

# UTILIZING VIDEO FOR SOCIAL MEDIA



## SOCIAL MEDIA TIPS

By Theresa Mintzer

It is 2021 and video content is still an important tool for social media. Most, if not all, algorithms favor videos, and most 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 and this helps with accessibility.

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.

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.

For further information, please contact Theresa Mintzer at 484.686.2995; email: bytheresamarie@outlook.com; and visit: MintzerSolutions.com.

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