

---

# THE POWER OF VIDEO CONTENT ON SOCIAL MEDIA PLATFORMS



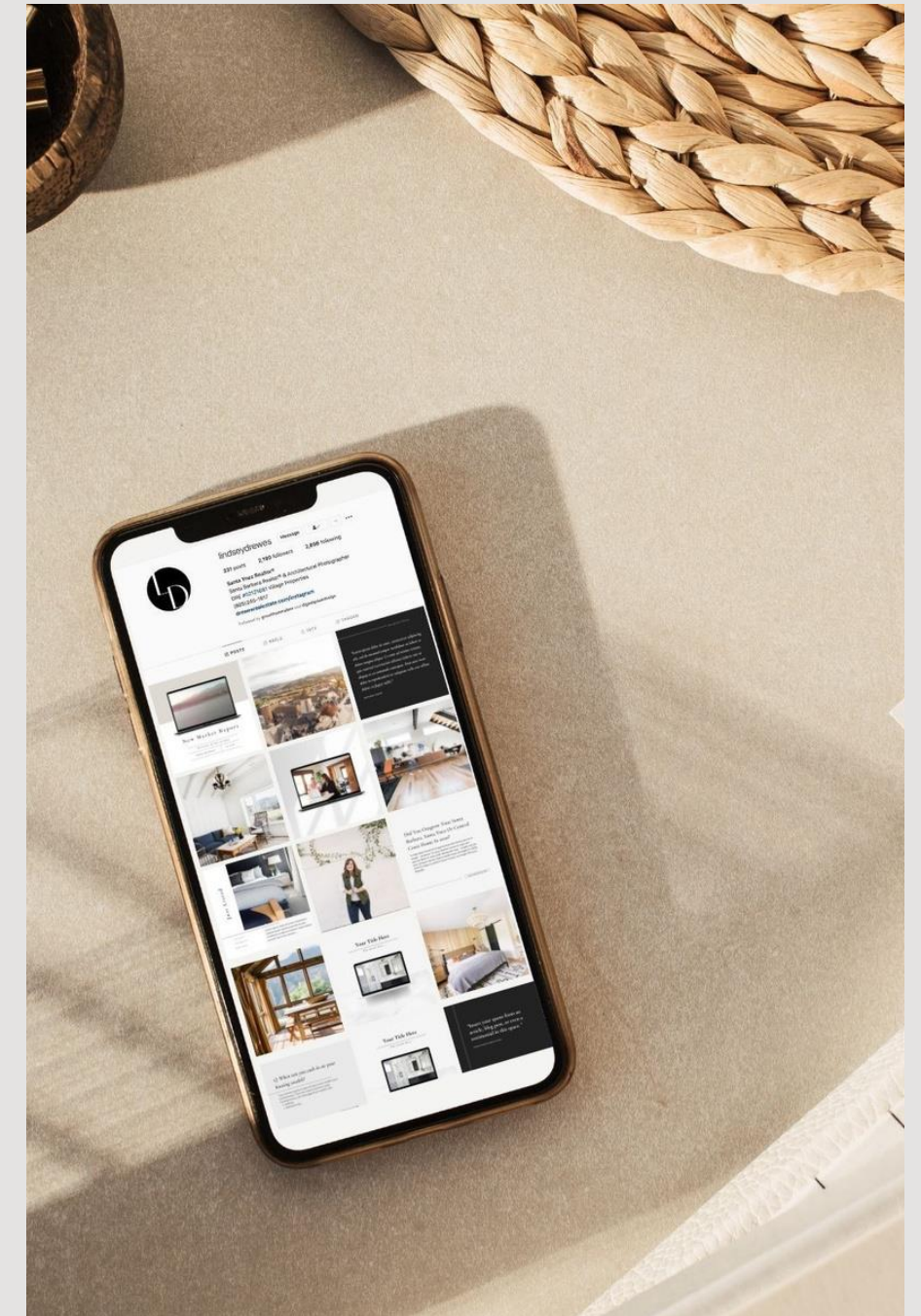
---

# WHY VIDEO CONTENT?

Higher Engagement: users spend 2.6x more time on pages with videos.

Exposure: videos have led to a 54% increase in brand awareness.

Emotional Influence : influencing 64% of consumers to make a purchase after viewing related content.



---

# OVERVIEW OF SOCIAL MEDIA PLATFORMS

## 1. Instagram

Primary Focus: Transitioned from image-sharing to to video-driven content.

Unique Features:

Reels:

Multi-clip videos

Variety of effects

Creative tools

Stories:

15-second videos

Disappear in 24 hours

Capture brief moments



---

# OVERVIEW OF SOCIAL MEDIA PLATFORMS

## 2. Facebook

Primary Focus: Evolved from text-based to video-enhanced platform.

### Unique Features:

#### Facebook Live:

Live video streaming

Real-time viewer interaction

#### Video Posts & Reels:

Direct video uploads

Direct from Instagram

#### Stories:

Adapted from Instagram

24-hour visibility





---

# OVERVIEW OF SOCIAL MEDIA PLATFORMS

## 3. Tiktok

Primary Focus: Bite-sized video content, emphasis on music

Unique Features:

TikTok Videos:

15-second loops

Up to 10 minutes max

Effects & Filters:

Augmented reality effects

Interactive quizzes



---

# OVERVIEW OF SOCIAL MEDIA PLATFORMS

## 4. YouTube

Primary Focus: Video-sharing platform and you can upload, view, comment, share videos.

Unique Features:

YouTube Shorts:

Short videos,  $\leq 60$  seconds

Response to TikTok's success

YouTube Live:

Live streaming

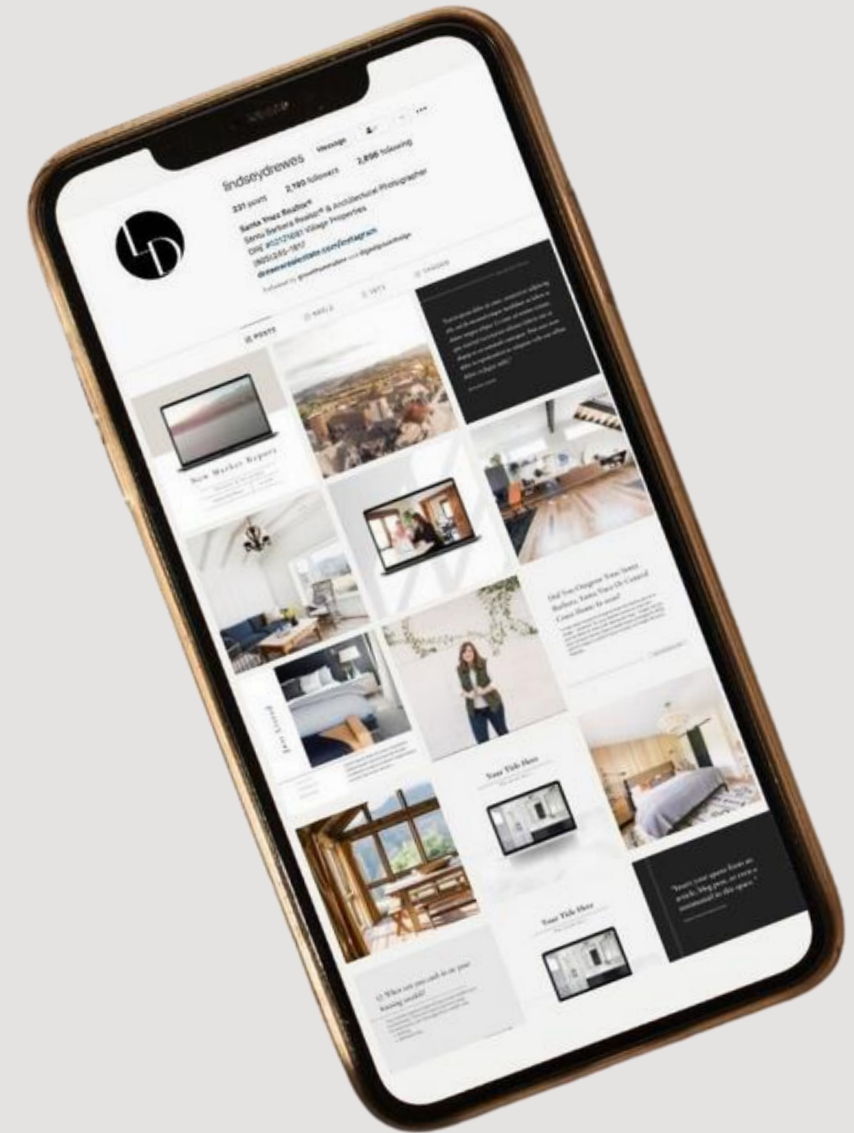
Real-time viewer interaction



---

# DIVING INTO INSTAGRAM REELS

Tips for engaging audio: using Instagram's music library, adding voice-overs, sourcing royalty-free music.



---

# DIVING INTO INSTAGRAM REELS

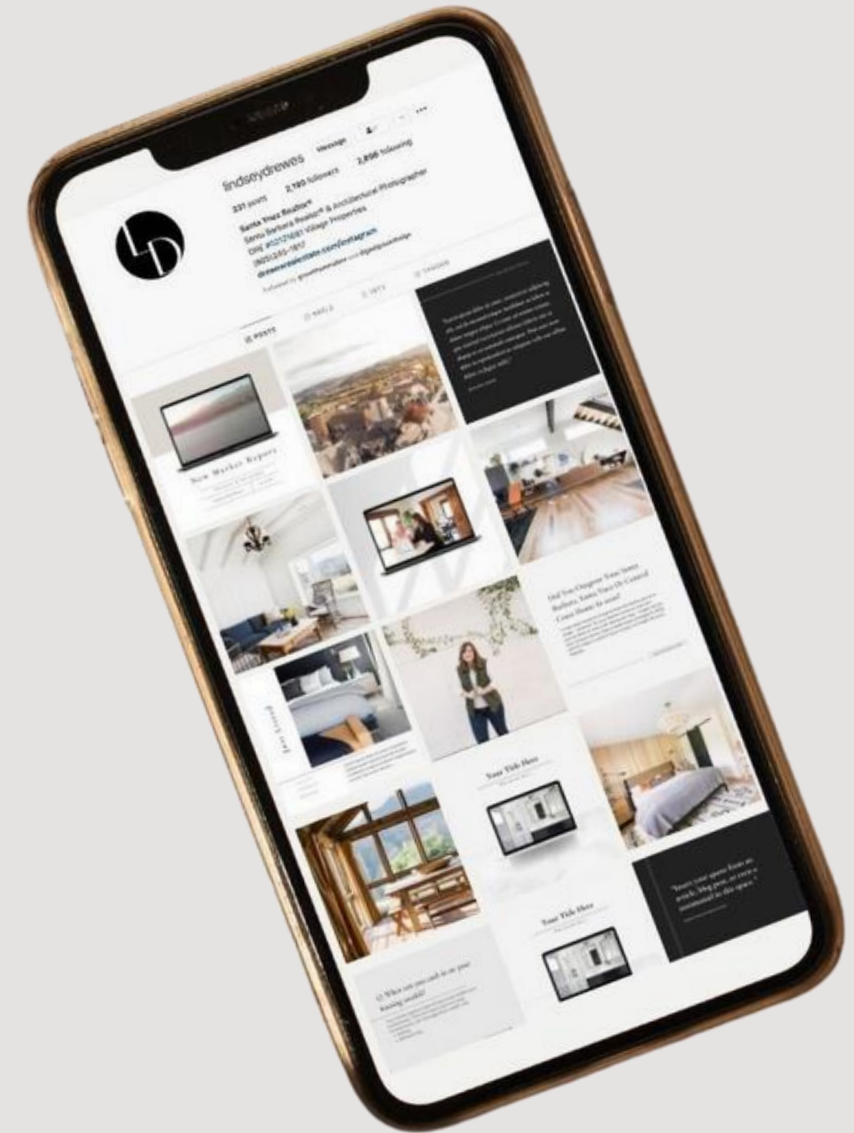
To search audios

Go to Reels or search tab.

Find audios under 5k plays.

Organize in audio folder.

Enhance content with perfect sound.





---

# DIVING INTO INSTAGRAM REELS

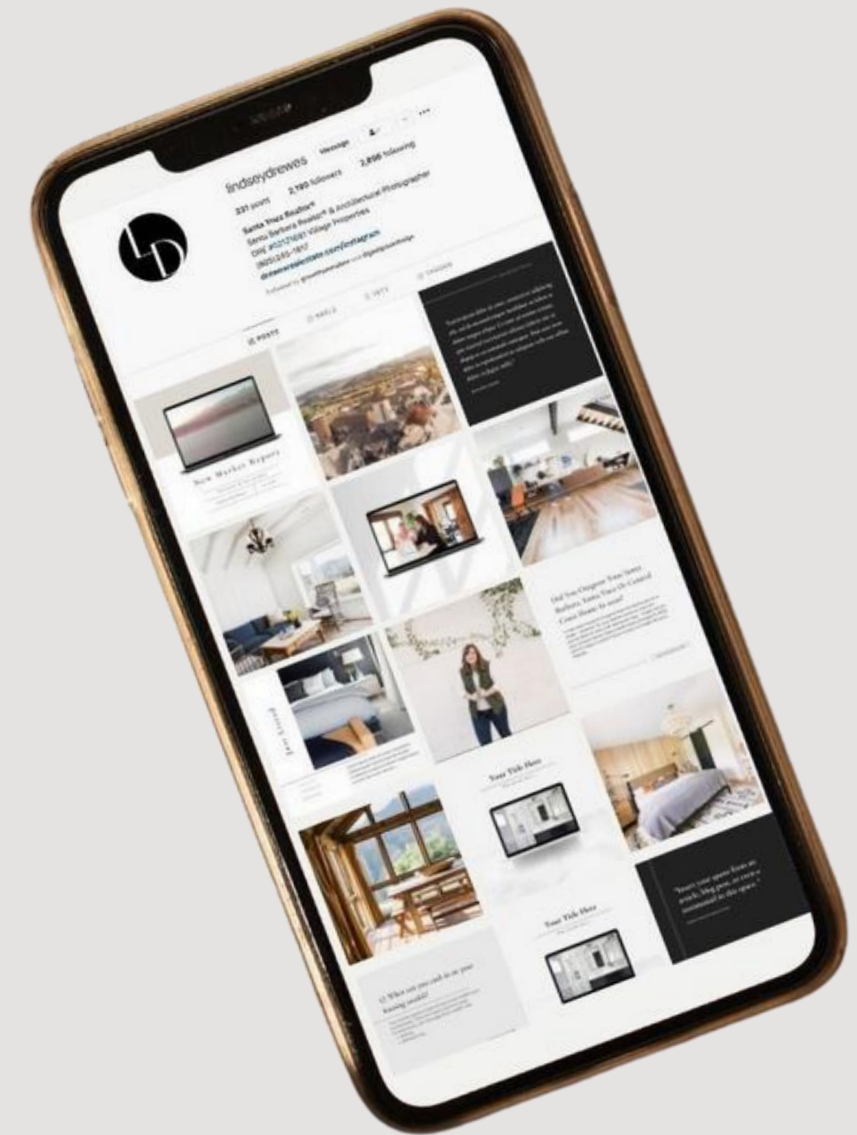
2 ways to add a voiceover

## 1. Pre-Recording a Voiceover:

- Use a voice recording app on your device.
- Record your voiceover.
- Save the audio file.

And Merged Video and Audio:

- Find apps that merge video and audio
- Combine your video with the pre-recorded voiceover.

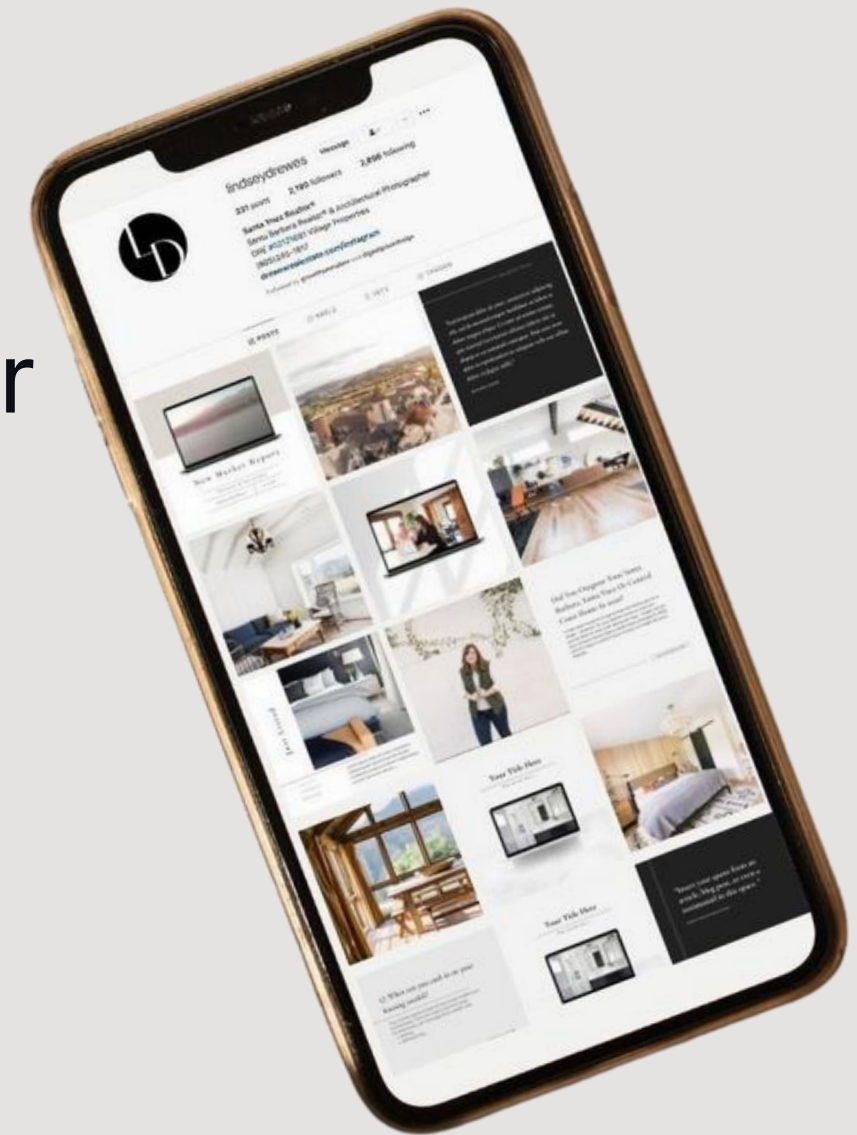


---

# DIVING INTO INSTAGRAM REELS

## 2. Record your Reels.

- Tap the music icon and select the voiceover feature.
- Press and hold the red button to record.
- Release when done.
- Adjust volume and edit the voiceover start point.



---

# ASPECT RATIOS FOR SOCIAL MEDIA VIDEO CONTENT

Instagram:

Stories & Reels: 9:16 ratio

Facebook:

General Videos: 16:9 ratio

Reels & Stories: 9:16 ratio


YouTube:

General Videos: 16:9 ratio


Shorts: 9:16 ratio

TikTok:

Videos: 9:16 ratio



9:16



16:9



---

# Text aesthetics:

## Fonts & Colors:

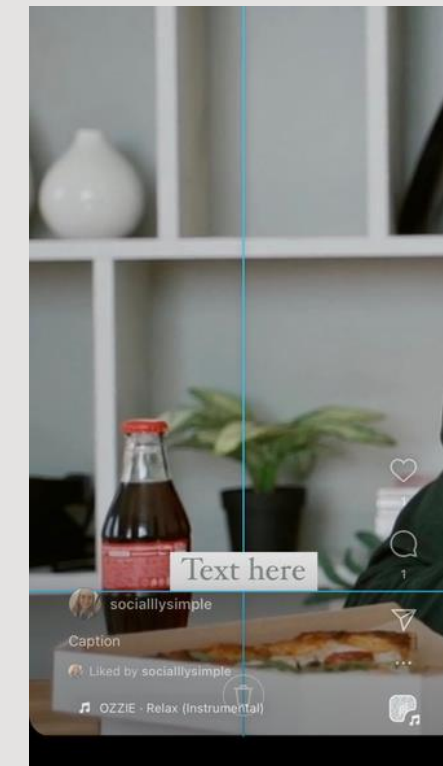
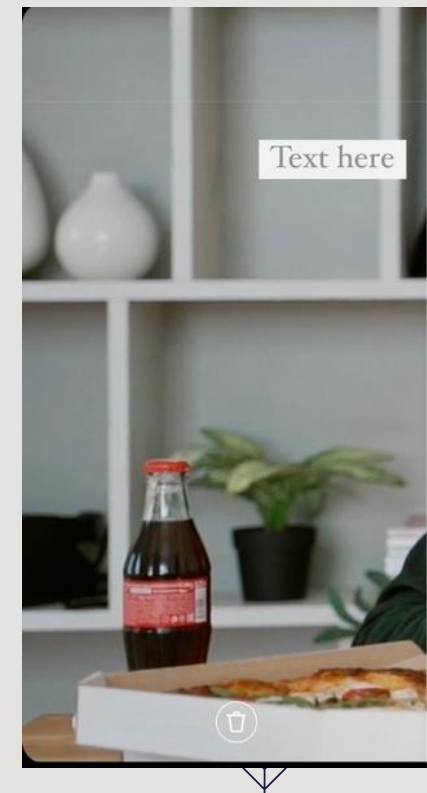
- Choose those aligning with your brand identity.
- Trigger desired emotions with color choices.

## Subtitles:

- Broaden accessibility for mute viewing and the hearing-impaired.
- Enhance viewer comprehension.

## Eye-catching Titles (Hooks):

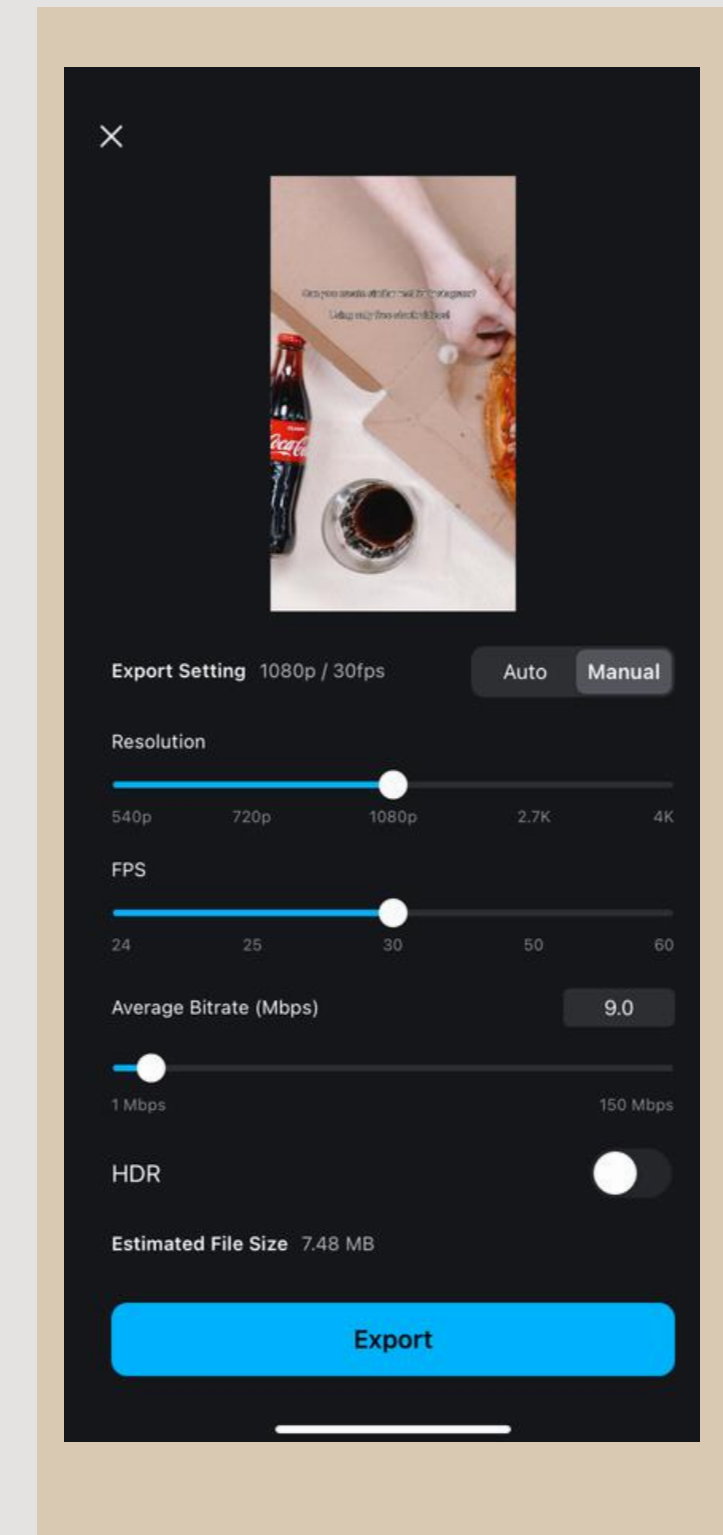
- First point of viewer contact.
- Concisely preview video content.



---

# 5 PROVEN TIPS TO ELEVATE YOUR REELS VIDEOS!

- Lock it at 1x.
- Master Exposure and Brightness
- Optimal Video Resolution
- Activate the Grid
- Smart Video Transfer





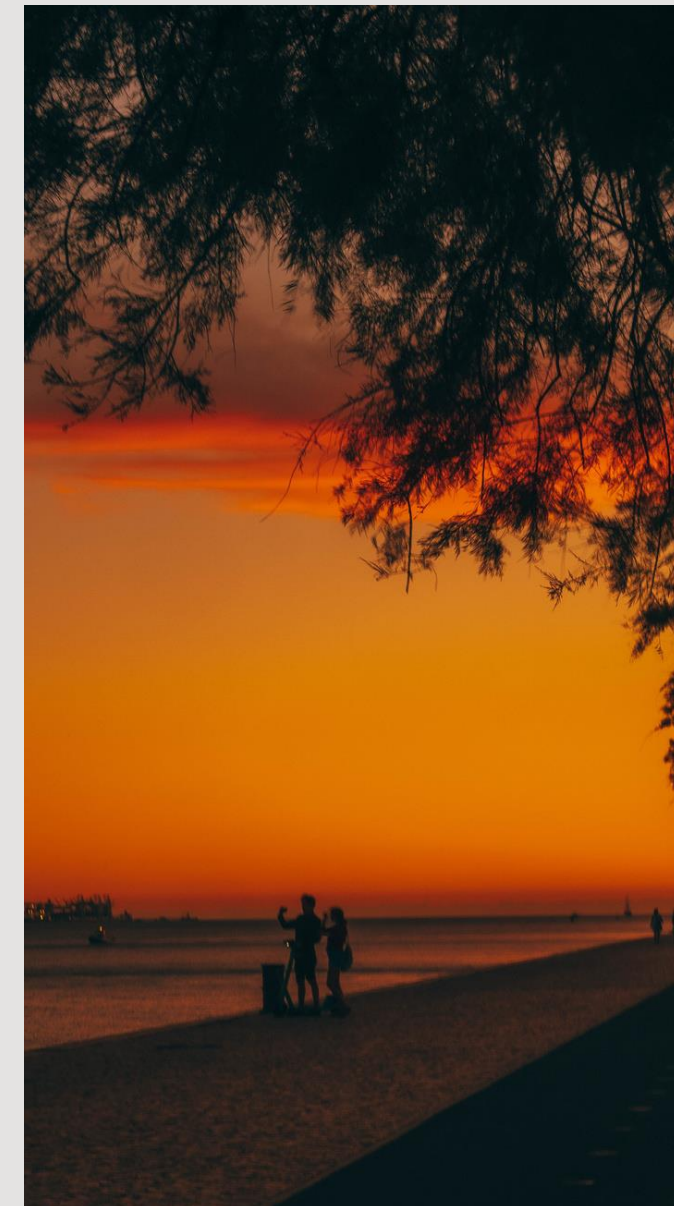
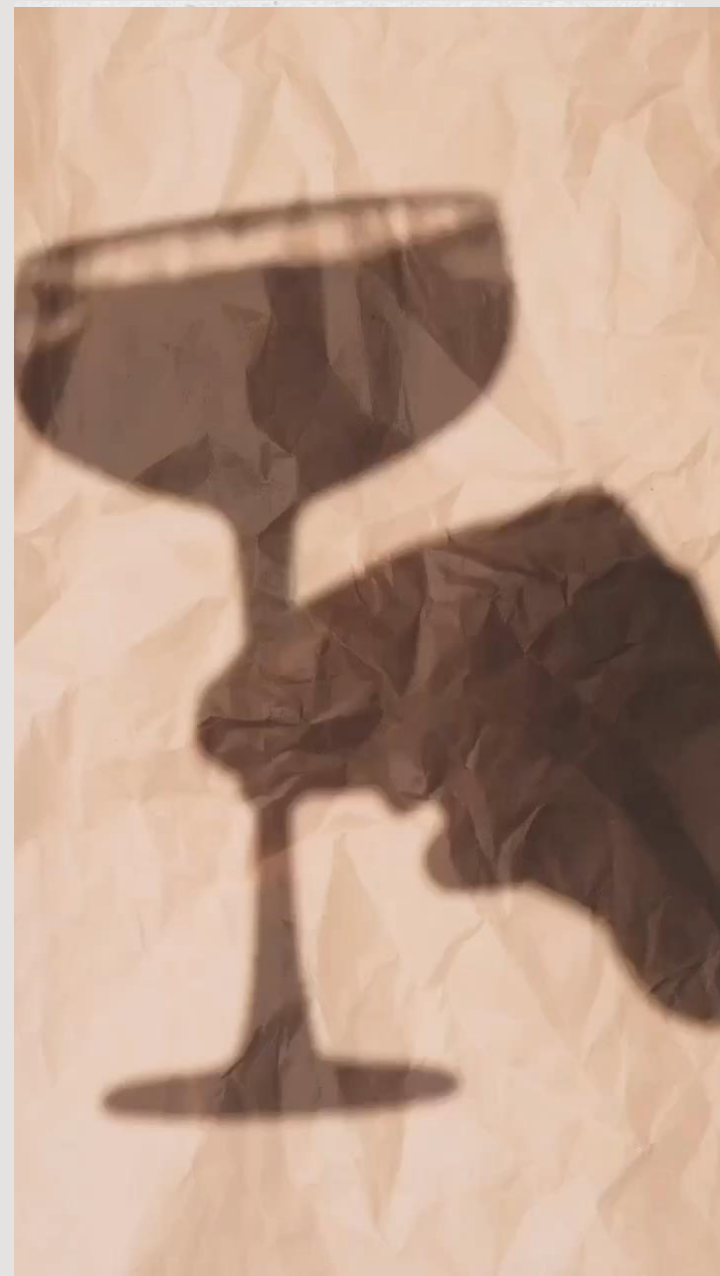
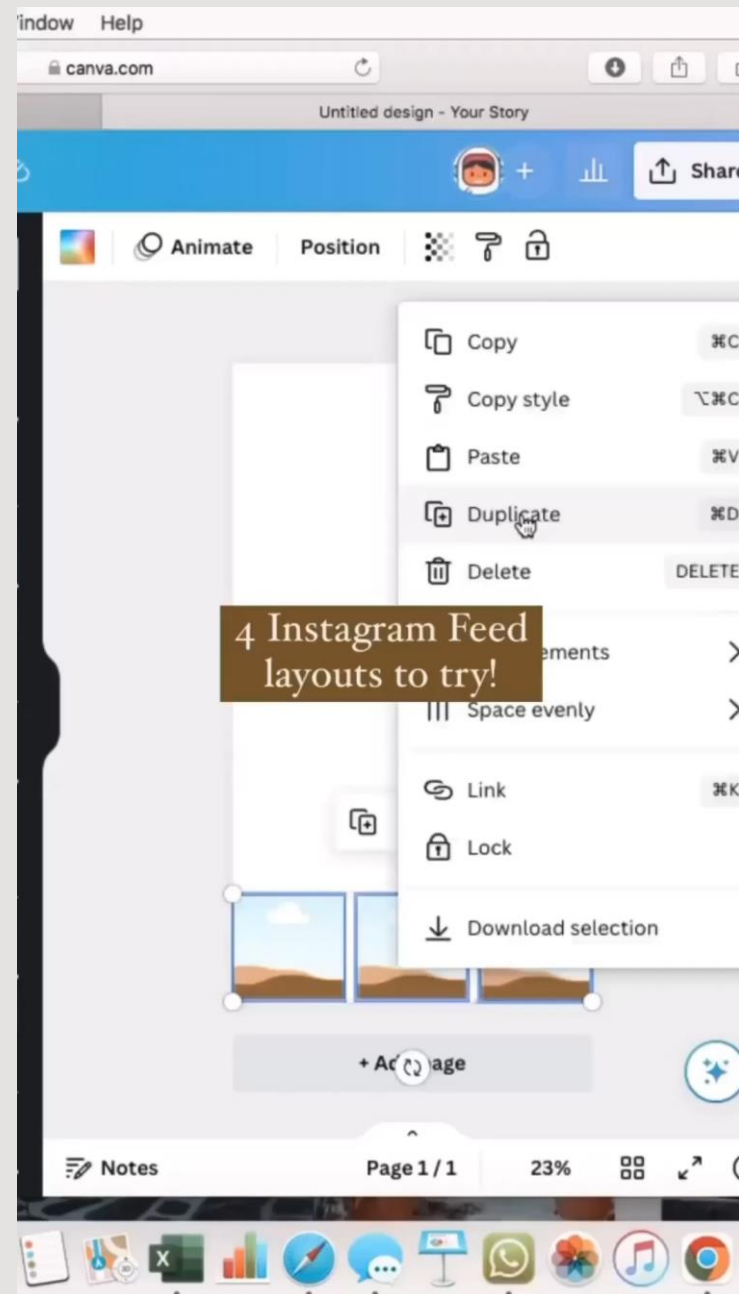
---

# STYLES OF VIDEO CONTENT

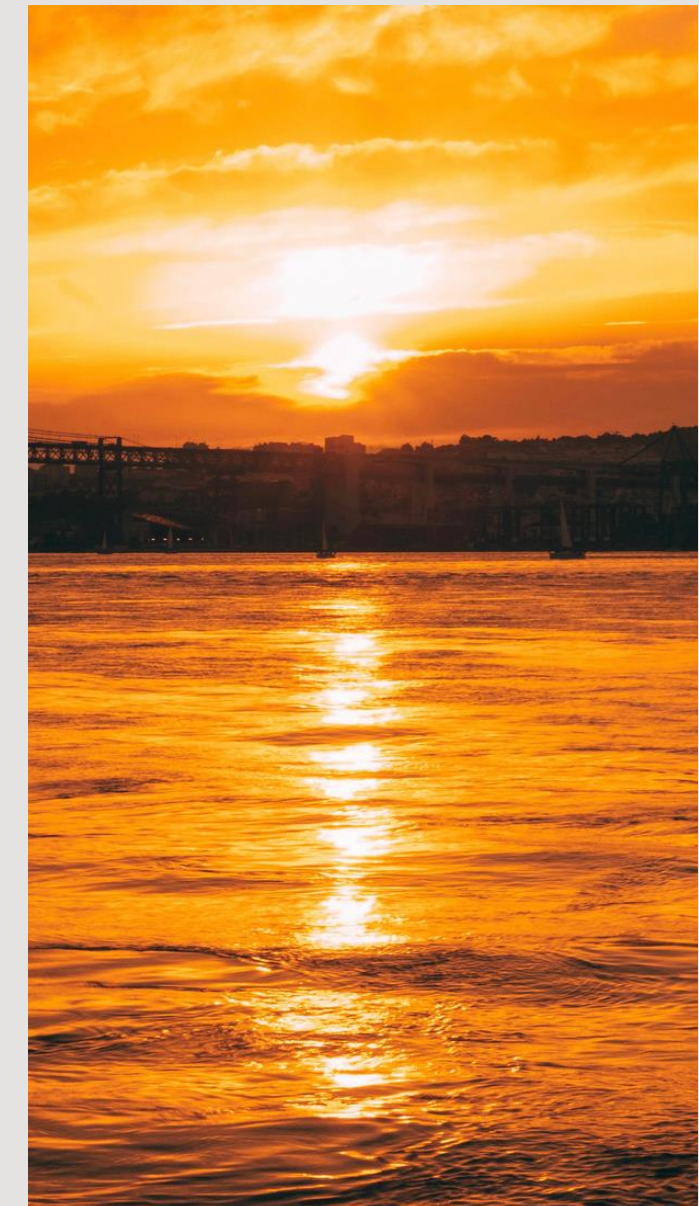
- Different video styles: behind-the-scenes, interviews, tutorials, product reviews, live videos, storytelling.
- Choosing the right style for your brand and audience.
- Combining different styles for maximum impact.



# STYLES OF VIDEO CONTENT



Pictures



Quote



---

# SOURCING FREE VIDEO AND PHOTO CONTENT

- Pixabay
- Pexels
- Videvo
- Pinterest: source of inspiration for reels covers



---

# VIDEO EDITING APPS

- Adobe Premiere Pro
- Final Cut Pro
- CapCut
- VN
- Canva

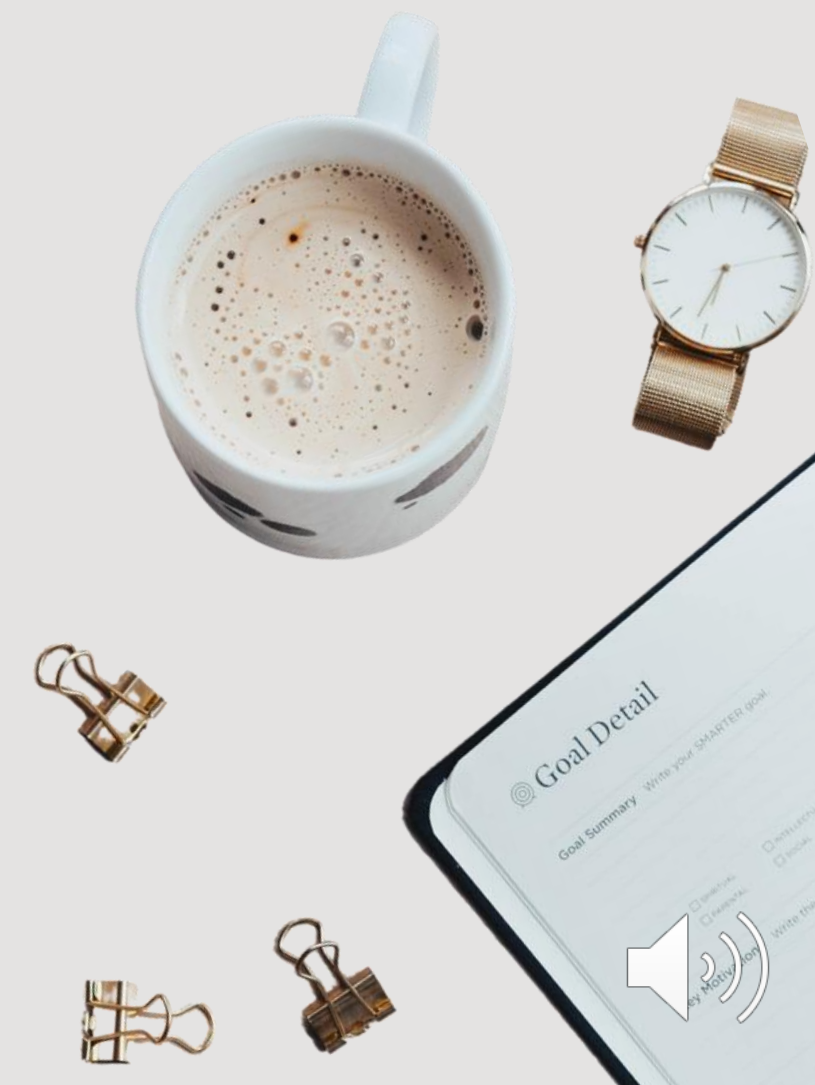




---

# BASIC EDITING TECHNIQUES

- Trimming- first video either 1s, 1,50s or 2,50s
- Change Speed duration if necessary
- Navigate to the “Effects“ tab.
- Zoom effect
- Replace Audio

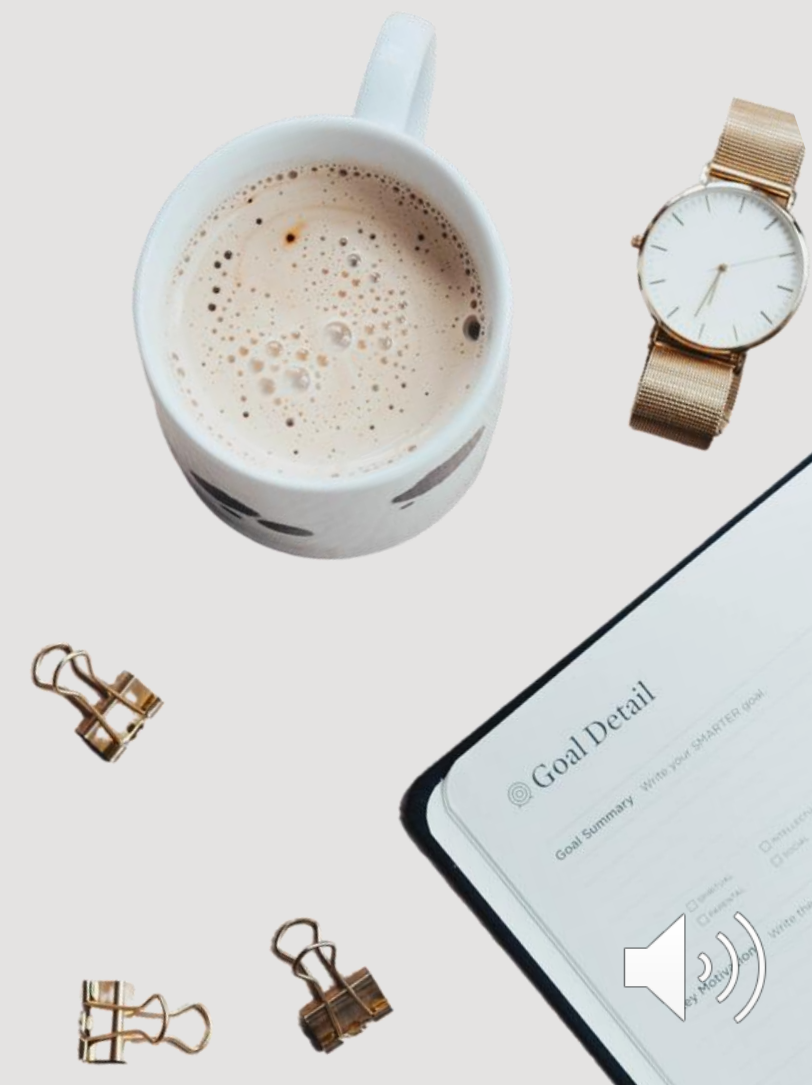




---

# STRATEGIES FOR MAXIMUM ENGAGEMENT

- Analyzing the best time to post.
- Hashtags Bank.
- 30 min engagement.
- Use CTA-s



---

**ANY QUESTIONS?**

**LET'S WORK TOGETHER**

**WHATSAPP: +372 56352533**

**LINKEDIN: KERTU RUSSAK**

