather than from below and up at you.
- Edit the video. You can be on your phone or on a computer. Add in-video captions or interactive elements like polls (if on Instagram) as needed. Ensure closed captions are added to the video as most people watch videos without sound.
- Upload the final video. Upload to your social network, including adding the final post copy. Or, save it all in your content library for later publication.

This process is faster and streamlined the more practised you are. I've heard of people who know their goals and what they are talking about, so pull out their selfie stick and film in their PJs in their room. It doesn't need to be a big operation once you've got a system that works.

Editing Video

To edit video, there are plenty of editing options that exist in the market. These are often free and designed with social media content creation in mind.

You can edit on your phone or computer, depending on the context or your preference:

Phone or app-based

- Many social networks have basic in-app editing, such as in Instagram and TikTok where you can crop video.
- Other apps allow you to do more detailed editing like adding different clips together. Some of these are:
 - Filmr
 - InShot
 - CapCut

Computer-based

- Every computer has free video editing software. On a PC, it's Windows Movie Maker. On a Mac, it's iMovie.
- Plenty of web-based editors now exist, which can be easier to use and are designed to fit vertical video which can make editing social media video easier. Some cloud-based editors are:
 - FlexClip
 - Canva
 - InVideo
 - Biteable

Feel free to explore and experiment with a tool that works for you.

Batch filming saves time

If you brainstorm a set of videos, you can film several in one day and not need to film again for several weeks.

If you are creating are "evergreen" videos (relevant "forever"), then you can build up a library so you can post them a few months in the future.

For example, in one week, you might shoot several one-minute videos:

- 4 x behind-the-scenes videos
- 4 x Q and A videos or tips
- 4 x product features and
- 4 x entertaining/community videos

If your content schedule means that you post one video a week, this has created four *months* of video content in one go.

Mix up the order that the videos go out to keep it fresh and interesting for the audience. People will not know you filmed most of it in one week, especially if you change your outfit a few times.

Live Videos

One of the differences between live media video from traditional video is that they are *interactive*.

If you want to engage people watching a live video, feel free to encourage them to ask questions and let them know you'll answer them later in the video. It's worth being mindful that there is often a 30-second delay between when you say something and when people see the video, so comments might not come through immediately.

To address this, the best practice is to structure live videos something like:

- Introduction and welcome
- Discuss a part of your topic
- Ask for questions (but don't answer them yet!)
- Continue to discuss more of your topic
- Potentially include a Call To Action about something you're selling
- Answer the questions that people have submitted
- Thanks and closing remarks

As part of pre-promotion for Live Videos, some people ask for questions in advance over the preceding days, hours or minutes so that they don't need to wait during the live stream for questions and have at least a few ready to go from the outset!

For larger audiences, you could assign a second person to monitor comments and flag questions and/or create a shortlist for you to refer to at a glance.

Pro tip: If you're wanting to experiment with Live videos just to see how it works, set up a dummy account and go live on that where there are no followers so you can experiment with the process until you feel confident to do it on your account. There will always be nerves and jitters, but it's one of the things that gets easier the more often you do it. Just focus on the people you're *helping* with your Live Video!

More video FAQs

Q: Does the video need to be done by a professional?

A: Edited videos can be highly polished and professionally filmed and edited, but it is acceptable in all other video formats like Reels, Stories and Live videos to have a "rough-and-ready" and "authentic" look.

Q: Do I need to dance around and film myself?

A: You don't need to do anything you don't want to!

For those looking to create video, but who may not want to film themselves or their workspace, you can easily use tools like FlexClip, Canva or Biteable to animate a video using images or stock video.

There are also stock video websites, including free creative-commons websites like [Pixabay](#), which might help tell a story without needing to film content from scratch.

Or, get creative, and you could create a gallery of images set to music to show off your products.

I've even seen people use 'B-roll' style footage of their hands on a computer or walking down a hallway, or sitting drinking coffee, and that is used as the basis for the video with captions over the top.

Q: How do I film videos and save them for later?

A: If you're filming for a specific social media platform, you can often save content as a 'draft' and post later. Both Instagram and TikTok allow this.

You can also set up a cloud storage service like Google Drive or Dropbox on both your phone and computer. Drop the videos you made into a folder on your phone and it will sync with your computer, so you can access the files from your computer.

From there, I update my content calendar with links to each video file. This makes it easy to find this content, even if I've ear-marked a video for use in several weeks or months' time.

Q: Can I cross-post videos across platforms?

It's possible to auto-share content across platforms. For example, you can post from Instagram and it will autopost to your Facebook business if you choose to do so.

This can be a helpful way to save time creating content, but ensure that content is relevant on the destination channel before posting. A classic example is where people have crossposted the same content from Instagram to Facebook and stated "see link in bio" - which sounds odd because Facebook doesn't have that feature!