

During these unprecedented times when “social distancing” is a term as often used as “social media”, businesses are having to get creative to keep their customers engaged and their businesses relevant. So marketers and businesses owners are turning to their social media pages to share how their adjusting during the COVID-19 pandemic. We’re already seeing a growing number of businesses turn to posting social media videos, specifically on Facebook Live and Instagram.

To help support our members during this time, our Branding Committee (Lauren Hendricks and Tori Thompson) created a list of best practices for producing your own DIY videos for social media. Stay connected through video, and let followers see your world, even if they can't see you in person. Remember to have fun with video and be yourself!

Facebook Lives - From Lauren Hendricks, a+h advertising:

1. **Make a plan.** Before you begin Facebook streaming, ask yourself, “What is the purpose of this Facebook Live broadcast?” Take time to think about what will you say or do in it and prepare a list of talking points.
2. **Notify your followers in advance.** Tell your followers about your live stream in advance with teaser posts on Facebook and other networks. Even if it’s just an hour before the broadcast, giving your audience time to work your broadcast into their schedules can increase the number of followers who are able to stream it. Ask your viewers to subscribe to your Live notifications so they will always know when you go live. Just click the “Follow” button at the bottom of a Facebook Live video to sign up for Live notifications.
3. **Get the right equipment.** Although you can go live with nothing more than your mobile phone or computer, you don’t have to spend a lot of money for quality equipment nowadays. Quality sound and lighting are essential to a good video. Purchase an external microphone, especially for interviews. If you’re broadcasting alone, you can use the built-in microphone on your earbuds. Use natural light whenever possible. When using additional lights, don’t wash the subject out with too much light and watch for weird shadows that ceiling lights can cast. Lastly, a tripod is one of the best investments you can make to ensure a steady shot. If you don’t have one, you can prop your device up. Try setting your Facebook Live audience to "Only Me" to preview it before sharing the video with your followers.
4. **Write a compelling description.** Use your description to tell a story. Provide context about your video and be sure to make it clear why people should watch it. A good caption will gain attention and encourage people to watch it. No description at all makes your video less likely to be seen.
5. **Engage with followers.** Engagement is key on Facebook Live, just like with any kind of social content. Facebook recommends saying hello to commenters by name, then responding to their comments. If possible, assign someone to respond to comments as they come in, so you can focus on speaking. This person can let you know if there’s a question you should answer live, or can point people to relevant resources in the comments. Encourage engagement by pinning a comment that asks viewers a question relevant to your video. To do so, simply write your comment, post it, then tap it and tap "Pin this Comment".

DIY Videos - From Tori Thompson, Owner & Creative Producer, Bellwether Collective

Story

- What’s your story?
- Know your audience.
- Focus on what you do best and your audience.
- Don’t be all things to all people.

Equipment

- Landscape mode (if using a phone), and use the back of the phone camera.
- Use a tripod – keeps you hands free and the footage wont be shaky.
- Make sure you have good and plentiful light – natural light is best.
- Use a mic – invest in a mic, to insure good audio.
- Music – even background music can elevate a video.

- Use a simple editing software to edit your video (iMovie is super easy!).

Misc. Tips

- Make sure your background is clean and not too busy.
- Look at the camera.
- Remember the rule of thirds when framing your shot.
- Length – shorter is better.

- Remember to be yourself, smile, and be confident!