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VIDEO CONTENT FOR SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

Video is an essential part of social media content. It's favored by

all the algorithms and people will stop their scroll to watch it. That's why businesses should try to use video when they can. The great thing about video 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.
- Instructions about how to use your product.
- 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 an app like InShot 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.

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