Short-Form Videos

Why you need SFVs for your social media platforms
Agenda

1. What is Short-Form Video & why it’s important?
2. Examples
3. Content Calendar
4. Social Platforms
5. Competitive Analysis
6. Best Practices
7. Topic Trends/Ideas & Examples
8. Workflow
9. Shot List Example
10. Summary
What is SFV & why it’s important?

• A SFV is a video that is 90 seconds or less.
• You can make them relatable, authentic, and engaging for target audiences. Think of a video view as extra exposure for your brand.
• You do not need a budget or a big budget to start creating this video format.

Why it’s important?

• Short-form video is the most popular and effective social media format and will see significant growth in 2023 (HubSpot, 2022).
• 73% of consumers prefer short-form videos to learn about a product or service (Influencer Marketing Hub).
• SFVs have the highest ROI and the best format for lead generation and engagement (Influencer Marketing Hub).
• 47% of marketers agree that short-form videos are more likely to go viral (Influencer Marketing Hub).

• Overall, SFV is captivating, engaging, and well-converting
Examples
A content calendar for SFVs will help you post consistently on your social media accounts.

**Benefits:**
- Consistency
- Organized
- Aligns with marketing initiatives and goals
- Performance reporting

**When creating a content calendar, think of:**
- Goals
- Social media channels
- Audience
- Content
- Posting frequency & consistency
## Social Platforms

When choosing a platform for SFVs, identify:

1. The current performance
2. The goal on the platform
3. The platforms audience
4. Competitors on specific platforms
5. Posting frequency

<table>
<thead>
<tr>
<th>Platform</th>
<th>Format Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>FB Reels</td>
</tr>
<tr>
<td>Instagram</td>
<td>IG Reels</td>
</tr>
<tr>
<td>TikTok</td>
<td>TikToks</td>
</tr>
<tr>
<td>YouTube</td>
<td>YouTube Shorts</td>
</tr>
</tbody>
</table>
Competitive Analysis

- Review what your competitors are posting and see what you can do to make your business stand out.
- Identify business’s strengths and weaknesses

**Restaurant Example:**

**Strengths:**
- Outdoor dining
- Downtown location
- 5-star rating

**Weaknesses:**
- No vegan options
- No live music entertainment
- No parking (street parking)
Best Practices

1. Choose a trending sound
2. Avoid horizontal video
3. Share your video on multiple platforms, and then optimize
4. Keep an eye on your industry and competitors
5. Include hashtags
6. Shorter videos are ideal
7. Post consistently
8. Engage with your audience
9. Quality over quantity!
Topic Trends/Ideas

1. Behind the scenes
2. Product or service teasers
3. Educational videos
4. Frequently asked question (FAQs)
5. Consumer experience - “how a customer would experience your business”
6. Influencers - Can use the Collaboration feature on Instagram
7. Showcase your team or partners
8. Day to day business operations
Topic Examples

• Product or service teaser - https://www.instagram.com/reel/Cp8tnfUJS1L/

• Show team- https://www.instagram.com/reel/CqH028PK8Ym/

• Consumer Experience - https://www.instagram.com/reel/Cp3Z1lwJaxl/

• Educational - https://www.instagram.com/p/CjIziaYpHoJ/

• Influencer - https://www.instagram.com/reel/CpWQum_Pwrz/
1. Create a shot list
2. Capture video content
3. Choose a trending song
4. Start editing
5. Add a captivating caption, hashtags, location, tags, etc.
6. Post!
7. Measure your performance
8. Optimize the process
# Shot List Example

<table>
<thead>
<tr>
<th>Destination</th>
<th># of shots</th>
<th>Interior/Exterior</th>
<th>Shot Subject</th>
<th>Description of Shot</th>
<th>Type of Shot</th>
<th>Checklist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meow Wolf</td>
<td>3</td>
<td>Exterior</td>
<td>building</td>
<td>Take videos of the building</td>
<td>Movement &amp; Standstill</td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Exterior</td>
<td>Entrance</td>
<td>Hold the camera and walk towards the entrance</td>
<td>Movement</td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Exterior</td>
<td>Entrance</td>
<td>Video of the entrance - No movement</td>
<td>Standstill</td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Interior</td>
<td>lobby</td>
<td>videos of the lobby</td>
<td>Movement &amp; Standstill</td>
<td>✔️</td>
</tr>
<tr>
<td>6-10</td>
<td>Interior</td>
<td>C Street</td>
<td></td>
<td>Videos of C Street World</td>
<td>Movement &amp; Standstill</td>
<td>✔️</td>
</tr>
<tr>
<td>6-10</td>
<td>Interior</td>
<td>Ossuary</td>
<td></td>
<td>Videos of Ossuary World</td>
<td>Movement &amp; Standstill</td>
<td>✔️</td>
</tr>
<tr>
<td>6-10</td>
<td>Interior</td>
<td>Eemia</td>
<td></td>
<td>Videos of Eemia World</td>
<td>Movement &amp; Standstill</td>
<td>✔️</td>
</tr>
<tr>
<td>6-10</td>
<td>Interior</td>
<td>Numina</td>
<td></td>
<td>Videos of Numina World</td>
<td>Movement &amp; Standstill</td>
<td>✔️</td>
</tr>
<tr>
<td>6-10</td>
<td>Interior</td>
<td>Smaller Rooms</td>
<td></td>
<td>Videos of smaller rooms - Example, book case room</td>
<td>Movement &amp; Standstill</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Summary

1. Get Creative
2. Start with a goal in mind
3. You don't need a big advertising budget
4. Each platform has a different audience
5. Start posting and don't be afraid to get started
6. Test out different videos and strategies
7. Have fun!
Thank you!

Lisa Osborne
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COMING SOON- May 11th

The May 4th MAC meeting has moved to May 11th at Raices Brewing Company and will feature:

Denise Soler Cox, Co-Founder Project Eñye

After going from a stay-at-home-mom to award-winning activist filmmaker, Top 100 podcaster and to sought-after Fortune 500 speaker, Denise Soler Cox uses her experience to transform lives through storytelling.

In 2014 she Co-Founded Project Eñye, a multimedia production company, whose purpose is to transform how we think about culture, identity and what it means to belong.