



7 TIPS FOR Social Media Video



INFINITY DENTAL WEB

1. PREPARE, PREPARE, PREPARE

Whether you're recording a video blog for later or going live on a number of platforms (Facebook, Blab, Periscope, to name a few), know what you're going to say. Or, at least have an idea. If rehearsing or writing a second by second script feels inauthentic, at least sketch out your main points. Preparation creates confidence and eliminates "um's"—meaning you'll come across as a thought leader.

2. BREVITY IS KEY

When TED curator Chris Anderson invites the world's most intelligent leaders to speak, he gives them 18 minutes. Our brains are wired to pay attention for 10 to 18 minutes, no longer. 18 minutes is the length of John F. Kennedy's inaugural speech. If 18 minutes is good enough for JFK, it's good enough for you. But, that's long-form video.

The ideal length of a YouTube video is less than three minutes. Instagram limits video to a maximum of 60 seconds. Facebook's automatic playback feature makes 30- to 45-second videos ideal. Snapchat records for 10.

3. KEEP IT RIGHT, KEEP IT TIGHT

Keep in mind the rule of thirds. Using your imagination, divide the video screen in thirds, you should occupy one-third of the screen. If you don't, move the camera closer (move, don't zoom). If you're taking up more than one-third of the screen, move the camera back.

4. BE AWARE

When you sit in front of your bookcase, does it look like there's a plant growing out your head or a trophy that looks like a neck growth? Be aware of what's behind you and how it looks on camera. Consider positioning yourself in front of a blank wall or sheet.

5. SLOW AND STEADY WINS THE RACE

Whether you use a tripod or prop up your smartphone with a few books and binder clips, do something to keep your video steady. The Blair Witch Project wasn't good in 1999, it's not going to be good for you. It doesn't matter how informative, creative, or inspiring your content is, viewers won't stick around if they get seasick from watching you.

6. DROP THE MIC

Using your smartphone to record? Invest in a smartphone mic. I purchased mine on Amazon for less than \$30. It's unidirectional and plugs directly into the headphone jack.

7. LIGHT THE WAY

If your office tends to be a bit dark—and even if you think it's not—add additional lights. Desk lamps on either side of the camera, pointed in your direction are an inexpensive and effective way to brighten your video.

