

# SOCIAL MEDIA NITTY GRITTY: A GOOD VIDEO



Creating a social media video can seem daunting, but it's actually pretty easy to make a short video about your Landcare group and activities. Just decide where you're going to post your video, then shoot what you need! Follow the tips below to create a great social media video in less than 15 minutes!

## Choose where to post



### Facebook and Instagram Stories

Stories are short form videos that disappear 24 hours after being posted. This format is good for 10-30 second, candid behind the scenes videos that give a snapshot of your landcare activities.



### Facebook and Instagram Reels or Tiktok

The most popular videos here are between 15-60 seconds but as a general rule, run under 10 minutes. This format is great for storytelling, explainer videos and tutorials.

## Create the video

**Decide what you're going to say:** Write a short script (even if it's just a couple of lines), or write down some dot points. This will help frame your video and remind you of what to capture when filming on your phone!

**Make sure to make the first few seconds really stand out:** You can do this via your script – provide a quick intro that gives the viewer of what they're going to see/what you're going to show them, e.g.: "Come with me and I'll show you what our Landcare Group has achieved during our working bee today!"

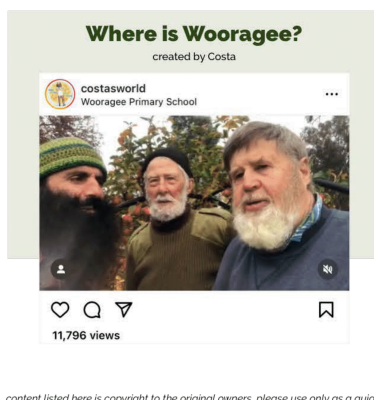
**Focus on the storytelling:** Whether this be through what you're filming or who is speaking, make sure your video is of something your viewers will connect with and care about.

**Keep the length short:** Try to keep your video under two minutes, this is when viewer engagement usually drops off.

**Use the platform you're posting to add details:** Add music if you'd like (especially if no one is speaking), and subtitles – most people watch videos on social media with the sound off! All platforms will have options for making small edits to your video before you post.

**Be authentic and enthusiastic:** Don't get caught up in making your video perfect. A bit of a wobbly camera or stumbling over your words is ok. What matters most is you're showcasing the fantastic work your group is doing, and showing people how important and fun it is!

## Here are some great examples of effective yet simple filmed content



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