TOURISM DAY SUMMIT

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VISITORS BUREAU

Breakout Session 1A

Lights, Camera, Action! Creating Shareable Reels & TikToks to Showcase your Business

Presented by
Kevin Furst, Social Media Manager, PMVB

Social Media Overview

PMVB's Social Reach

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PMVB on Social

- We are active on 12 channels

@PoconoTourism

@PoconoTVnetwork

- 690,400+ Followers
- 5.5-6.8 million impressions monthly
- 250-300 posts per month
- 200,000 hashtag interactions per month | #PoconoMtns

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Why Vertical Video Matters

Stats you should care about!

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Stats You Should Care About

- Online videos constitute over 82% of all internet traffic.
- 90% of video consumption happens on mobile devices.
- Captioned video receives 12% higher engagement.
- Vertical videos yield a 130% higher engagement rate.
- 36.3% of users aged 16-64 use social media to fill spare time.
- Average users spend 15% of their lives on social media.

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So... Why Vertical?

- Vertical content aligns with how we hold our phones.
- Social platforms are optimized for vertical viewing.
- Even YouTube is making vertical video (Shorts) a priority in their algorithm.
- Vertical video has a higher completion rate than horizontal.
- 70% of millennials say they will not flip their phone to watch content on social media platforms.

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Vertical Video & Your Business

- Increase brand awareness
- Build engaged audiences
- Sell your products and services
- Get feedback from customers and visitors
- Provide customer service

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Understanding TikTok & Reels

What's it all about?

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TikTok & Reels

- TikTok and Reels are videos with a purpose.
- They should inform, entertain, educate, or inspire your audience.
- They are full-screen, vertical videos.
- Videos often include music, filters, transitions, captions, and stickers.

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Types of Videos

- Day in the Life
- Tutorials/Educational
- Behind the scenes
- Calming videos
- First Person/Experiences
- Recipe/Cooking/Drinks
- Ask your audience/AMA
- ASMR
- Answering common ?'s
- GRWM
- Unboxing
- Solve a problem
- Show off a product
- Pack an order
- Duet/Remix
- This or That

and many more...

Hook the Viewer

7 seconds

is the time it takes people
to form an impression of your brand.

You have 3-5 seconds to keep
someone watching.

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It’s your job to keep them engaged!

Engage with Hooks & CTAs

- Are you struggling to...
- Quick ways to...
- ___ easy steps to...
- The secret to...
- This is your daily reminder...
- The ultimate guide to...
- Can anyone else relate...
- Watch until the end for...
- Save this post for later!

- Which one will you try?
- Let me know in the comments
- Double tap if you agree
- Tag the first person that comes to mind
- Which one would you choose
- Save this for later
- Swipe to learn more
- Drop a ❤️ if you agree

You need to tell your followers what to do!

Content Examples

Itinerary, Day in the Life, Educational, etc

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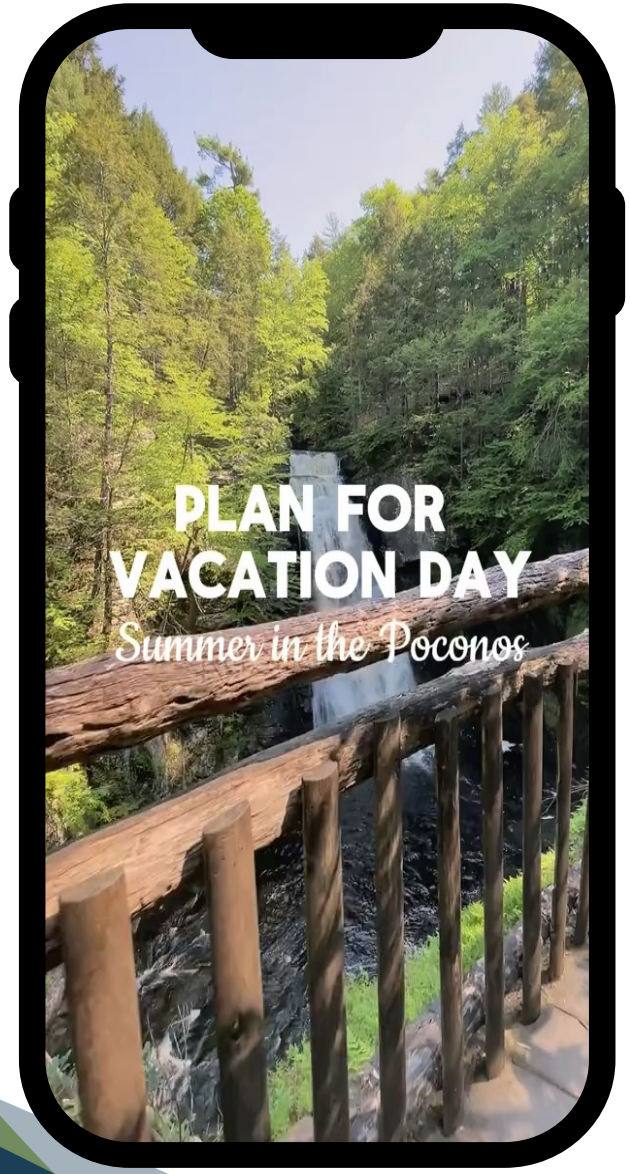
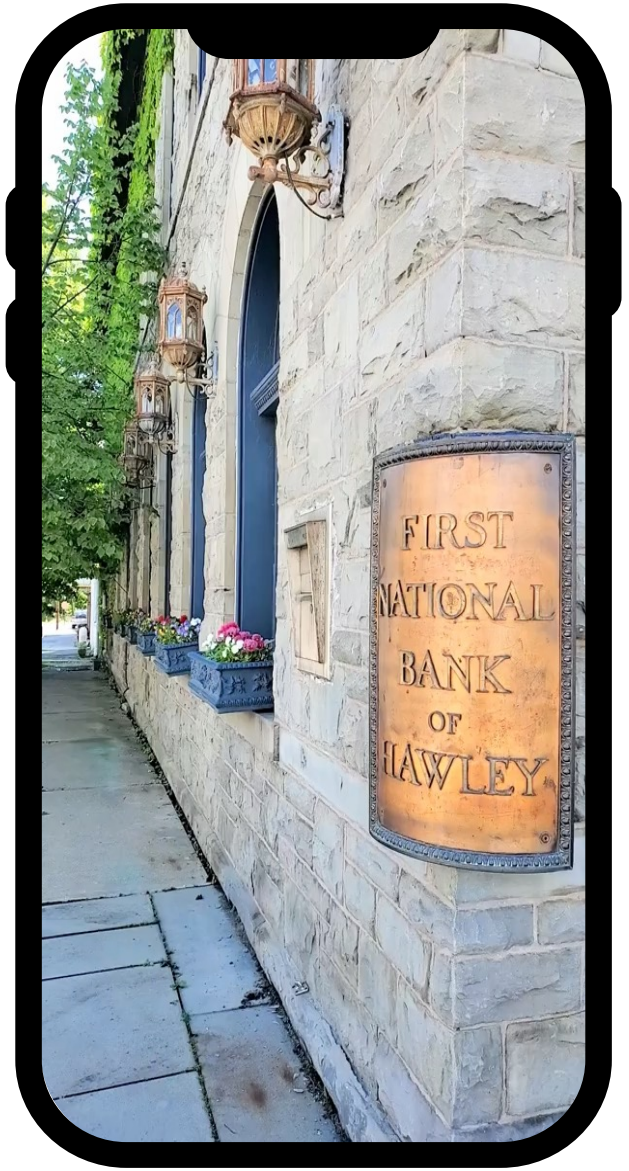
Fast Paced

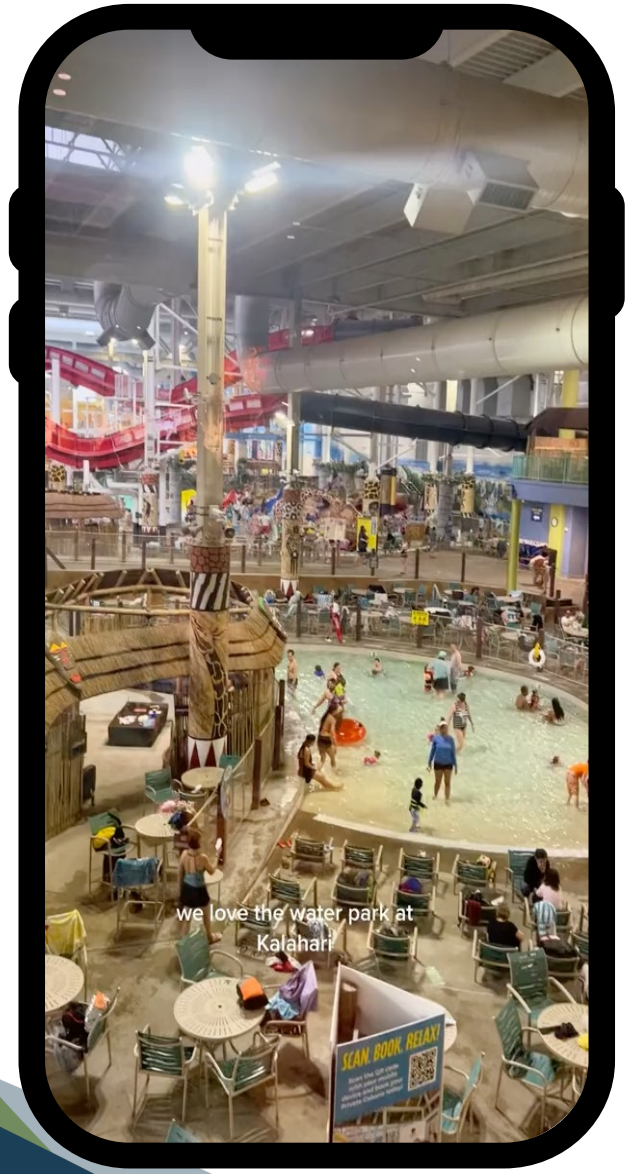


Tour/Itinerary

Listicle

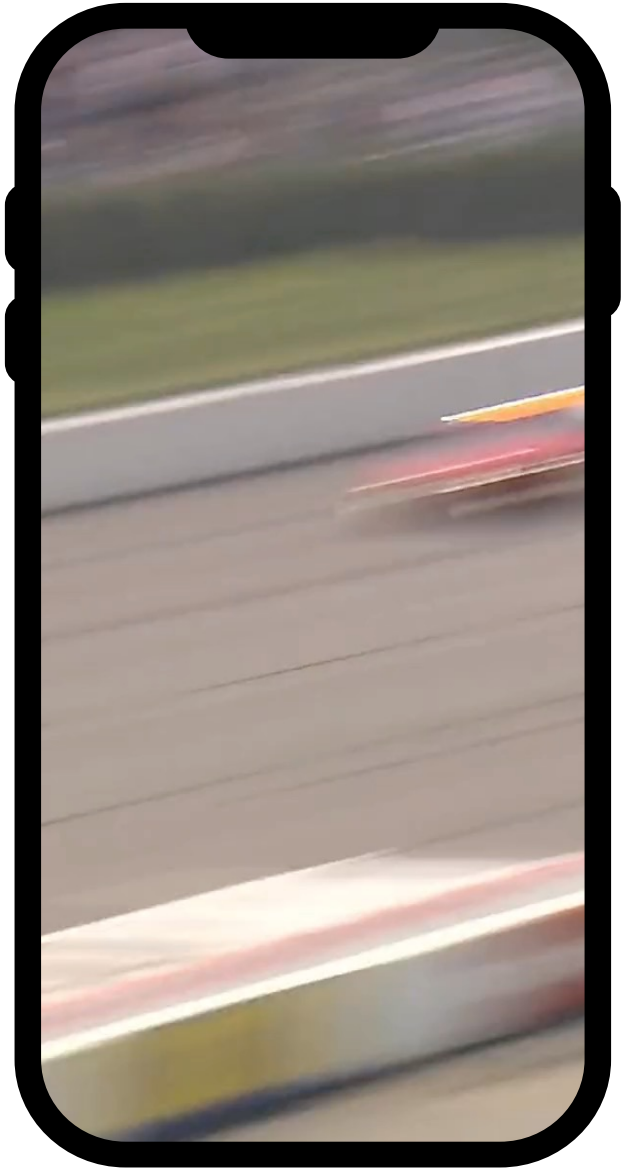


Education



Trending Audio

Entertainment



Step-by-Step Guide

Let’s make a Reel

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Tools

- Your cell phone.

Yes, that's it!

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Getting Started

- You will need a business account
  - TikTok Business | Instagram Business
- A business account will give you access to insights, call to action buttons, and business-safe audio.
- Make sure your username is consistent on all social media platforms for discoverability.
  - Example: We are @PoconoTourism on every platform

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Reel Basics

- Instagram Reels are vertical videos uploaded to Instagram.
- Length is up to 15 minutes.
  - However high-performing Reels are between 7 and 30 seconds.
- Reels can be a single video, multiple videos, or a combination of videos and photos.
- Reels can also include music, text, voiceovers, and stickers.

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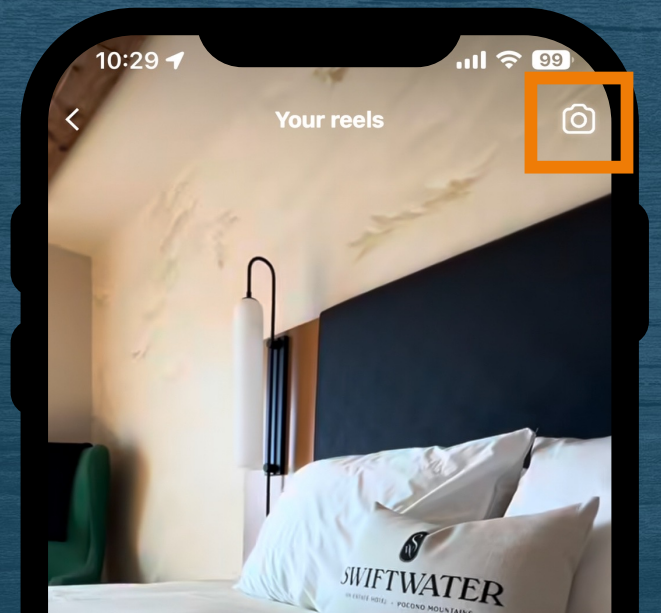
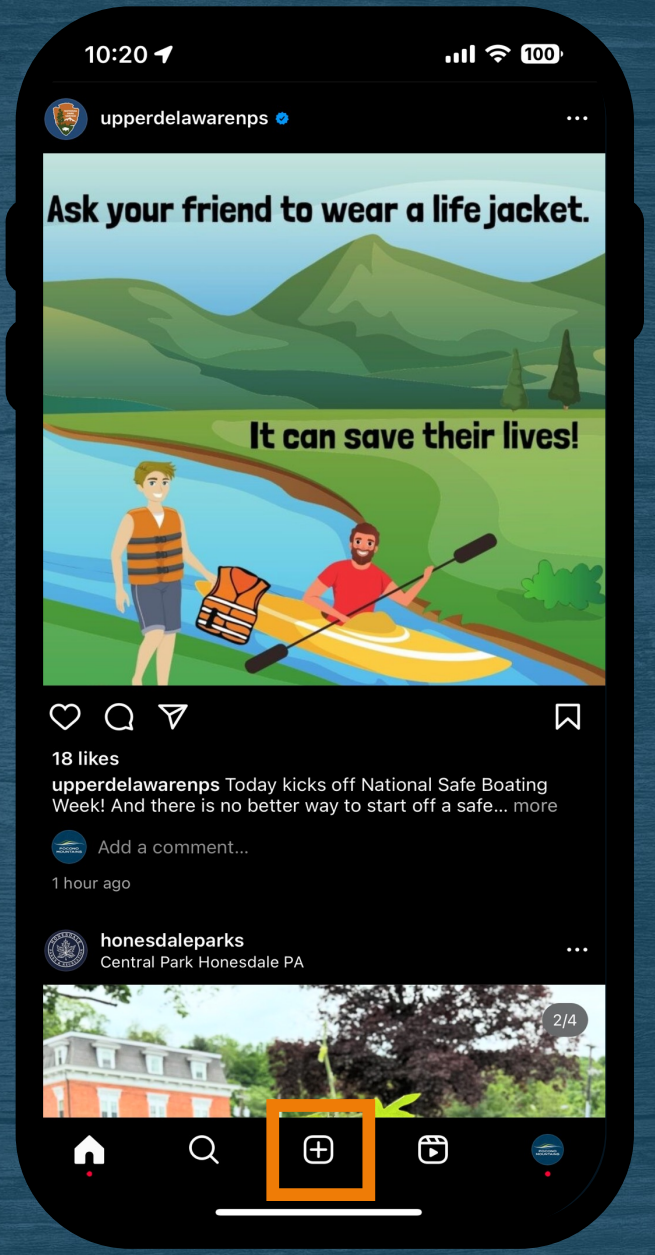
Step 1:

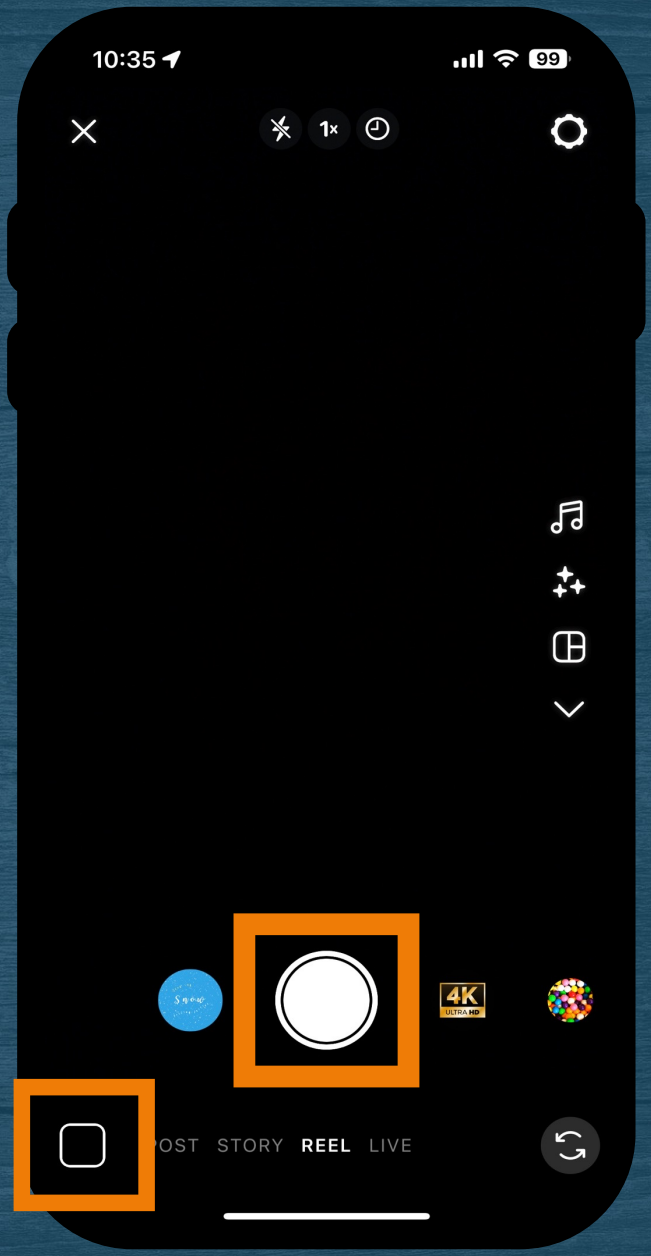
- Open the Instagram Reels editor.
- There are three ways to access editor.
  - From the news feed
  - From the Reels feed
  - From your Profile





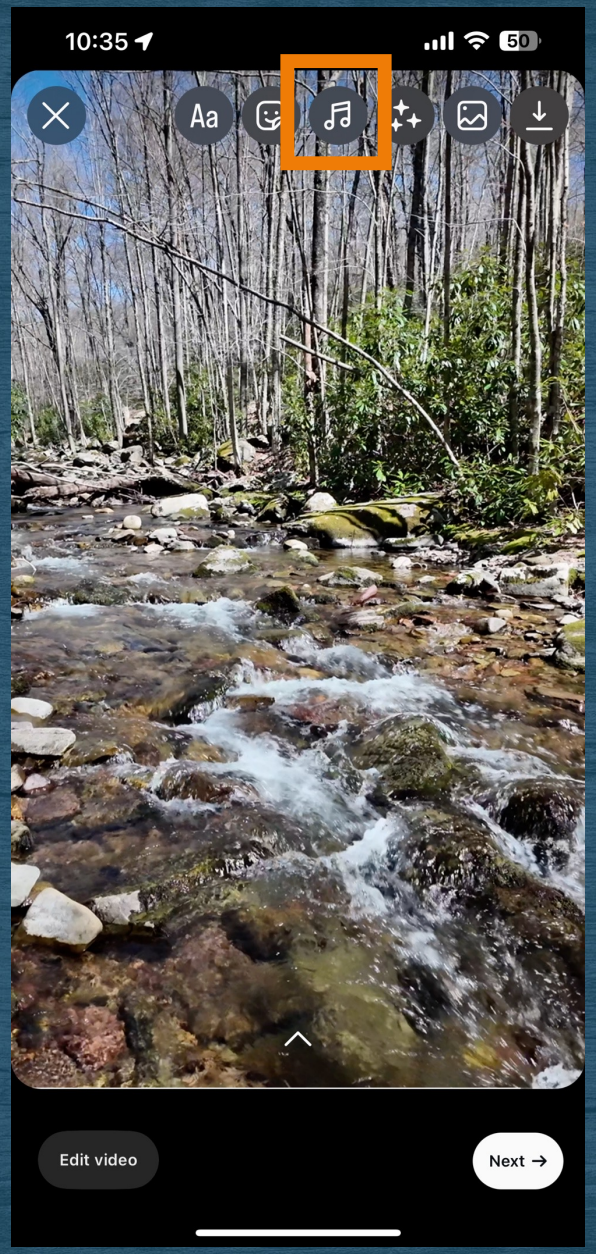
Step 2:

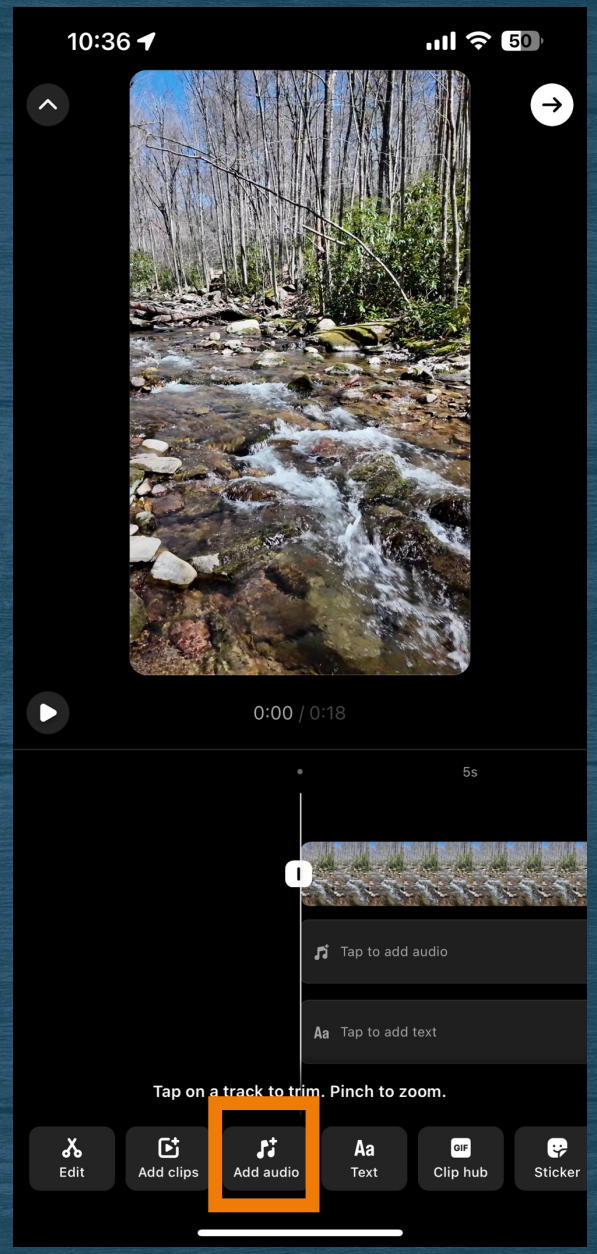
- Create your video in-app or select clips from your camera roll.
- Recording in the Reels editor.
  - Not the easiest way to create content.
  - It can get a little wonky.
- Selecting clips from your Camera Roll.
  - Select clips specifically captured for that Reel
  - Use clips you have from previous shoots.



Step 3:

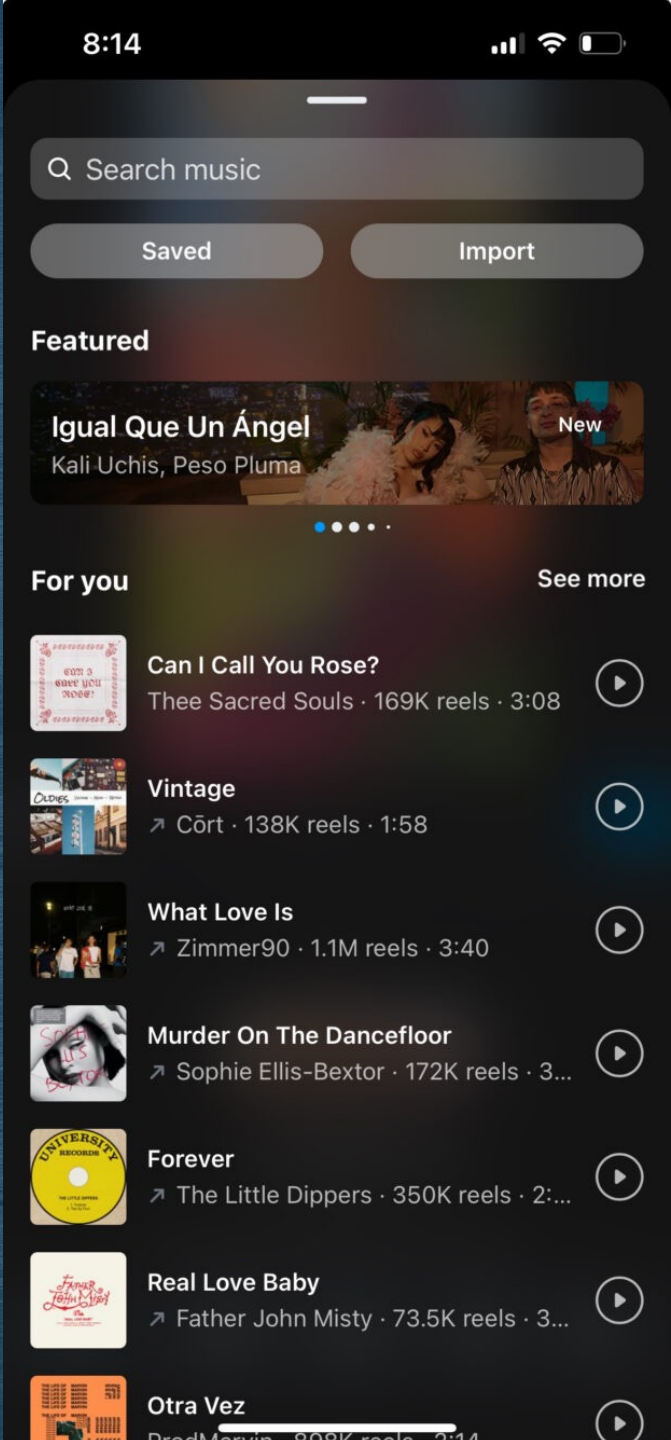
- Adding audio.
- Music can make or break a Reel.
- Make sure your music matches your goal.
- There are two ways to add music.
  - Audio Menu
  - Clip Editor





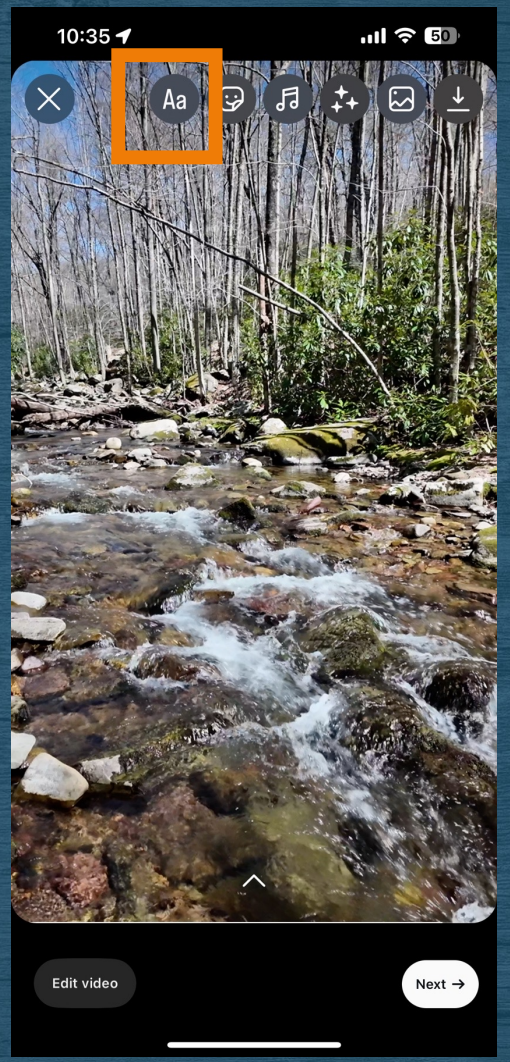
Step 3:

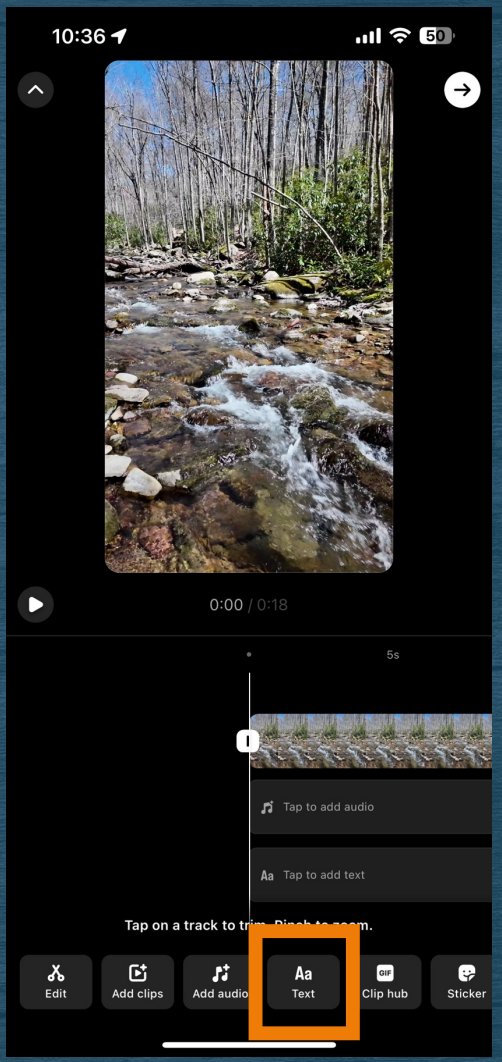
- Here's what the Audio library looks like.
- You can save songs you find while scrolling.
- Some things to note...
  - Songs may vary depending on your category
  - The up arrow indicates a rising/trending song
  - Listen to the full song to make sure the lyrics match your brand and no profanity
  - If a song has millions of uses, it may be best to skip it. This song is oversaturated.



Step 4:

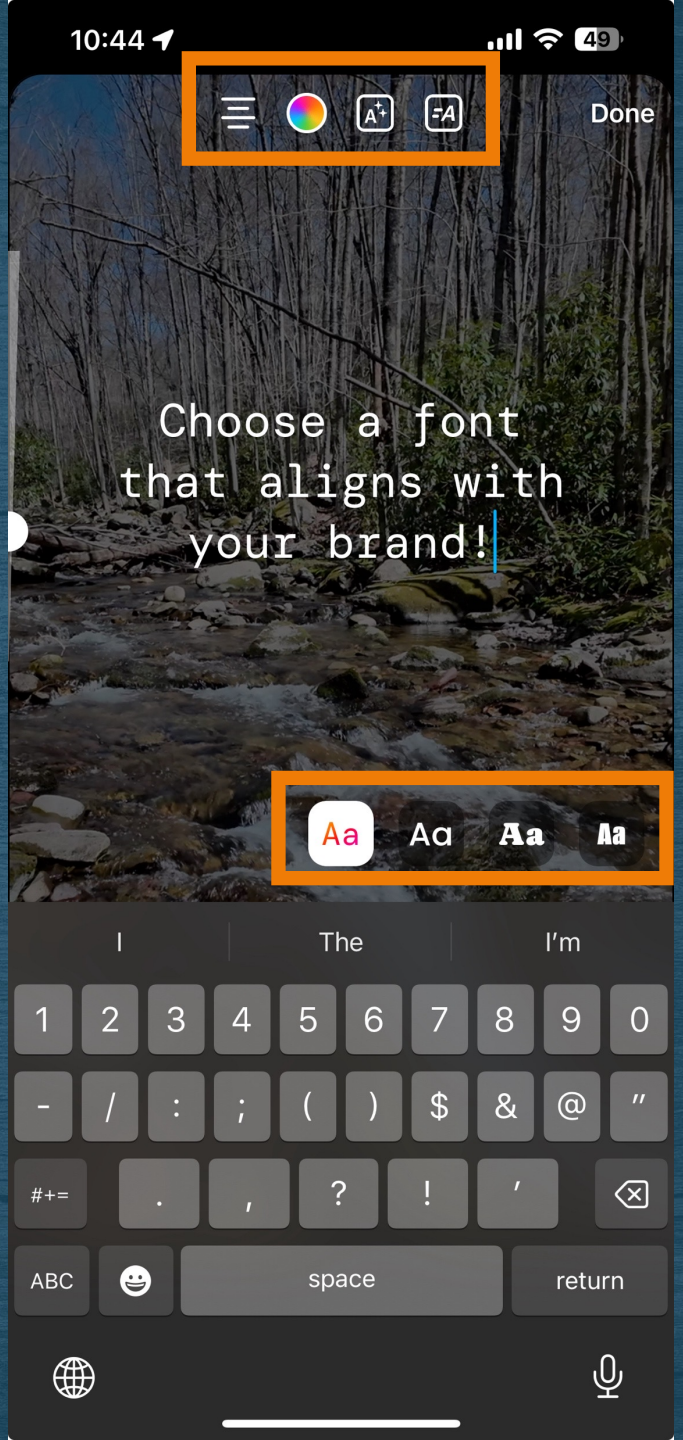
- Let’s add some text on screen.
- There are two ways to add text.
  - Add from the Reel preview screen
  - Add from the Reel clip editor





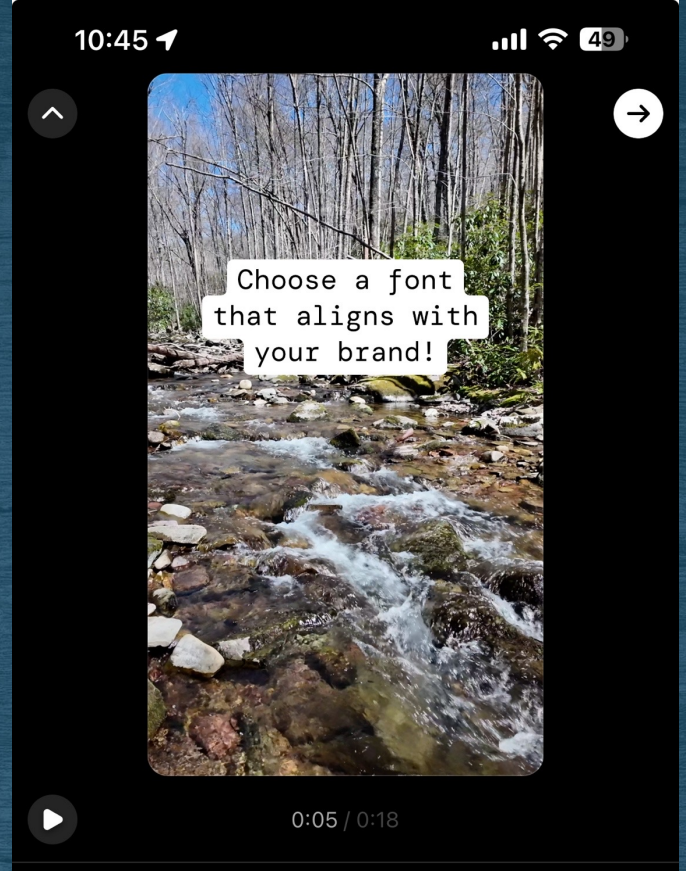
Step 4:

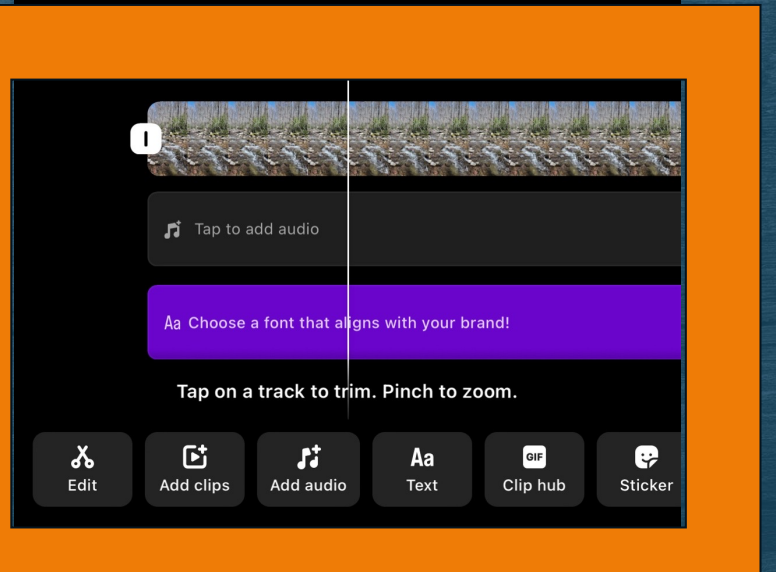
- You can edit the size, font, color, and style.
- Quick Tips
  - Text should be easy to read
    - Make sure the font is large enough to read
    - Make sure you use a background color or outline on the font to increase readability
    - Accessibility of your content will get you points in the algorithm and help your visitors consume your content



Step 5:

- Edit, Edit, Re-Edit.
- Practice makes perfect.
- Quick Tips...
  - Watch your spelling
    - These platforms do not utilize the spellcheck feature or underline misspelled words
  - Play with all the features
    - Split video clips, change the order of videos, add transitions, change the playback speed, add stickers, filters, and more.
  - The more you practice the better your content will become

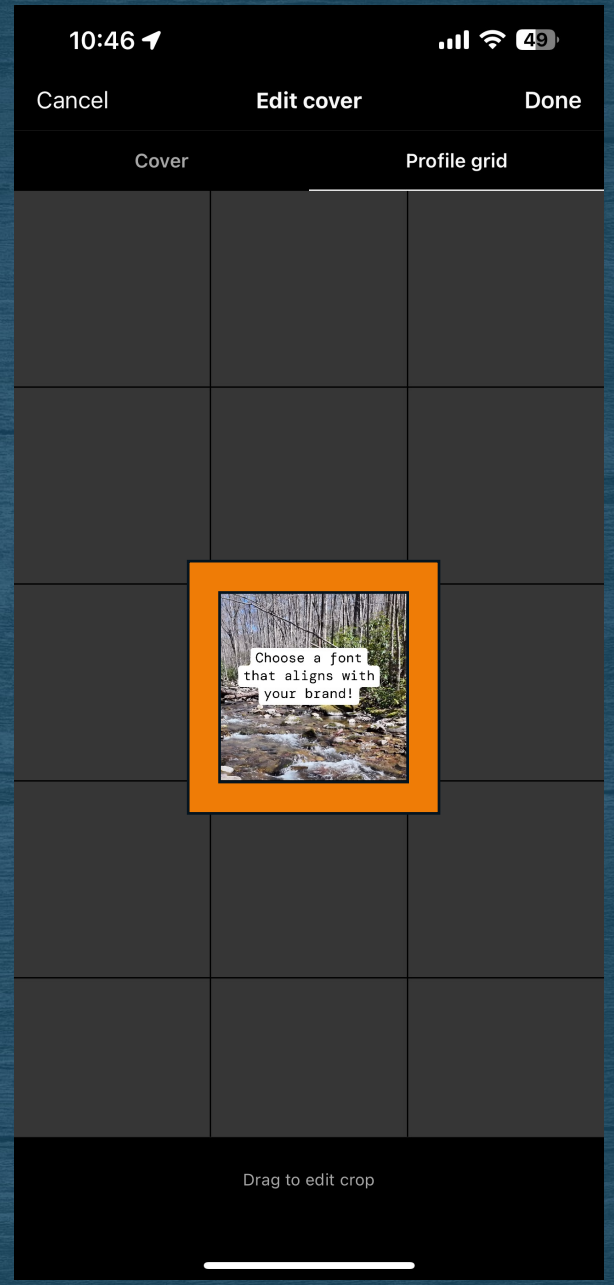




Step 6:

Choose a Cover Image

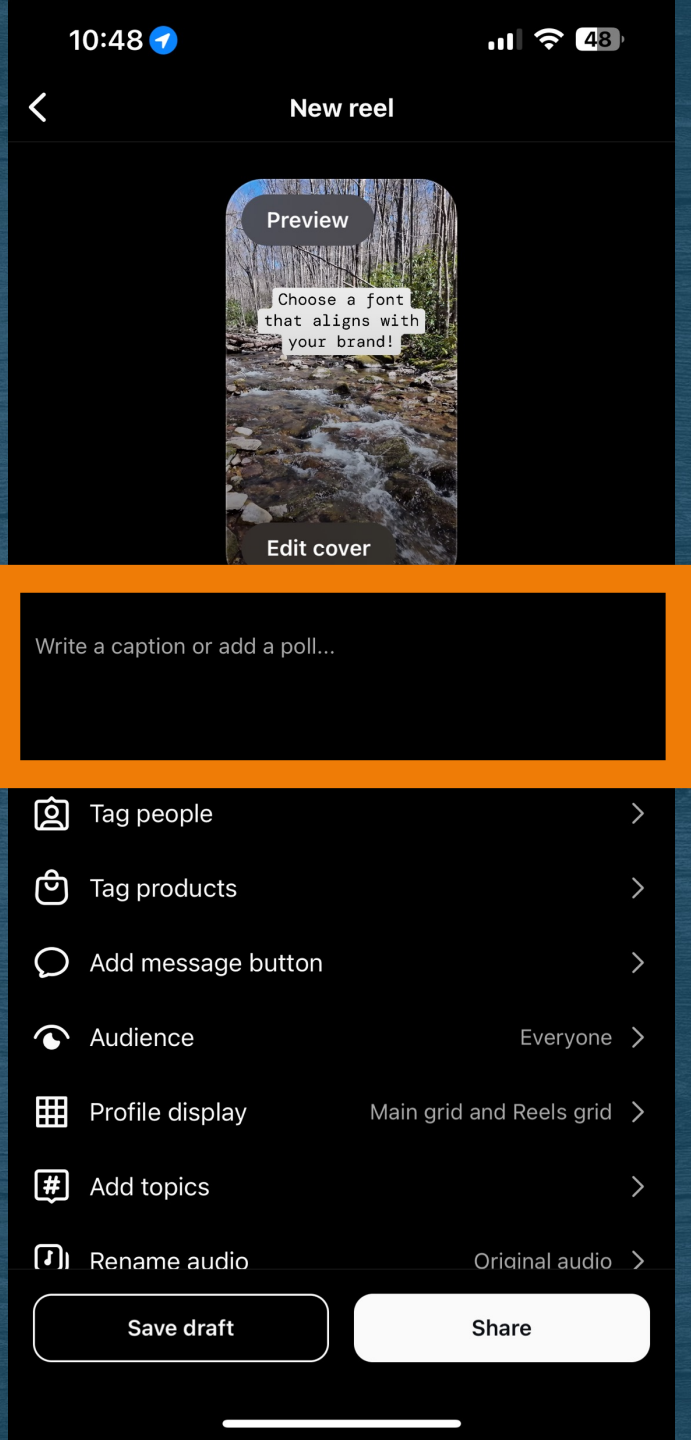
- It should be scroll-stopping
- It should be clear what's going on
- Does it fit your brand or aesthetic
- Adjust framing for your grid



Step 7:

Add an engaging caption

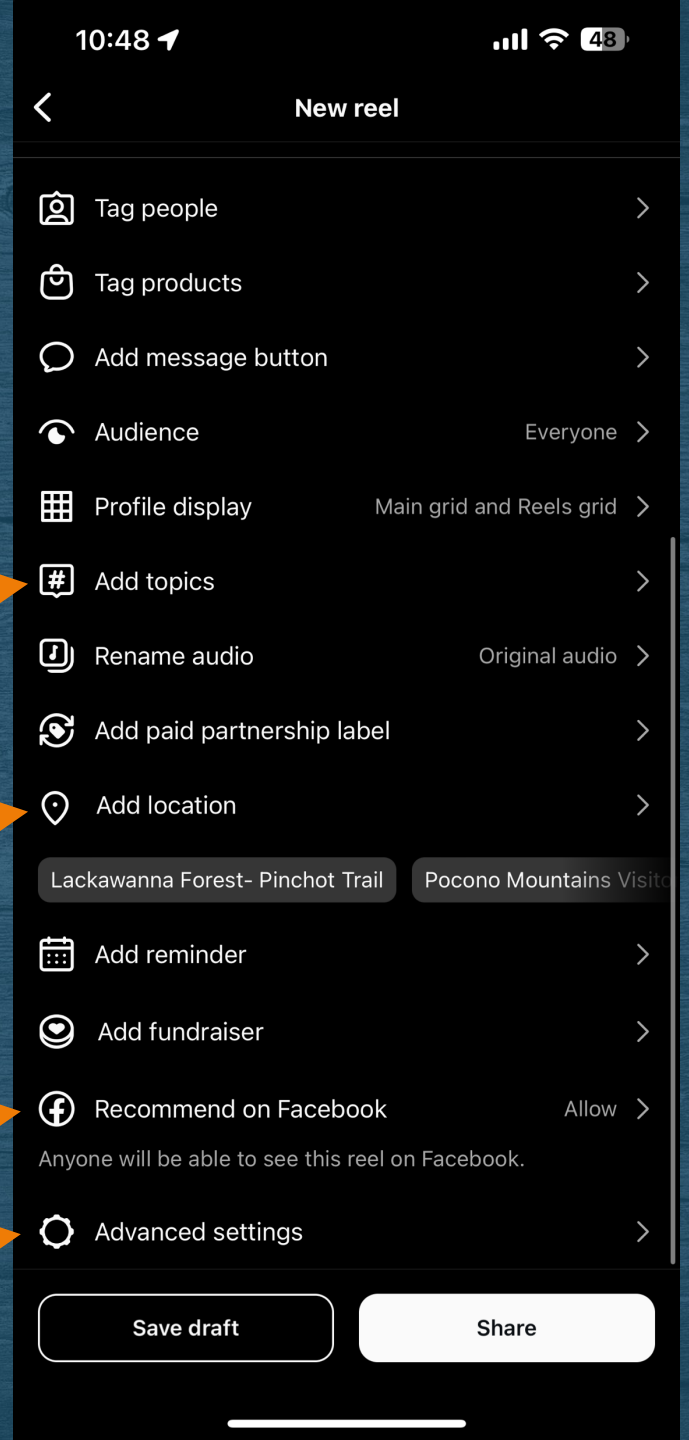
- Keep the copy short
- Include a hook
- Include a call to action
- @Tag relevant users, collaborators or creators
- Add hashtags – 3-5 is best practice
  - Use the official PMVB hashtag #PoconoMtns



Step 8:

Additional details options...

- Always add your location
- Always add topics
- Turn captions on in Advanced settings
- Share Reels to Facebook

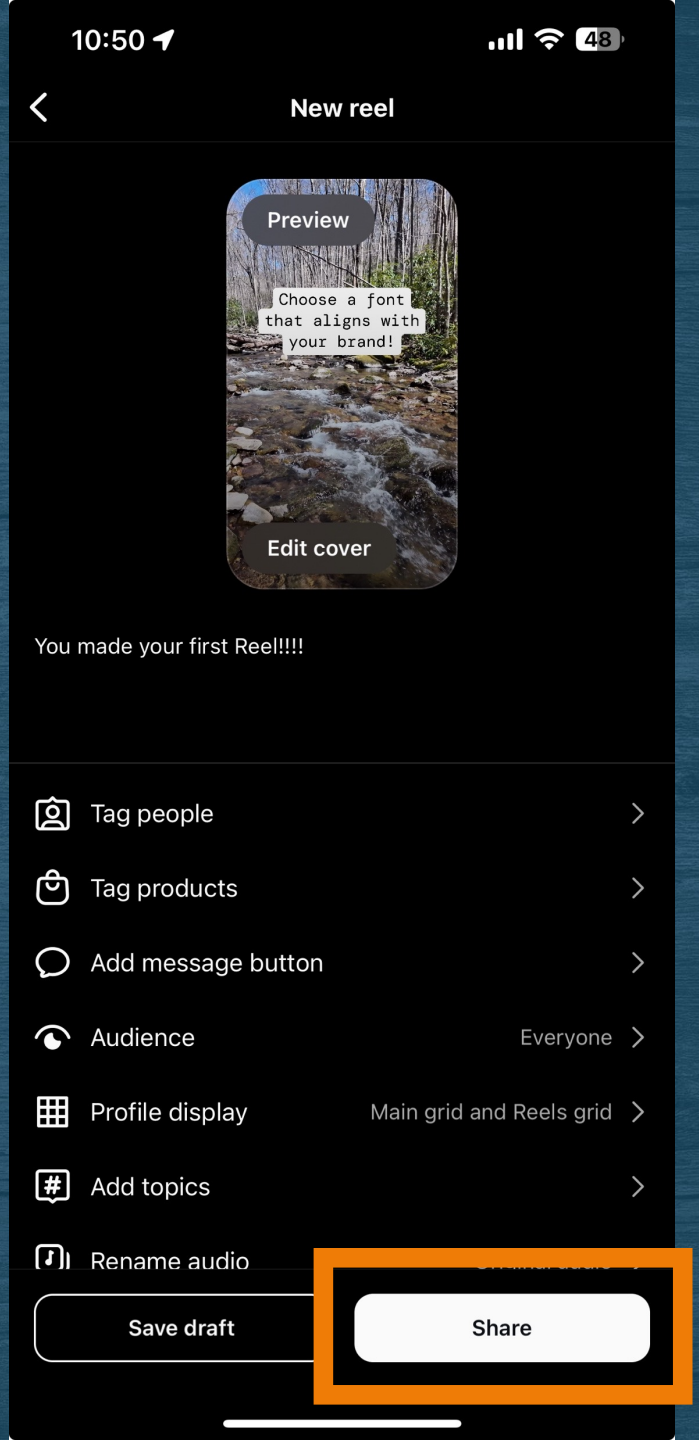


Step 9:

Go ahead... Tap “Share”
You just made your first Reel!

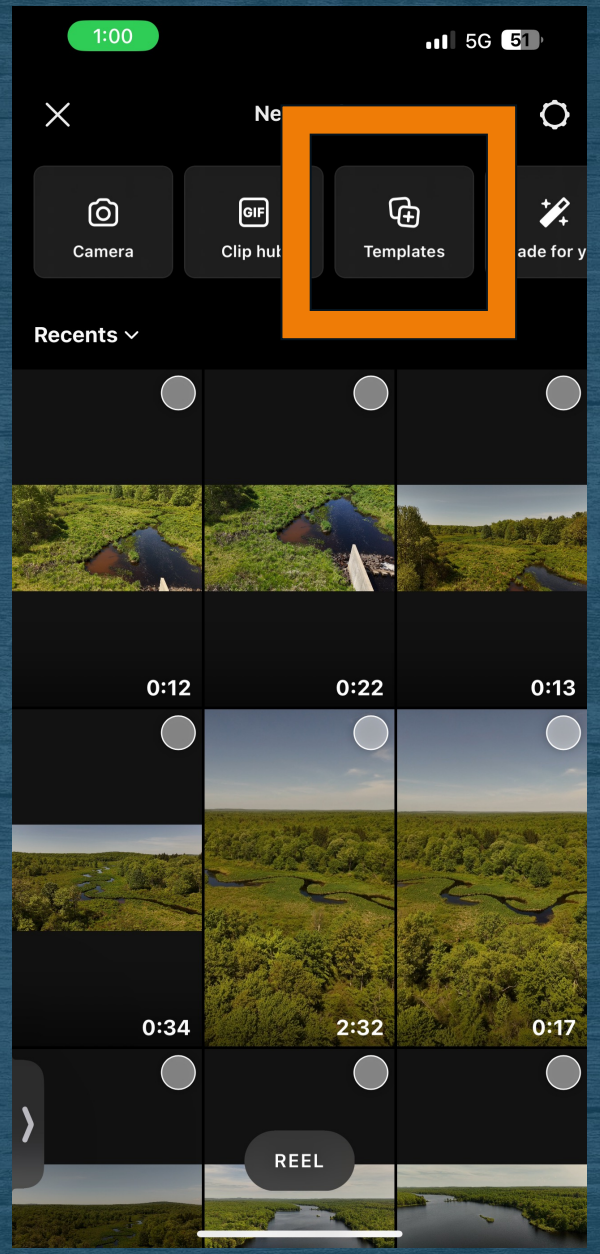
Don’t get frustrated with low views.

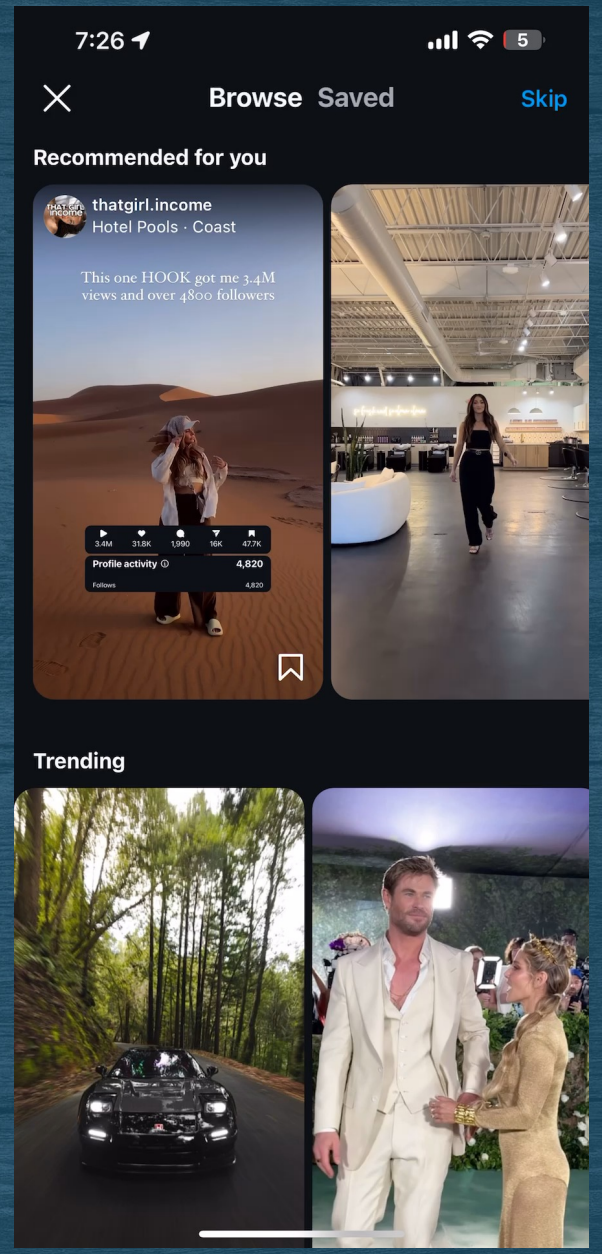
Sometimes a video you spend hours on flops... and a video you made in 2 minutes blows up.



Reel Templates

- Instagram has introduced Reels templates.
- These templates are curated by META to show off top trends and templates that are performing well on the platform.





Top Tips

Best practices for vertical video content

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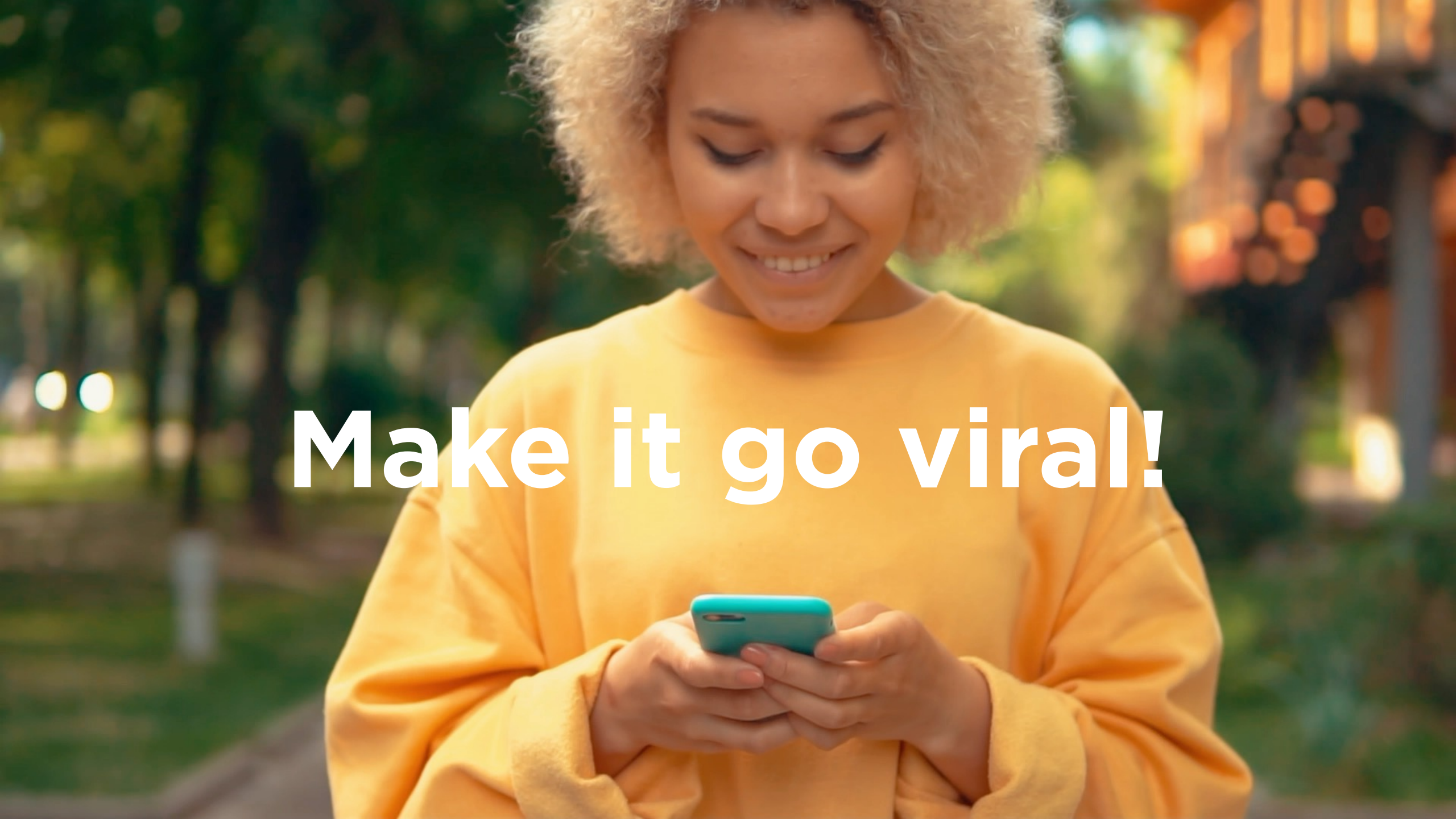
Make it go viral!

Make it go viral!

Sadly...

The virality of your Reel or TikTok is up to the algorithm!

However...

You can do some key things to help the algorithm!

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What's trending or popular?

- Spend 20 minutes scrolling through the Reels Explorer feed or the For You Page on TikTok.
  - Take note of songs repeating as you scroll.
  - Any new or repeating filters, overlays, or styles of shooting.
  - Use of engagement stickers or specific CTAs or Hooks.
  - See what others in your industry are posting.
  - Re-purpose older best-performing content.

Safe Zones

- Be aware of the safe zones.
- UI, captions, and engagement buttons may cover text.

- A bad viewing experience could prevent a follow, save, or share.

DIY vs. High Production

- Overly edited video may cause people to keep scrolling.
- Consumers do not want to be sold to. Is it an ad?
- Focus on experimenting with new shooting techniques rather than high-cost production.
- A 30-second highly polished cinematic production is not as important as something you can consistently shoot on your phone.

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Each Channel is Unique

- What works on TikTok may not work in a Reel.
- What works in a Reel may not work in a TikTok.
- Your audiences may overlap but their use of each platform may be different.
- Edit for the platform you are focusing on and the audience of each platform.

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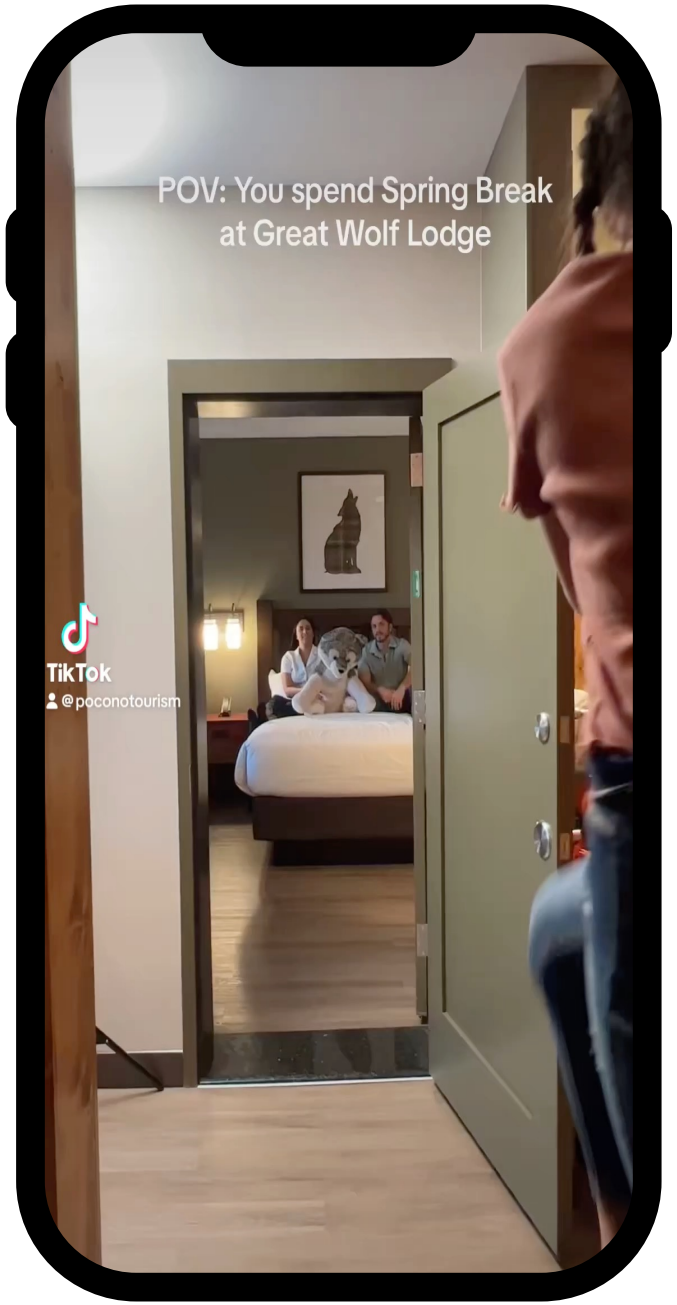
Watermarks

- Never share videos across platforms with watermarks.
- Your content may get suppressed by the algorithm.
- Users are turned off by watermarks on video content.

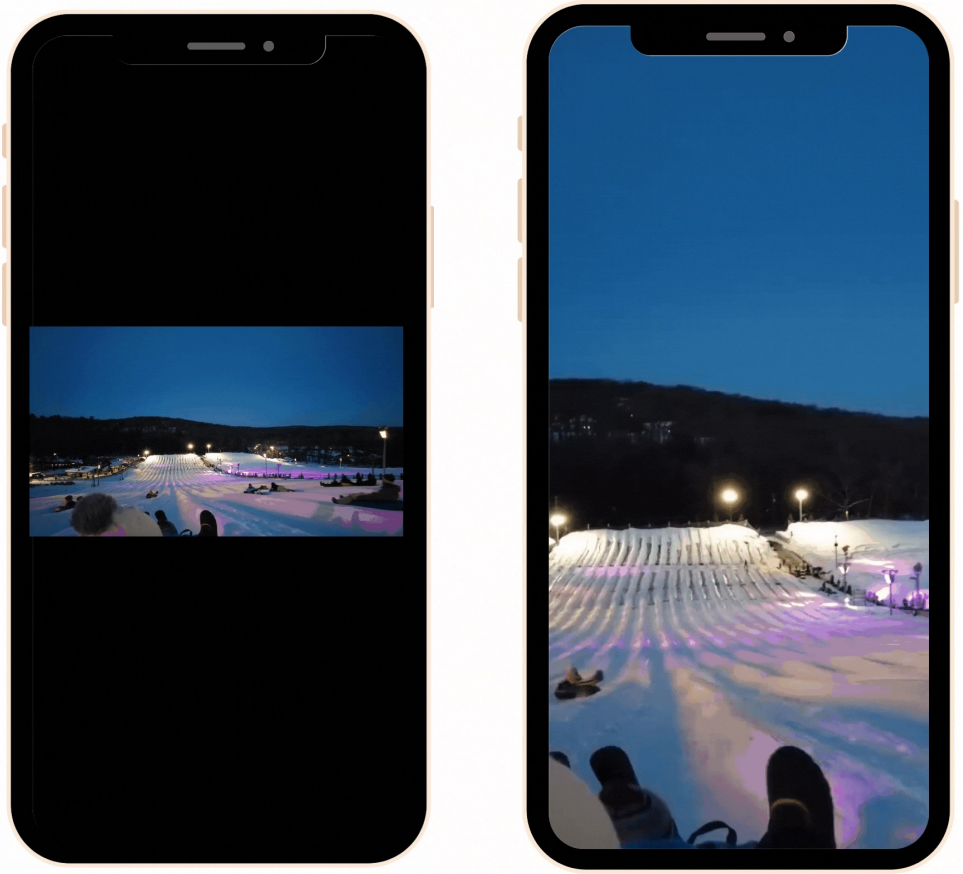
Musical down | SnapTik | TTDownloader



Shoot for the Platform

The algorithm HATES the black bars at the top and bottom of videos.

Shoot vertical from the start!



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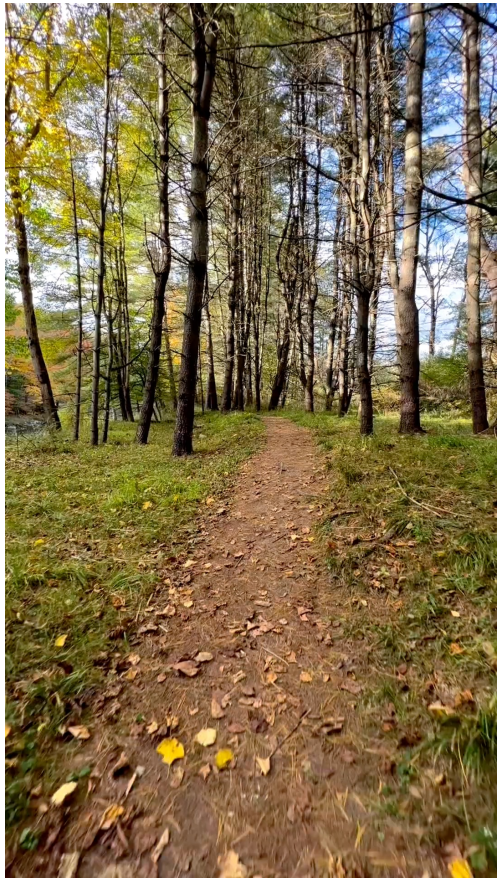
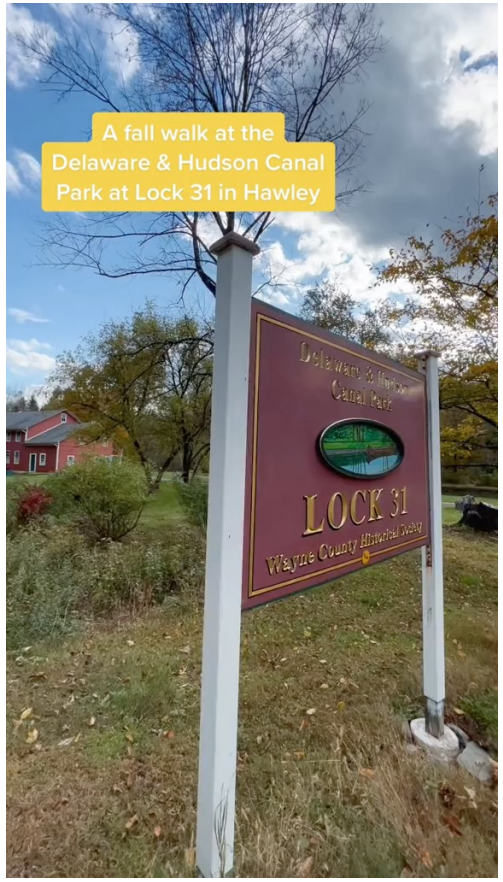
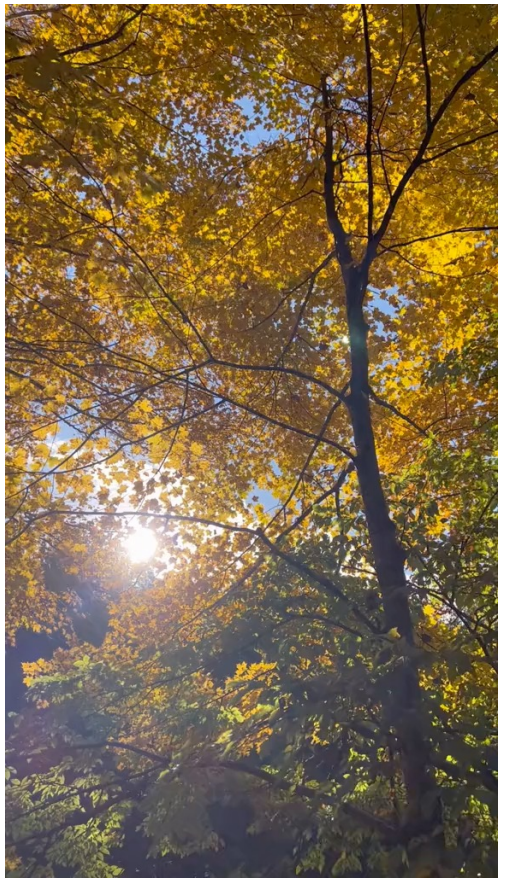
Batch Content & Reuse Clips







Back up all
of your clips for
future videos.

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Accessibility

- Always use captions.
- Captions will help people who are deaf or hard of hearing understand what is happening in the video.
- If available, add ALT text.
- 85% of people engage with social videos with the sound off.
- Captions will give you some “points” in the algorithm.
- Never use ALL CAPS.

Creating short entertaining videos is an art and does take practice.

Use your personal account to practice editing Reels.

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Ready to be (your own) influencer?

Q&A