

VIDEO SOCIAL MEDIA CONTENT IN 2023



SOCIAL MEDIA TIPS

By Theresa Mintzer

In 2023, video is still an essential tool for your social media content.

It is favored by all the algorithms and people will stop their scroll to watch it. That's why businesses should try to use video in their social media plan. The bonus is that you can do it right from your phone.

Here are some helpful ideas for using video as social media content.

- Highlighting important features of your business or products.
- Introducing employees to customers. This is great if you have a service-related business.
- Reviewing or featuring complimentary place. For example, a dog walker could review local parks. If you geotag the review, you will come up on local searches.

Video content can help with customer

service. If you walk a customer through a procedure that can confuse them, you'll have less phone calls for help. You also can manage the expectations of the customer. This will quickly clear up any miscommunication.



A great way to grow your Instagram reach is to make Reels. These short video clips are a great way to communicate quick bits of information. Nervous about video? You can take a video of something else and do voiceover. If you don't have a video, you can use Canva to make a video out of photos. This is a trick you can use for TikTok as well.

In conclusion, video is an important on social media. The more that you use video as part of your content plan, the more visible you will become. Plus, it's a great way for customers to learn about you and your business so they will know, like, and trust you.

For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com; and visit: MintzerSolutions.com.

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