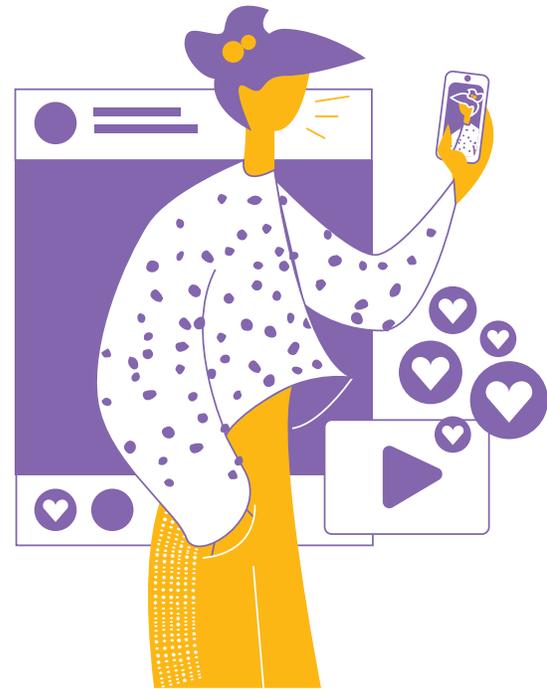


How to make an impact using Video on Social Media

“Over 70% of Canadians actively engage on social media through watching videos, sharing or uploading them online.”

- Media Technology Monitor

The digital world is constantly changing. To navigate this ever-changing environment and to get the most out of creative content, businesses must be agile in their approach to digital storytelling. Video has quickly become one of the most important tools for Tourism businesses, operators and organizations to grow and be discovered online. Simply put, video is something every tourism operator can benefit from.



Here are some tips to creating impact with video content online:

- 1) **Create a plan:** Before you begin filming, spend time honing your ideation and preparing your documents. This is the “why” and “how” of your project. It’s important to document the intended outputs (i.e why are you creating this video? how many videos do you need? What platform will the video be posted to? What are the locations?), the creative brief (do you have a mood board? What about a list of things to capture?) and the proper legal documents (This includes actor and location release forms, proper licensing agreements, drone permits etc). This planning will ensure that filming will run smoothly and your crew has a clear mandate before filming begins.

[The Palau Pledge is a great example of a video that encapsulates the destinations “why”](#)

- 2) **Keep it Short:** The length of your video depends on the platform you are posting it to. For promotional videos posted to social media platforms, keep it short (the shorter the better!). Your video should be no longer than 30-60 seconds with the important information happening within the first 10 seconds. If you are creating a longer-form video, consider posting this to Youtube, Instagram’s IGTV, an embedded Facebook video or a blog.

[The Sounds of Guelph is a great example of a video that covers a lot in a short 30 seconds that is optimized for Social.](#)

- 3) **Think Mobile First:** Not only are social media platforms designed to be used on mobile devices but audiences are expecting your video to be mobile optimized. This means that you must consider the dimensions and orientation the user will view your video in when watching it on their phone. [For always up to date dimensions for mobile video go here.](#)

“91% of all social media users access social channels via mobile devices”

- Lyfemarketing

[For more tips on optimizing your video for social, visit this blog post on Animoto.com](#)

- 4) **Be Direct:** Audience attention spans continue to decrease on social media. It is important to think about how you can capture someone’s attention within the first 3-5 seconds of your video. Videos auto-play on Facebook and Instagram, so upload your content directly to each platform in order to take advantage of this and keep the captions on as most videos will auto-play with the sound off.

[This Destination Ontario video is a great example of how using quick changes and eye-catching clips can capture someone’s attention if those first few seconds.](#)

- 5) **Be Highly Shareable and Highly Distributed:** Video allows for more opportunities than static content. Be creative with how you use video, don’t just post it once – edit it into multiple clips, create multiple Instagram stories, use it for advertising, and post on multiple platforms. Casting a wider net will get you more views and more engagement - think about how you can create content that will make other people want to share it too. The sky is the limit.

“1 in 4 consumers made a decision after seeing a story on Instagram”

- Animoto.com

[Need some ideas of how you can use video content in a highly distributed way? Check out these examples of how to turn 1 video into multiple pieces of content.](#)

- 6) **Sense of Place:** It’s important to portray a sense of place in your video. More than ever, social media users are looking to connect with who they follow. Think about who your target audience is and how you can capture their attention and entice them to visit through your video. This comes back to the DNA of your destination or place, what and who makes your location special?

[Imagine Korea released a series of videos that reimagine traditional Korean folk songs featuring Korean Musicians. The videos share a unique sense of place by capturing sights and sounds of different Korean cities. This video alone has amassed over 30 million views on Youtube.](#)