

How To Produce Your Social Videos

Educate, Inform, Entertain, & Inspire
Your Audience!



Farima Wassel
Host / Producer

www.SocialVideoBuzz.com —

Twitter: SocialVideoBuzz —

Facebook: SocialVideoBuzz

LinkedIn: Farima Wassel —

G+: SocialVideoBuzz —

Email: farima@SocialVideoBuzz.com

Share This eBook!



In this guide, you will learn:

Phase 1: Planning for your short video

Phase 2: Production of your short video

Phase 3: Publishing your short video

This guide is intended for do-it-yourself individuals to learn the basic steps of video production. The purpose is to give you a set of skills and tools to enable you for marketing your business through videos.

Statistics from YouTube.com:

- ◆ 60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.
- ◆ Over 4 billion videos are viewed a day
- ◆ Over 800 million unique users visit YouTube each month
- ◆ Over 3 billion hours of video are watched each month on YouTube
- ◆ More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years
- ◆ YouTube is localized in 39 countries and across 54 languages
- ◆ In 2011, YouTube had more than 1 trillion views or almost 140 views for every person on Earth
- ◆ 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute
- ◆ 100 million people take a social action on YouTube (likes, shares, comments, etc) every week
- ◆ An auto-shared tweet results in 6 new youtube.com sessions on average, and we see more than 500 tweets per minute containing a YouTube link
- ◆ Millions of subscriptions happen each day. Subscriptions allow you to connect with someone you're interested in — whether it's a friend, or the NBA — and keep up on their activity on the site
- ◆ More than 50% of videos on YouTube have been rated or include comments from the community
- ◆ Millions of videos are favorited every day

Why you need a social video?

Major changes have happened in video technology that has revolutionized our communication. This luxury service is now accessible to the average person, like you and me. As we are already captive audience of our television sets and movie theaters, we love to click on videos and watch people's stories. In addition, it is much easier to become our own star and spokesperson for our own company or brand.

There are two major factors that have brought about this revolution: capturing devices and easy distribution. We can record videos with our still cameras, mobile phones and mini camcorders, which all work as well as the high quality professional camcorders of just a few years ago, and best of all, we can publish and distribute them online for free.

Now is the time to use technology for better communication. Free face to face video conversation is made possible through Skype (www.skype.com) and Google+ Hangout (www.plus.google.com). Video sharing sites like YouTube.com and Vimeo.com host your files and make it possible to share their link anywhere on the web.

Video communication is becoming the medium of choice to connect, engage, educate, inform, inspire, entertain, sell, build your brand and become the expert in your market.

Table of Content:

Phase 1: Planning for your short video

- ◆ Who is your audience?
- ◆ What should you say?
- ◆ How to structure your video?
- ◆ Who do you interview?
- ◆ What is your call to action (CTA)?
- ◆ Summary

Phase 2: Production of your short video

- ◆ How to capture?
- ◆ How to edit?
- ◆ How to use animation graphics?
- ◆ How to organize your files?
- ◆ How to export your videos?
- ◆ How to choose the right file format?
- ◆ Summary

Phase 3: Publishing your short video

- ◆ Where to publish your video?
- ◆ How to choose title, description and tags
- ◆ How to promote your video?
- ◆ Summary



SOCIAL VIDEO MARKETING FOR SMALL BUSINESS!

Video Production
Training & Publishing

FREE CONSULTATION

Farima Wassel

farima@SocialVideoBUZZ.com

Social Video Buzz is a multimedia platform to share your stories for inspiration through major social media networks.

Services:

- Consultation & Coaching
- Video Production
- Video Distribution
- Blog Site Design
- Content Writing
- Social Video Training Courses

Benefits:

- Stay ahead of competition
- Be found first on search engines
- Show who you are and why people should do business with you
- Show how passionate you are in what you do
- Document your life
- Educate & solve problems by your insight & experience
- Be talked about



Ideas:

- Do you have a personal inspirational story?
- Do you have a solution to a problem that your expertise or your products can solve?
- Are you passing an important milestone in your life?
- Are you celebrating something?
- Do you have a hobby or a side job?
- Were you on vacation recently?
- What is your opinion on current events and issues?

Process:

1. Planning your campaign
2. Producing your video
3. Promoting online



415-324-9922

farima@socialvideobuzz.com


I am Farima Wassel, your host and producer of your social videos. My goal is to record your stories, knowledge and expertise, and share it with the world.

I believe that video marketing, blogging, and social media are here to stay, and I am here to help you develop your editorial calendar for the next six months or to help you do it yourself.

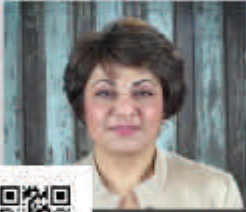
I am fortunate enough to work from my home office, collaborate with pros, have flexible work hours, talk to interesting people, and dress up and appear on camera as often as possible. I am a socially conscious person and love to share a laugh, a tear, or a thought with someone. Spending time with my family on short vacations is something I always look forward to. There is a lot more about me at www.SocialVideoBuzz.com/about/ page, and my online social media communities: Twitter, Facebook, LinkedIn, Google+, and YouTube.

I will be delighted to follow you, like you, connect with you, have you in my circles or subscribe to your content if you do the same for me. I am also available through direct email: farima@SocialVideoBuzz.com.


Thank you for downloading this eBook. Please share it with people you care about.



Sharing your Stories for Inspiration!



Farima Wassel
Host / Producer



What's your Story?

Follow me through:
Twitter: farimawassel
Tou: farimawassel
YouTube: farimawassel

www.SocialVideoBUZZ.com
email: farimawassel@yahoo.com
skype: farimawassel

PHASE 1:

PLANNING YOUR SHORT VIDEO PRODUCTION



* Images are courtesy of Google.com



Who is your audience?

If you have done any form of advertising and marketing, then I am sure that you have this one down. It is very important to establish who your ideal customers are and communicate with them directly. The internet is a global network of highly targeted audiences. You just cannot talk to everybody at the same time. In order for any internet marketing to be effective, we have to have a clear picture of our ideal customer. You can have more than one ideal customer profile, but you need to have a separate clear message to each one of them.

For instance, if you are a B2B marketer, your number one ideal customer is a small business owner, your number two ideal customer is an executive assistant to a small corporation, and your number three ideal customer is an entrepreneur. You need to have separate messages directed to them at separate times through separate platforms. You might find small business owners on Twitter, the executives and entrepreneurs on LinkedIn, and customers on Facebook. This is why you need to have separate targeted message (videos) to the variety of your ideal customers.

What should you say?

Now that you know what is your ideal customer is like, I guess you want to know how to talk to them... the question is what you should say? Don't worry - you are not alone. Many business owners are busy doing what they love. They don't like to brag about what they do or how they do it to impress people. Am I not right? Well, now things have changed. Social media is now a platform for everyone to socialize and talk about things: useful things, interesting things, learn something, funny things, techie things, and inspirational things. More or less, it sounds like conversation among a group of people at a cocktail party.

In order for people to talk about you in social media networks, you will have to feed them the content. What is going on with you in your business and personal life that would be the talk of the town? Of course, you want people to talk about you for all the positive publicity to build your brand and your character. So, if this is your goal, feed your social media with as many positive stories about you as possible.



All of us are emotionally drawn to each other's stories. We like to know what you did, where you went and how you did it. This is why reality shows on TV are doing so well, because we want to see what happens next or how one person reacts to the other person.

There are hundreds of things to share with your friends on your social networks. You can create your own original content and style and become your own start for your business. However, here are some of things to consider for your social videos to give you a heads up:

- ◆ A personal story that has touched your life
- ◆ How you solved a customer's problem
- ◆ Offer tips and insight from your experience
- ◆ Are you celebrating something? Anniversary? Employee of the month? Awards?
- ◆ Do you have a hobby?
- ◆ Were you on vacation recently?
- ◆ What's your favorite restaurant? Sports team? Movie star? TV show?
- ◆ Did you pass an important milestone in your life?
- ◆ What was the last thing that you read?
- ◆ Have you seen a good movie lately?

Ideas:

In order to take actionable steps, list at least five things and then pick one that you think your favorite customer would be delighted to see. The next step will go into details of what to do with your top pick.

What is your tone?

Figure out what your natural style is. Are you funny, nerdy, techie, a guru, a story teller, a problem solver, or a reviewer? You can choose anything that is totally you without forcing yourself to be a professional actor or journalist. Your language has to stay true to you and your style, because then it is more believable and authentic.

These videos are short and sweet, and are intended to communicate a message to your audience, who is your friend, family, customer, colleague, or a potential customer. It is usually a good practice when you speak to the camera, speak to one person, and that person is eager to hear something good from you.

How to structure your video?

After you have your top pick of ideas to share with your ideal customer, then you need to do a little work of how you are going to start the conversation. Just like a good joke or a good story, there has to be a beginning, middle and end.



There are a few ways that you can structure your videos:

- Storytelling – you on camera telling your story
- Interview – you either share the screen with someone else or show someone else talking on camera
- Question and Answer – you ask a question that your customer has and you answer the question
- Review – You on camera showing and talking about your product, your trip, your car, your place of work, etc.
- Demonstration – you on camera doing something while talking, interviewing, answering questions. This can be cooking, walking, crafting, gardening, fishing or any other activities that you like.

This step is also crucial because you don't have hours to talk about your trip, your expertise or your great experience, but you only have one to three minutes to stay on one topic and say the whole thing from beginning to end. For instance, if you are talking about your recent vacation in Hawaii, don't talk about all your past vacations. Stay on the topic and just say it the way you are going to tell a friend. Just imagine that if a question was raised in your customer's mind, you are not there to answer it. So, make sure you cover all sides of your story in the shortest amount of time.

Your Hawaii vacation will be like this:

Shot of you at the airport, saying goodbye to your favorite customer since you are leaving the company behind. Make sure the customer knows that in your absence everything will be fine and the business is open. The next shot is of you on the beach, walking and enjoying the sunset. Make sure to let your favorite customer know that you deserve to take this vacation after the hard work you did together; the next few shots are smaller and just show you doing things you never did in your

life with background music. The final shot is your last day at the hotel and you saying that you are looking forward to coming back home again to your favorite customer.

Any topic can be structured in a way to give information little by little with a great ending. Just make sure you tell your customer what's in this video in the first three to five seconds. If your customer finds that interesting, then your customer will watch the entire video. Then, if it was really interesting, the customer will share the video with a post saying, "Look at me! This is the kind of people I am doing business with!"

Try to keep consistency with your style of videos because that is how people will remember you the most and what they will want to see you do in all your videos. If you chose the demonstration style, stick with that style for all your videos.

Catch Phrases:

Some people naturally have some catch phrases or develop and personalize a phrase that becomes part of them. If you remember a phrase from a movie, what would it be?

"Run, Forrest, Run," Forrest Gump

"Hasta la vista, baby," from the Terminator 2

"Alrighty then," Bruce Almighty

"Show me the money," Jerry McGuire



Think about creating a catch phrase and personalizing it for your brand - either to start, end or something in between. Copying somebody else's catch phrase is not a good idea. In case if you don't have one, it's better not to use one at all.



Who you will interview?

our videos will be much engaging and entertaining if there are two or more people interacting on camera. Whether it is you asking the questions, demonstrating something, or bringing another person's point of view, it can only add credibility to your authority on the subject.

Adding another person to your video requires some more work. First, you need to find out who to have in your video that adds value to your offer, makes your brand stronger and makes you more believable. Then, you need to coordinate on logistics, such as what a good time is and where the interview should take place. You also need to let the person know of your intention and the goal of your video. If you have an understanding, you can set up an appointment.

Before you head out to your appointment, be sure to confirm the time and place one more time. Take a Video Release Form with you for permission to have the video online and used for promotion.

What is your Call To Action?

A lot of online videos do not have a clear call to action at the end. Your social videos should always conclude with a call of action to get the desired response from our videos. This step depends on your objective. Usually, you want people to:

- ◆ Subscribe
- ◆ Share
- ◆ Comment
- ◆ Send
- ◆ Click
- ◆ Download
- ◆ Signup
- ◆ Email
- ◆ Call
- ◆ Donate
- ◆ Buy



Summary

Phase 1:

Planning Your Short Video Production

- ◆ You have the picture of your ideal customer
- ◆ You have your topic – original content
- ◆ You know how to start and end your video
- ◆ You know what is your catch phrase, if any
- ◆ You know who is going to be in your video, if any
- ◆ You know what is your call to action at the end

PHASE 2:

PRODUCING YOUR SHORT VIDEO



After all the steps in phase 1, you are now ready for production. I am going to warn you that video production is still a complicated work of art that requires a combination of skills, artistic ability and technical knowledge. You can hire a professional to do it for you. However, if you are a do-it-yourself person, here is your guide to make your videos better than a total amateur.



Equipment:

Video Camera: There are many options in the market. The good news is that you don't need elaborate and expensive video cameras. All you need is the latest small, pocket size, HD camcorder. I like the ones with an external mic jack, like the Kodak Play Touch.

Tripod: This is a must have tool, especially for the small cameras, because it stabilizes your videos and prevents it from unnecessary shaking. This is a major difference between amateur and professional recording.

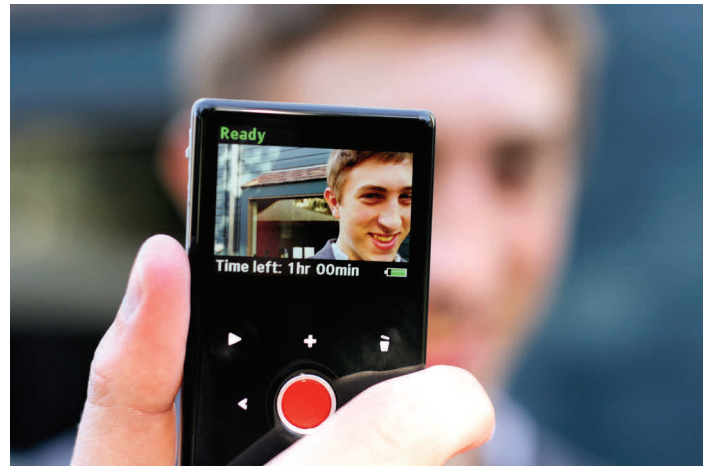
Lights: If you are recording in the day time, you can use the sunlight. The goal is to have indirect soft white light on everything that faces the camera. Direct and strong sunlight is not a good idea. If you are recording inside, have one or ultimately two inexpensive soft white lights in front of you at a forty-five degree angle.

Microphone: Smaller cameras can shoot really nicely, but their microphones are not as great. This is why you need to hook up an external lapel microphone on you to get a perfect sound quality. Otherwise, you can have an additional voice recording device separate from the camera for optimal sound quality.

Teleprompter: If you think you are going to be on camera repeatedly, it is not a bad idea to invest in a teleprompter. It will speed up the recording process, but you have to make sure to have plenty of practice to sound as natural and as close to conversational tone as possible. No one likes to watch you reading your text. There are some less expensive models if you shop online.

Extras: Besides the above tools, you will also need to have your magic bag with these extras: extension cord, batteries, battery chargers, laptop, a notebook, pen, scotch tape, stapler, safety pins, hair brush, makeup kit, paper clips, pushpins, and a bottle of water.

Capturing:



If you went through Phase 1 of this guide and you have the necessary equipment, then you are ready for production. However, before you run out to shoot, you will need an assistant to work with you on the set.

The Set: You need to know where you are going to appear in the video. If you have chosen outdoors, make sure there are no unwanted objects, clutter or signs behind you and no direct sunlight on your face. If you are standing under a tree with partial direct sunlight, your face will show up spotted on the camera. The best option for outdoors is to be in a solid shade with medium brightness on your face. You will also need to monitor the noise and wind level as the camera usually captures more than what you want.

If you are recording inside, make sure that there are no windows behind you or a source of direct light to the camera. Place your soft light source at a 45 degree angle to yourself on both sides of the camera. Again, beware of what appears on the camera and that it has your approval. Otherwise, remove clutter and make it pleasant to the eye. Your voice will have some echo in some spaces. A lapel microphone is necessary to capture your natural voice.

B-Rolls: This is the part of the video that appears on the camera while you are talking. When you are done with your on-camera recording, now is the time to match your words for visuals. Show people what you are talking about. These recordings will have to prove your point and be as relevant to your topic as possible.

Graphics: Graphics works the same as b-rolls in your videos. They can be used as visual aid to prove your point and make your story stronger. They can be photos, text, graphs, charts, screen shots and animations. Graphics in your video makes your video stand out from amateur videos.

Voice-Over: Voice-Over means your voice talking over graphics or video which appears on the screen. Almost always it becomes necessary for you to record your voice to be used in the video. You can record your voice separately and then edit it into your videos. There is free recording software for both Mac (Garage Band) and PC (Audacity) platforms. All you need is a USB microphone to record your voice in a file on your computer.

Camera Shots: This is the major skill that separates the professionals from the rest. Here are some tips to keep in mind:

Professionals record one movement three times. Once from far for a wide shot, second time they come closer for a medium shot, and third, they come really close for a close-up shot.

Moving the camera from right to left is panning; moving up and down is tilting. The best trick to this is to start from one point and move the camera very slow and steady to the second point. This means that before moving the camera, you need to figure out if you are going to the right, then at what point, or, if you are going up, to what point. Indeed, your shots will then look like they have a purpose and will not aimlessly go all around.

The important part of your videos should be that you or the objects facing the camera are centered and totally visible. Your aim should be to record as steady and stable as possible.

Clothing: Your videos will live on the internet forever, so you need to pay attention to how you look. Your clothing should represent your character and your business. Clothing with stripes, floral and a generally busy pattern is distracting on camera. It is best to wear a solid color that compliments your skin tone. You will also have to be comfortable in what you wear and pay more attention to your message and conversation while on camera.

Makeup: Shiny faces are not pleasant to look at. For this reason, men and women on-camera should wear some face make-up to block shininess. And, if you are a perspiring person, be aware that being on camera sometimes doubles the amount you sweat. One way to block it on camera is to use powdered makeup.

Graphic Animation:



Your videos are much enhanced with graphic animation and look much more professional. If you are planning to have regular videos out, it is a good investment to have these graphics in your videos. Graphic designers or animation graphic artists can put a package together for you.

The basic package includes: title animation, lower-third, background animation, custom transition, logo or a screen bug.

Title animation: This is the first screen that shows up on your screen. Depending on the length of your video, it can last from five seconds to 20 seconds. If you videos are short, like 2-3 minutes, it should not be more than five seconds.

Lower-third: This is something that appears to have additional information on the screen. For instance, the name and title of the person you are interviewing can appear as text on a lower-third of the screen. This information appears on the lower third part of your screen as it is apparent from its name. This usually lasts from seven to twelve seconds on the screen.

Background animation: This is the screen that appears behind your text or graphics in your videos. It is some sort of moving background to make your text visually appealing.

Custom transitions: Transitions are used to move from one shot to another. You can enhance your brand to create your own custom transition. If you use your own logo or shape that is closely tied to your brand, it is most effective.

Logo or screen bug: This is a small image that appears on one of the corners of the screen for the entire duration of your video. The purpose is to have your brand, your company or your business name visible to the viewer at all times.

Text: Text is most visible on the screen when it is white against a dark background. The fonts should always be san-serif, like Arial or Helvetica.

Final thought: Your final video should look clear, well-lit, balanced, clear sound and a lot of graphics. This requires a little bit of practice before you can get it perfect. Remember that people go to four years of training to learn video editing. So, be patient with yourself and play with different options until you like what you see.

Editing:



This is the most tedious part of your production if you are not a computer graphic artist or have worked with graphic software. This is something that will have a learning curve. If you think you can teach yourself the use of these powerful tools, it is better to have a technician handle it for it for you.

Software: Final Cut Pro, Adobe Premier, Vegas and Avid are all video editing software that professionals use. Depending on your budget and skills, you can start using them to produce professional videos. There are some basic and free video editors available, like iMovie or the YouTube's built-in editor. Adobe Photoshop is also powerful software to use for editing your images and short videos.

Audacity for PC and Garage Band for Mac can be used to record your voice-overs.

Green Screen or Chroma Key: This requires advanced use of your editing software. The purpose is to record yourself sitting in your living room with a solid green background and then use the Chroma Key feature of your software to replace the green with an image of a beach in Hawaii. The final video shows you sitting on a beach in Hawaii and delivering your message. If this is what you like to do, I would suggest that you invest in a book or a set of instructions to show you exactly how to do this.

Images: You can use a lot of photo editing software to edit your videos or change its format. Adobe Photoshop is the one I use. Your image and graphics for your videos should be exported with these formats: .GIF (jeff), .PNG or .JPG

Transitions: Professional editors use very little transitions, if any. Transition is used to move from one shot to another. You can watch other professional videos and watch for transitions. This way you can choose your personal style for your videos. For some producers, jump cut (sudden jerkiness) in the same shot is a style, but for others, it is a tasteless distraction.

File organization: The number of files for a small two minute video could reach to fifty or higher with different video shots, voice-overs, images, graphics, texts, and animation. The best way to organize them is to label them as soon as you import them to your computer. Make new folders for each and label them as extensively as possible. It will save you a lot of headache in the long run when you are looking for a specific shot or sound later on.

Exporting:



Depending on where your video is going to be displayed, you might need a few different file formats of your video. This requires some research and some understanding of the video file formats (extensions). In addition to file formats, you also need to understand how to compress your videos to be as small as possible for faster downloads. With the use of mobile devices, many view your videos on their phones or iPads so it is very important for the videos to play as fast as possible.

If you shoot and upload to YouTube directly, you probably won't need a lot of this information. However, if you are editing your videos, you will need to see which file formats are supported by your software. That means that your software can read the recorded file format of your camera. If not, you need to find a way to convert the files before importing it to the software for editing.

The other time when you need to know file formats is when you upload the file to the internet. YouTube accepts all file formats, and your videos will play fine on the computer screen from the YouTube page. However, if you need to upload your video to other platforms or your own site, you need to know what kind of video player you should use. QuickTime Player, which is an Apple product, can play almost every kind of videos, except Flash files. So, if you save your video as a .FLV (Flash video), it will not play on iPhones and iPads.

Here is a list of some well-known formats that YouTube supports:

- **WebM files** - Vp8 video codec and Vorbis Audio codecs
- **.MPEG4, 3GPP and MOV files** - Typically supporting h264, mpeg4 video codecs, and AAC audio codec
- **.AVI** - Many cameras output this format - typically the video codec is MJPEG and audio is PCM
- **.MPEGPS** - Typically supporting MPEG2 video codec and MP2 audio
- **.WMV** – Windows Media Player
- **.FLV** - Adobe-FLV1 video codec, MP3 audio

After you are done with editing, the software will give you options for saving the file into many different formats with different encoding. This is the step where you will decide on the dimension, quality and file format of your video.

The dimension and quality of your video are also dependent on how and where you like to display your videos. This information changes with technology all the time. The best practice is to do your research just before exporting your file to have all the right information.

Media Dimensions:

1920×1080 Full HD Studios

1280x720 Standard HD Your TV

960x720 2/3 HD Panasonic P2 (960 anamorphic)

960x540 1/2 HD Apple and Lynda.com

516x290 2/5 HD Wall Street Journal

480x270 1/4 HD MCOM assignments and Web videos

720x480 SD Standard Definition

640x480 SD Standard Definition

Screen Dimensions:

iPhone 480 x 320

iPhone - 20px status bar 460 x 320

iPhone (retina display) 960 x 640

iPhone (retina display) - status 920 x 640

iPad 2 1024 x 768

iPad (retina display) 2048 x 1536

QuickTime Player iPhone export 480 x 360 30

iMac 1600 x 1024

Gradebook Pro photo 364 x 273 100k px

Web Page (standard) 780 x 1024

Microsoft demo videos (.wmv) 960x540

Samsung Android phones 1280x720

Saving your File—Name / Title:

Remember to name and label each version of your saved files with the correct information to prevent confusion. This will help you immensely later on when you are uploading your video. The title of your video is the file name that will be uploaded to the internet. Apparently, people find your videos with the exact words of your video title.

For instance, I am producing a video on “business communication.” This title is too general and there might be millions of them on the internet. My video will be lost and never be found. However, to make the title narrower, I am choosing to title my video “What are the new trends in business communication?” This title is much focused towards those looking for business communication and new trends. I like to invite specifically those people who are searching for new trends in business communication to watch my videos because they are my target audience. I don’t believe in using fake titles to get people to watch your video for no reason or to increase the number of times it’s viewed.

Summary

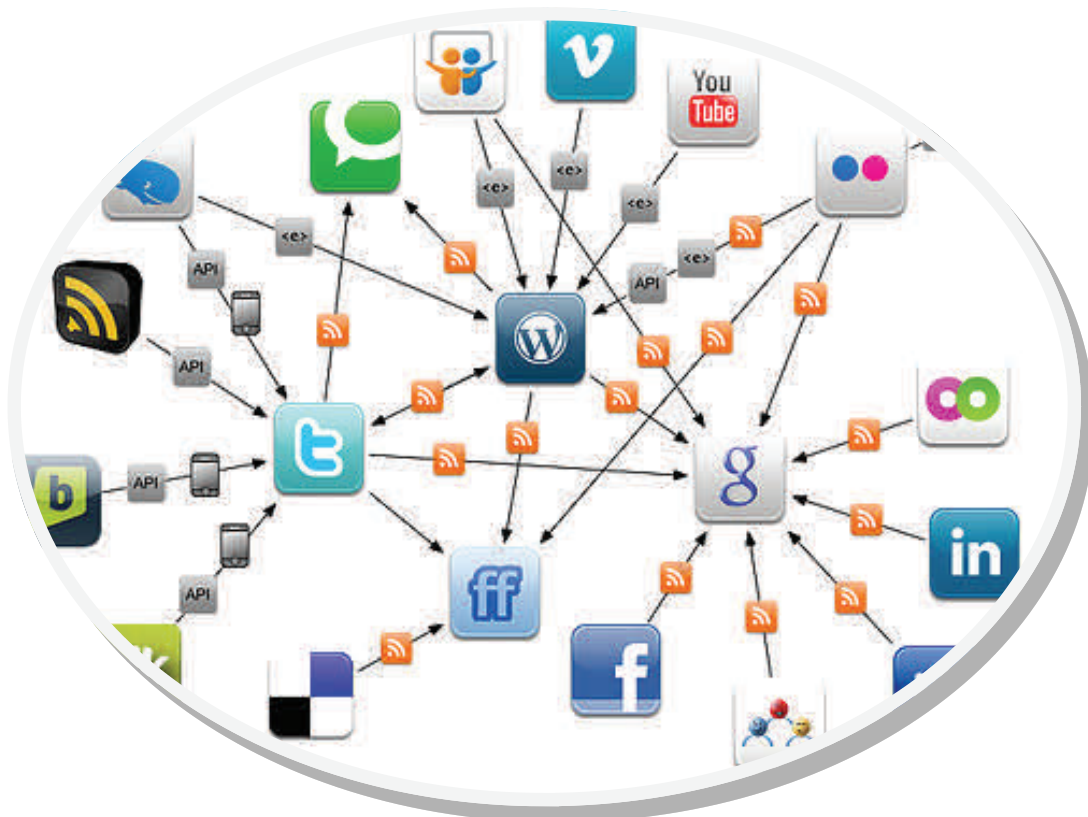
Phase 2:

Producing your Short Video

- ◆ Have the correct equipment
- ◆ Choose a pleasant set or background
- ◆ Record steady short shots without zooming
- ◆ Look and feel energetic, comfortable and professional
- ◆ Use lots of graphics: images, text, animations
- ◆ Learn editing techniques for a professional video
- ◆ Know your file formats
- ◆ Save, organize and name your files appropriately

PHASE 3:

PUBLISHING YOUR SHORT VIDEO





Where to Publish?

Now that you have your video, you have to decide where to upload it and how to share it.

My personal choice for now is YouTube, because of two major reasons: one that it is part of Google and it gets better rankings with the search engine and two because that it is where the majority of people are. If my purpose is sharing my message, I want to go where people are interacting and post my videos.

Then there is Vimeo.com. This site is also free to use. If you like to stay away from the crowd or offer a paid video subscription, this site will work better for you.

Other places that you can upload your videos are: Tout.com, Twitvid.com, Yahoo Video, and Blip.TV to name a few. Facebook also hosts your uploaded videos now.

The best practice is to find out where is your audience mostly hangs out. That is where you need to share your videos. Of course, there is no reason for you not to share it with more than one platform and see the difference in traffic and response.

Your Channel / Page Design:

Once you choose which platform to publish your videos on, you should use that space to your advantage by making it look as close to your site and brand as possible. You can fill out the profile information, add pictures, and customize the background with your own logo and colors. SocialVideoBuzz.com can customize this page for you if you need help

Title & Description:

When you upload your video to any of the above platforms, it provides you with a space to add a title, description and tags for your video. As it was discussed earlier, these all very important details that will help people find your video.

The best practice is to title your video as if you are looking for the information yourself. It is better to start your title with a question since almost always people start searching by asking a question. In the meantime, you will have the answer to this question in your video.

Description of your video should not be the transcript of the video because people should watch the video instead of reading your text. However, your description should have enough information about the video, so just in case someone could not watch the video they will get an idea of what the video is about. In the meantime, your description should contain all keywords for the search engines in order for your video to be found on the internet.

This space is a valuable real estate on the internet. Use it to promote your business by adding contact information, your mission statement, and your other social media network connections.

Tags are searched words and phrases that search engines use to pull out your video from the rest. There is no limit on the number of tags that you can use. So, tag your videos with any words and phrase that you can think of. These tags should be relevant to the information in your video and keywords in your title and description.

Uploading / Posting Your Video:

Now, you have everything ready to upload and publish your video. All of the platforms have large “upload” buttons that you can click and choose the correct file from your computer’s hard drive. As soon as you choose upload, the file will start to transmit. If it is not a very large or long video, it can take up to a couple of minutes to finish uploading. This speed also depends on your internet speed as well.

This is the time when you enter all the details and information of your title, description and tags in the right places, and choose your thumbnail image for your video. This image displays on top of your video on the screen until someone clicks on the link to watch it.

You are almost done. There are a few more clicks to let the server know if your video is public or private. You need to make sure that your video is public in order for other people to watch it. You will need to choose a category from the list of choices and click ok to the host's copyright and terms.

You are done with publish. Now it is time to let the world know about it.



Blogging / Vlogging:

The first way to share your video with your audience is in a blog. A blog is your personal or professional journal of how and why you made the video. This is your story, and it is interesting to people. When you write a new article and post it on your website or blog site, it is much more compelling and professional to have a video component as well. Apparently, people love to click on videos and watch it for information, inspiration, entertainment or education. Your blog is about your expertise and how you do what you do, and your video is a supporting component to show your audience that you are true and knowledgeable about your business. They feel more connected with you and begin to trust you with their business.

Although it is recommended that blogging is most effective when it is done consistently, I know of many, including myself, who have lagged behind. Sometimes, we have to accept that as a fact of our busy lives and put out as much content out as possible.

If you don't have a blog set up yet, now is the time to get one. There are many options, but the most common ones are WordPress.com and Blogger.com. They are both free and fairly easy to set up with your profile, look and pictures. My favorite is WordPress.com because it is the most popular and the majority of people use it. It is open content management software with many bells and whistles to customize your site. I can help you set up your blog site in just one day. Contact me for more information.

Social Media Sharing:

After your blog is done, now you are ready to share your blog and video with your social media networks. I think every network has a different audience and that is why you need to share your YouTube video link with all of them. Encourage your friends to comment, like and communicate, and most importantly - share it with their friends.

Some people have their WordPress or Blogger to directly post to their social media sites, but I like to take advantage of each platform's capabilities. For instance, you can use hash tags (#) in front of a word in Twitter to be in that group, or you use

the (@) sign in front of someone's name for tagging that person. And the one-fits-all scenario of one post to all does not work well. Besides, since the audience is different, the language needs to be changed to speak to them. It should not be composed of generic words or a tone that is not inviting, so instead make it warm and clear.

Twitter is one powerful open door social media platform. I call it open door because you can read people's tweets and their profile even if you are not signed in or have an account. Since this is a text-based micro-blogging site, you will need to pull out small sentences and phrases that you can use as an enticement for people to come to your site and watch your video. Twitter's timeline moves really fast, so post as often as possible periodically during the day in order to reach the eyeballs of your followers.

A good practice with blogging and social media sharing is to respond back to people's comments right away. This is how you build a community or a club of your own around your videos and blogs.

Remember that social media sites are like a cocktail party. While you are talking to your friends, others might be listening to you quietly, and enjoying it. You can mention your products and services, but this is not the place to open your briefcase and start selling – yet.

Email Marketing:

Yet another strong way to promote your videos is through email marketing. You are in business, and you have a number of clients and customers, vendors, employees, and your opt-in subscribers of your website's email addresses.

You are not able to send videos through email yet. They are too large of a file size for emails, so it will not work. However, if you are subscribing to one of the online email marketing companies, like Constant Contact, Vertical Response and iContact, you can design a professional email with pictures and a link to your video on your blog page in your website.

This way you are making sure that almost everyone who knows you will have a chance to watch your video and comment on it.

Mobility of Your Videos:

After sharing your videos with multiple platforms, be sure to test all kinds of different devices to see if you have a working or playable video. Your video should open on all smartphones, iPads, tablets, computer screen, and TV screen. If it does not, you will need to find out the missing elements and try to perfect it next time.

Will your videos go viral?

Most likely, your video will not go viral. With the amount of videos uploaded to YouTube daily, it has become much harder to get a lot of attention right away. Videos will stay on the hosted site and will do its work. Even if it is supposed to go viral - meaning spreading like a virus - it will take some time. You have to think of your videos as your spokesperson for your business that is available to communicate with friends, family, customers, colleagues, and potential customers whenever they are thinking about you.

Your emails and your social interactions will always remind them that you are still in business and that you are the best person to deal with when it comes to your expertise or products. And, if your video goes viral - meaning spreading like a virus - throughout the world, you should feel like you hit the jackpot. In that case, you should rush to plan how to monetize your success.

Congratulations! You are done.

What Is Next?

Of course, every business requires a constant marketing campaign to survive. You are done with one video posting. Now you know how easy it was to plan, produce and publish your own videos.

If you are not sure if you did it right or if something is missing, you can always call on a professional for help to pave the way for you. With this practice, you will also find out if this is a Do-It-Yourself project for you. If not, maybe now is the best time to let SocialVideoBuzz.com take care of your video marketing for social media for you.

Otherwise, if you enjoyed the process, this is time to think of a new topic and the production process for your next video. Now, you can better visualize that if you have the end in mind from the beginning, your videos will be much more effective.

Summary

Phase 3:

Publishing Your Short Video

- ◆ Know pros and cons of each video sharing platform
- ◆ Have a clear title, description and tags
- ◆ Share it with everyone you know
- ◆ Respond to comments
- ◆ Evaluate your call to action
- ◆ Begin your next perfect video idea

Contact me for:

- ◆ Multimedia Consultation
- ◆ Social Video Production, Marketing & Training
- ◆ Blog Site Design & Content

To get a head start, please answer the following questions before your appointment:

- ◆ What is your goal for producing a video?

Awareness _____

Loyalty _____

Sales _____

- ◆ What problem do you solve for your customers?

- ◆ Who is your ideal customer?

Gender _____

Age Group _____

Interests _____

Needs _____

- ◆ What do you want to share with your customers?

A personal story _____

An Insight / Tip _____

How to? _____

How To Produce Your Social Videos

Educate, Inform, Entertain, & Inspire
Your Audience!

*"We are no longer in the information
age; we are in the media age."*

Paul Saffo, Futurist

www.SocialVideoBuzz.com — Twitter: SocialVideoBuzz — Facebook: SocialVideoBuzz
LinkedIn: Farima Wassel — G+: SocialVideoBuzz — Email: farima@SocialVideoBuzz.com

Share This eBook!

