



GUIDE **Creating a compelling social media video**



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Creating a good social media video involves a combination of planning, creativity, and effective execution. Here's a step-by-step guide from INARA to help you make a compelling social media video to advocate and fundraise

Step 1: Define Your Purpose and Audience

1. Identify Your Goal:

What is the expected outcome of the video? Raising awareness on the importance of acting for the children? Or raising funds? Or both? Clarify your objective.

2. Know Your Audience:

Understand the demographics and interests of your target audience. Tailor your content to resonate with them. For example, while Americans tend to interact more with emotional videos, Europeans prefer more serious stories, Asians like to see numbers and infographics, etc...

Knowing your audience is also important, post when everyone is connected at their peak times.

Step 2: Plan Your Content

3. Craft a Storyboard:

Outline the key scenes and transitions. This doesn't need to be elaborate, but having a visual guide helps ensure a smooth flow.

A pro tip to help you with creating content is to follow the 5ws1H approach, make sure you answer what, who, where, when, why and how, and you will end up with a good story.

If your storyboard is a call to action, follow the (Inform, Explain, Alert, Ask approach)

4. Keep it Concise:

Attention spans on social media are short. Aim for a video length that aligns with the platform's norms (e.g., 15-60 seconds for Instagram, 1-2 minutes for Facebook).

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5. Engaging Opening:

Grab viewers' attention in the first few seconds. Use captivating visuals, compelling questions, or intriguing statements.

TIP! If you need help with graphics or visual elements, use Canva.com or capcut app on your mobile device.

Step 3: Shoot Quality Footage

6. Use Good Equipment:

If possible, shoot with a high-quality camera or a smartphone with a good camera. Pay attention to lighting and sound quality.

7. Stable Shots:

Use a tripod or stabilize your camera to avoid shaky footage. Smooth shots contribute to a more professional look. You can also fix your phone on a table or a book!

8. Variety in Shots:

Mix up your shots with close-ups, wide angles, and interesting perspectives. This adds visual interest.

Step 4: Enhance with Editing

9. Choose the Right Software:

Use video editing software like Adobe Premiere, Final Cut Pro, or even simpler tools like iMovie or online platforms like Canva. Capcut will work for you as well

10. Trim Unnecessary Parts:

Keep your video concise by removing any unnecessary footage. Every second should contribute to your message.

11. Add Music and Sound Effects:

Enhance the mood of your video with appropriate background music. Ensure it complements your message without overpowering it.

12. Incorporate Captions:

Many social media users watch videos without sound. Add captions to make your content accessible and engaging.

Step 5: Optimize for Social Media

13. Aspect Ratios:

Tailor your video's aspect ratio to the platform (e.g., square for Instagram, 16:9 for YouTube). This ensures optimal viewing on different devices.

14. Eye-Catching Thumbnails:

Create a visually appealing thumbnail that accurately represents your video. It's the first thing users see and can influence click-through rates.

15. Utilize Calls-to-Action (CTAs):

Encourage viewers to engage with your content by including CTAs. This could be liking the video, sharing it, or visiting a website.

Step 6: Test and Analyze

16. Test Different Content:

Experiment with various video styles, tones, and content to see what resonates best with your audience.



17. Analyze Metrics:

Review analytics provided by the social media platform. Understand what worked well and use these insights for future videos.

Step 7: Engage with Your Audience

18. Respond to Comments:

Engage with your audience by responding to comments and questions. This builds a sense of community around your content.

19. Consistent Branding:

Maintain a consistent visual style and tone across your videos to strengthen your brand identity.

Remember, the key to a successful social media video is to create content that resonates with your audience and aligns with your goals. Keep experimenting, stay updated with trends, and adapt your strategy based on the feedback and analytics you receive.

If you need further assistance, please contact INARA's Communications team via www.inara.org/contact



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