



Guide to generating video content

If a picture tells a thousand words, just think what's possible with a video.

Creating video content for your business used to be something that required expert help but with all of us having smart phones, the ability to pull together a whizzy video that lets people know all about you is in your pocket.

If you've never done anything like this before however, here's a couple of things to be aware of:

- Start with a storyboard. If you are really clear on what you want to say knowing how to put that into pictures will become a lot easier.
- Don't steal images from the internet. All photos and images are someone's intellectual property so if you don't have a bank of images of your own, either source 'free to use' images from dedicated websites or subscribe to one of the many licensed image sites out there. Whichever you use, be sure to check the license agreement for each individual image carefully as not all images can be used for advertising purposes.
- There are lots of free apps available which will take you through video production step by step, including importing images and video content, overlaying music, setting your tempo, adding captions and using your own corporate logo. Find one that works best for your ability level.
- Be aware that different social media platforms have different size requirements – a video made for LinkedIn might not work on Facebook or Twitter as the dimensions may need to be changed to avoid you chopping off half your screen size. Many apps will resize automatically for the platform of your choice.
- Short is sweet! Videos longer than two minutes can't be uploaded to Twitter, for example. This might feel frustrating if you have more to say but most audiences won't want anything that's too long and your goal is to keep them watching to the end so edit, edit and edit again at the storyboard stage until you have a punchy, memorable – and short – video concept.
- A high percentage of audiences don't scroll through social media with the sound on so think really carefully about the benefits of captions v. voiceover. There's a fair chance you will catch more people if you use captions effectively.
- Make sure you include a call to action. This could be as simple as including your website address, or something more specific depending on the purpose of your video.