



# 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**



# TOGETHER STARTS HERE

## Examples



# Content Calendar

- 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

Content	March			
	6-12	13-19	20-26	27-2
<b>Brand Pillars</b>				
Arts & Culture	* MCA - 3/10 - 1 pm			* Meow Wolf - 3/28 - 11:30 am
Food & Drink				
Outdoor Activities & City				
Events	* Gallery 6 - 3/9 - 4pm	* The Ultimate Boon - 3/14 - Noon		
<b>Programs</b>				
Denver Restaurant Week (DRW)				
Denver Arts Week (DAW)				
Denver Beer Week (DBW)				

# Social Platforms

Platform	Format Name
Facebook	FB Reels
Instagram	IG Reels
TikTok	TikToks
YouTube	YouTube Shorts

**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

# 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

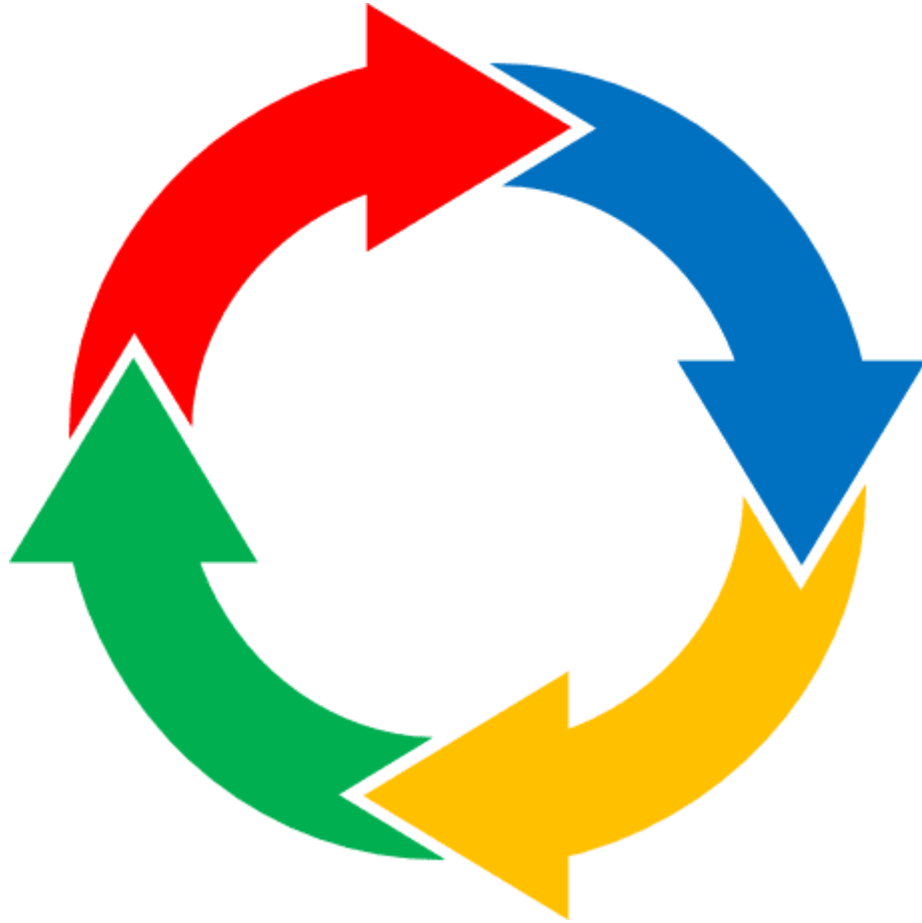
1. Behind the scenes
2. Product or service teasers
3. Educational videos
4. Frequently asked question (FAQs)
5. Consumer experience - “how a customer would experience your business”
6. Influencers - Can use the Collaboration feature on Instagram
7. Showcase your team or partners
8. Day to day business 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/CjlziaYpHoJ/>
- **Influencer** - [https://www.instagram.com/reel/CpWQum\\_Pwrz/](https://www.instagram.com/reel/CpWQum_Pwrz/)

# Workflow

1. Create a shot list
2. Capture video content
3. Chose 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

B	C	D	E	F	G	H
Destination	# of shots	Interior/Exterior	Shot Subject	Description of Shot	Type of Shot	Checklist
Meow Wolf	3	Exterior	building	Take videos of the building	Movement & Standstill	<input checked="" type="checkbox"/>
	3	Exterior	Entrance	Hold the camera and walk towards the entrance	Movement	<input checked="" type="checkbox"/>
	3	Exterior	Entrance	Video of the entrance - No movement	Standstill	<input checked="" type="checkbox"/>
	3	Interior	lobby	videos of the lobby	Movement & Standstill	<input checked="" type="checkbox"/>
	6-10	Interior	C Street	Videos of C Street World	Movement & Standstill	<input checked="" type="checkbox"/>
	6-10	Interior	Ossuary	Videos of Ossuary World	Movement & Standstill	<input checked="" type="checkbox"/>
	6-10	Interior	Eemia	Videos of Eemia World	Movement & Standstill	<input checked="" type="checkbox"/>
	6-10	Interior	Numina	Videos of Numina World	Movement & Standstill	<input checked="" type="checkbox"/>
	6-10	Interior	Smaller Rooms	Videos of smaller rooms - Example, book case room	Movement & Standstill	<input checked="" type="checkbox"/>

# 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!

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# COMING SOON- May 11<sup>th</sup>

The May 4<sup>th</sup> MAC meeting has moved to May 11<sup>th</sup> 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 100podcaster 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.