

Tip Sheet # 1

Video for social media

When it comes to video for social media it is important to remember that each social media platform has its own, unique rules and its own profile of typical user. Your video should be aimed specifically at that user and must fall within those rules. With this in mind, you may have to make different versions of the same video for different social media platforms.

Here are 5 top tips:

1. Decide **which social media platforms** are used by your target audience and make sure that the video you make is suitable.
2. There may be a maximum video **length** that the platform allows but that doesn't mean that your video should be this length. Look at samples of the most popular videos on the platform and see how long they are. This will give you a length to aim for.
3. Decide how your target viewers will be looking at your video. If it is likely to be on a laptop or desktop computer, a standard widescreen format is suitable. If, however, they are likely to view the video on a mobile device then it is **worth considering** editing the video into **a square format**. A square video on a smartphone screen being held normally (upright) will take up about 40% more space on the screen than a rectangular one displaying sideways. This could make the difference between a user noticing it and clicking to play it or not.
4. Many social media users will be watching your video with no sound or in noisy situations where the sound quality will be poor. Therefore, edit your video so that it still holds the viewer's attention and gets your message across **without depending on sound**. Where possible, for example, use subtitles so that any dialogue can be read if it cannot be heard.
5. 'Shares' are the key to a video going 'viral'. Decide when the **best time to post** your video is, think, carefully, about the short, **eyecatching message** that you'll write as you post it and make sure you have a **'please share' request** at the end of the video.

