

A hand is holding a smartphone in the foreground, which displays a video of two people sitting at a wooden table in an office or meeting room. The man on the left is wearing an orange t-shirt and the woman on the right is wearing a dark patterned shirt. They are both smiling and looking towards the camera. The background of the video shows a window with a view of a building and a potted plant. The overall scene is set against a blurred background of a person's face.

10 TIPS FOR BETTER SOCIAL MEDIA VIDEOS

PRACTICAL IDEAS TO MAKE VIDEO CONTENT—WITHOUT BREAKING THE BANK

WHY VIDEO MATTERS

**VERTICAL VIDEO IS 2X
MORE LIKELY TO BE
PUSHED OUT BY
ALGORITHMS, HELPING
YOU REACH A BIGGER
AUDIENCE**

2X

**VIEWERS RETAIN 95% OF
A MESSAGE WHEN THEY
WATCH IT IN A VIDEO**

95%

SOURCE: FORBES

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**Businesses can use video to
build trust, showcase impact,
and inspire action**

**80%+ of social media content
engagement is video**

**Videos = stronger connection,
more shares, and better
storytelling**

TIP #1 KNOW YOUR GOAL BEFORE YOU PRESS RECORD

Defining your video's goal before recording ensures your message is clear, your content stays focused, and every element works together to engage your audience and achieve the desired outcome.

LIMIT EACH VIDEO TO ONE GOAL

- One clear goal keeps your video focused, impactful, and easy for viewers to act on.
- Ask: What do I want the viewer to feel or do?
- What is your leading CTA?
- Awareness? Volunteer sign-up? Donations? etc.

TIP #2 HOOK VIEWERS IN THE FIRST 3 SECONDS

**Visual Hooks: Use movement,
text-on-screen, or start really close to the
camera**

**Audible Hooks: Skip intros—start with
what's in it for the viewer or a compelling
question**

**"What if you could feed 100 families for \$20?"
"THIS is what your donation does for us."**

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Steal these 7 hooks

TikTok
© toxydoesada

TikTok
@hersocialbrand

HERE ARE 5

TikTok
@shot.bycesar



TIP #3 KEEP IT SHORT & PURPOSEFUL

Helps capture attention quickly, hold viewer interest, and deliver your message before they lose focus

Social users scroll fast. Lead with emotion or action

Aim for 30–45 seconds
(60 seconds MAX)

I ENCOURAGE

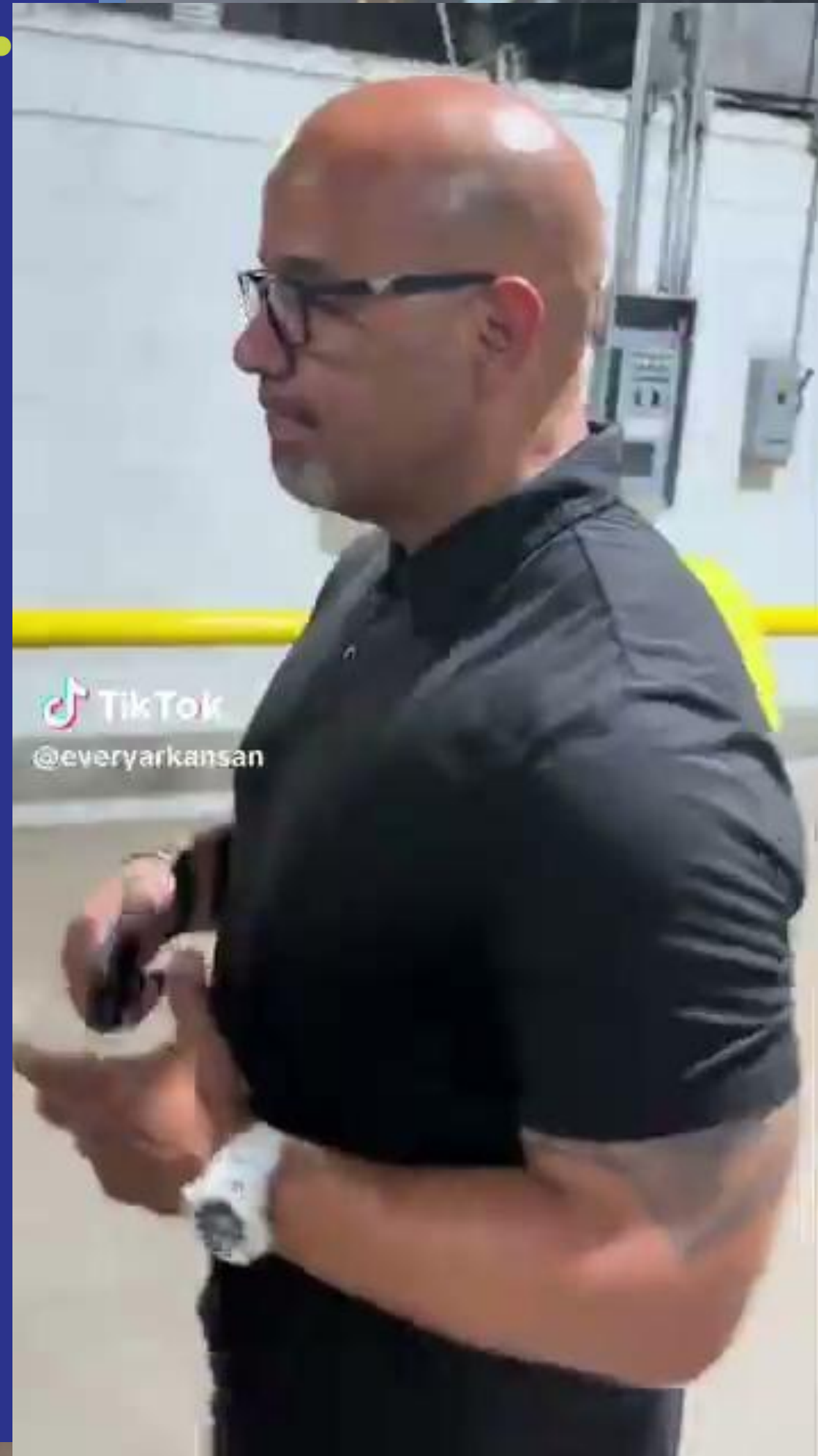
mhp.

TIP #4 TELL STORIES, NOT JUST FACTS

People remember
stories, not just stats

Highlight one
person's experience
or transformation

Faces = trust



TIP #5 USE WHAT YOU ALREADY HAVE



You don't need to reinvent the wheel.

Repurpose:
event footage, interviews,
testimonials, you in action

Turn blog posts or photos
into narrated reels

TIP #6 DON'T OVERTHINK EQUIPMENT

A smartphone + natural light = all you need

Tip: Use a window for soft, flattering lighting

Stabilize: Use a table, stack of books, tripod

Avoid fans, traffic, loud rooms

Use earbuds with mic if needed

Bonus: A \$20 tripod, \$20 mics, and a free



\$20

\$20

Click to see full view

NOW MORE THAN EVER, YOU DON'T HAVE TO BE AN EXPERT TO CREATE!

ALL OF THESE OFFER:

- Assisted Editing
- Captions/Text
- Templates
- AI Tools



**TIP #7
FREE & EASY
TOOLS TO TRY**



CAPCUT



INSHOT



CANVA



IN PLATFORM

• & so much more

TIP #8

ALWAYS, ALWAYS, ADD CAPTIONS

THEY DON'T HAVE TO BE FANCY, CAPTIONS INCREASE ACCESSIBILITY AND ENGAGEMENT

- **80% watch videos with sound off**
- **Free tools: CapCut, Canva, or in platform**
- **Add names, quotes, and call to actions**

TIP #9

**“DONE” BEATS
“PERFECT” —
JUST START**

Post it, learn, improve

Most viewers don't care about
polish—they care about the
message

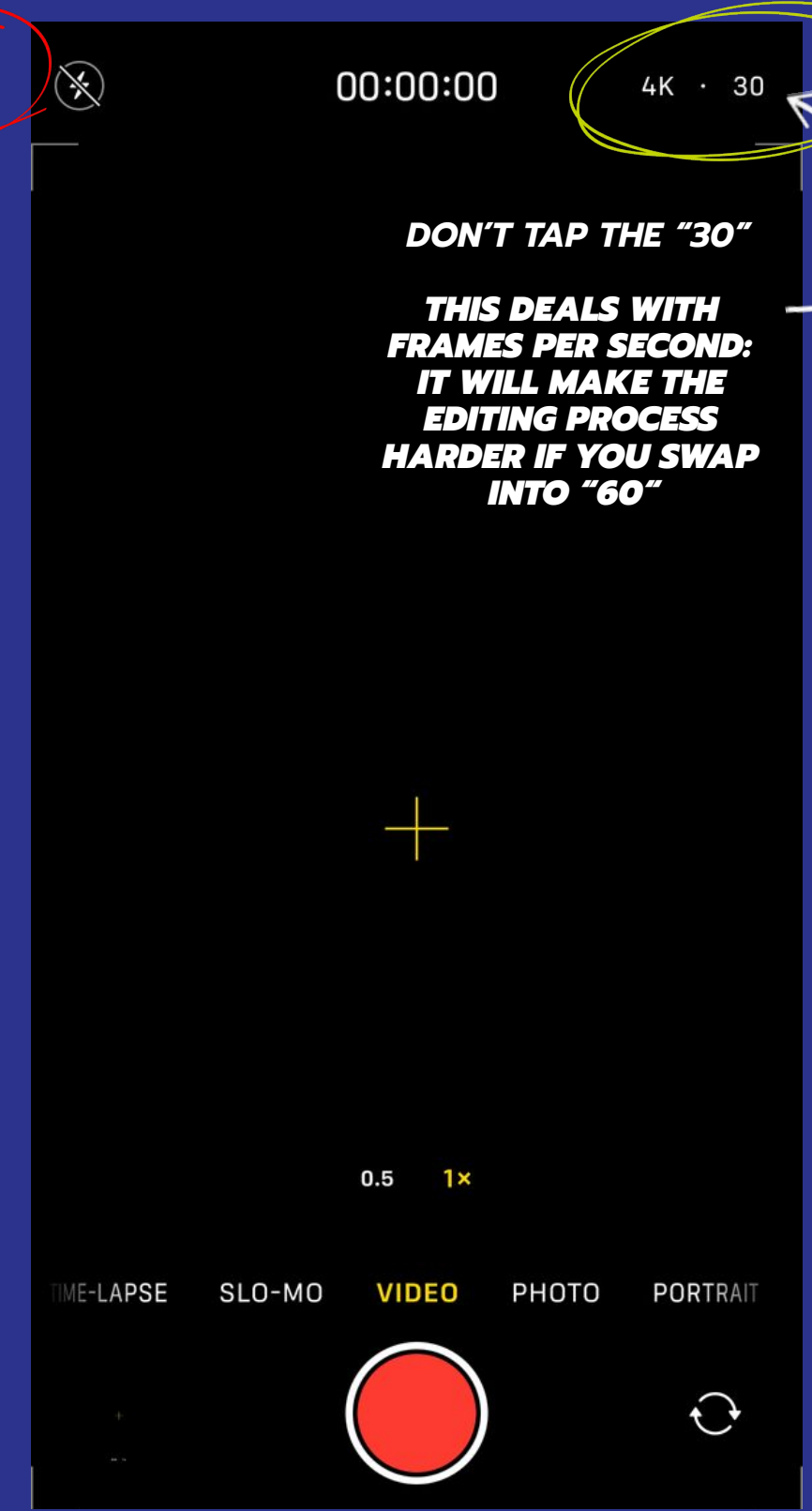
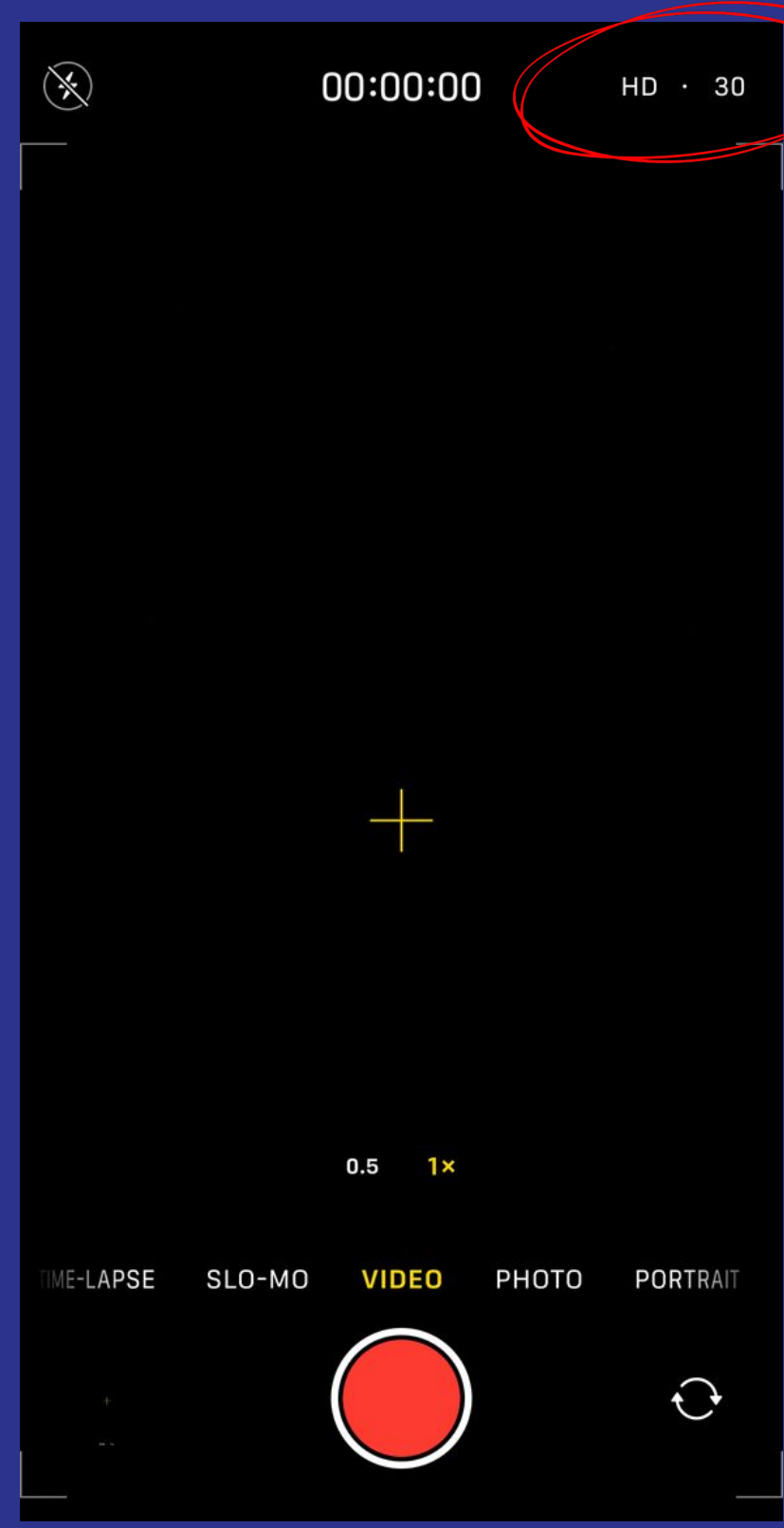
Test > wait for perfection



TIP #10 QUICK FIXES FOR BETTER QUALITY



ALWAYS ALWAYS WIPE MY LENSES OFF!
(YES ALL THREE)



FOR HIGHEST FILMING QUALITY, TAP "HD" TO PUT IT INTO "4K"



QUESTIONS?

WHAT'S YOUR BIGGEST VIDEO CHALLENGE?

WHAT'S ONE STORY YOU COULD TELL THIS MONTH?