

People spend almost 2.5 hours a day on social media. In fact the average person spends 100 minutes each day watching videos online with 72% of people preferring to consume video content over any other format. So its safe to say Video is the way of the future. It captures an audience's attention greater than traditional photos, and it allows you to connect with the people. Yet, according to Facebook, 85% of people engage with social videos with the sound off.

How much more engagement does video get on social media? In fact, social video generates 1200% more shares than text and Image content combined. And viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

Start with three simple questions:

1. How long is this video?
2. What do I need to say to get my message across?
3. What do I need to see on screen?

Here are some simple pointers to follow:

1. Start with a plan or even better use your PLANNER!
2. Keep Your Videos Short and Sweet - Videos should capture attention, share a message, and get viewers to act all in short span of time.
3. Make the First Few Seconds Really Stand Out – we have the attention span of 8 SECONDS (a goldfish has 9 seconds) - The first few seconds are crucial because that's when they'll decide whether to continue watching the video or scroll down to other content. Start off with thought-provoking questions, strong hooks, inspiring quotes, powerful visuals, or appealing music.
4. Use Sub-titles - Captions increase view time, 85% people view video with sound off on Social Media.
5. Take Note Of Lighting – natural light is best
6. Consider Using an External Microphone - Just like lighting, audio is also important in social media videos.
7. If You Use Music, Make Sure You're Allowed To - you can get into trouble with the platforms for stealing copyrighted materials. Or if its Facebook they'll simply shut the sound off completely
8. Use Storytelling
9. End With a Call-To-Action – tell your audience where to go or what to do next.
10. Optimise for Different Channels - Size and shape matter when it comes to social media visuals. Keep in mind the correct dimensions, orientation, video length limit, and other important specs of each channel.

Video Ideas

- Video of client's reactions at handover and Testimonials from clients
- Real-estate video and photos, showing off all aspects of the house inside and outside in a cinematic, elegant and professional way!!
- Video Testimonials from the client in their new home
- Photos of fixtures, design features, interior finishes, fireplaces, staircases/entries, etc.
- Time-lapse of major phases of the build

And Many MORE! You aren't limited to just these ideas!

The great advantage to collecting all of this content is that different versions of videos can be created so it doesn't feel like you post the same content time and again. You can also make these videos into vertical videos for Facebook reels, Instagram stories/ reels, etc...

When it comes to content remember whether its is photos, carousel posts, reels, long form video or 20 second stories it must be either:

- Educational content - Creating value-driven educational content is a great way to get started on reels—especially since people are encouraged to share and save reels. Here are some examples of educational content: Five things to do before you start to build, layout ideas or plans, and top three things to look for in a good builder. Think of tips and advice that your audience wants and needs.
- Products or services - Reels are primarily seen by non-followers, which means this a great way to promote your business to new people. Share how-to's, before and afters, vlog-style videos with your products—anything to catch people's attention.
- BTS (Behind the Scenes) - People want to see more relatable and raw content on social media. BTS videos are a great way to be more personable and to build rapport with people. Share things like your business story, a day in the life at your company, or funny, relatable clips of you and your team.

Keep these tips in mind:

- Keep the videos short, simple, and easy to follow.
- Include captions and text overlays for accessibility.
- Use trending sounds in the background (when possible).
- Include keywords related to your business in your videos, captions, and hashtags.

The goal is to connect with them through your imagery:

- Provide value through education, humour, or inspiration.
- Build trust through customer reviews or user-generated content.
- Encourage interaction so users will save, share, and like your posts.