

# FOR 2022, VIDEOS ARE NECESSARY



## SOCIAL MEDIA TIPS

By Theresa Mintzer

Video content is still an important tool for social media. The algorithms

favor it and people will stop scrolling to watch them. Right now, make a plan to incorporate video into your social media strategy as often as possible. If you only have a smart phone, you have everything you need to get started. Now, how can you incorporate video into your social media?

Make videos introducing customers to your business or services. Upload it on Facebook as a post, and then pin it to the top of your feed so that it is the first thing someone sees when he or she land on your page. When you upload it have Facebook create captions, but always edit them to make sure they are correct. Many people scroll through without listening.



Many apps will allow you to edit, change the size, and add titles to your videos. One example is InShot for adding stickers, music, text, and other editing tricks. Other apps can create videos from your pictures. There's so much you can do. Have fun and play around.

You can also go live on your Facebook, Instagram, and YouTube. Choose a day every week and people will know to look for it. Transcribe these videos to make into newsletters or blog posts. If you are on Instagram, start making Reels. They will increase your reach.

The more that you use video as part of your content plan, the more visible you will become. Plus, it's a better way for customers to learn about you and your business so they will know, like, and trust you.

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