

How to Record Videos for Social Media Marketing

Adding video to your **social media marketing** dramatically enhances your relationship with your community – your friends, fans, followers, will feel *much* closer to you.

Videos are real easy to shoot and recommended to go with one take. No need to do any re-takes. Just **go with the flow** and be naturally impromptu!

Video length is ideally no more than **60-90 seconds**. Think about one key point you want to make in the video and then just shoot. When out and about use a **mobile Phone** for these types of videos.

Easy as 1,2 and 3..



Hold the mobile phone horizontal, ensure there is no sun glare and press record

Tips

- Decide on the type of video before shooting, i.e. conduct a video interview, event highlights etc
- Talk to the camera
- Wherever possible, minimise background noise and shoot short videos
- Upload to FaceBook or Twitter in real time to keep your audience up to date on the event progress

Stream Live

If interested in **streaming live** download the **Persicope App**. Periscope is the latest FREE social media tool lets you explore the world through the eyes of somebody else. Going LIVE, don't forget to tell your followers and supporters - Engage your audience: Share and advertise your Periscope handle including live stream details

More Periscope information here: <https://www.periscope.tv/>

**** Contact Wendy Gaborit for your Persicope Event handle**



How to Record Videos for Social Media Marketing

How to upload your short video to Facebook

How to Record and Post a Video on Facebook:

1. Log onto Facebook at www.facebook.com.
2. Click on Add Photos/Video next to the "Status" button near the top of the page
3. If you have already recorded your video using a smart phone or video camera, click Upload a Photo/Video:
 - a. Click the "Choose file" button to browse your computer for the video file
 - b. Once you have located the file, click "Open"

If you are using a webcam to post directly to Facebook, click Use Webcam:

- a. Your internal camera will activate and a video screen will appear on your screen
 - b. Click the red record button under the video to record. Click the same button again when you are finished to stop recording
 - c. Click the play button to view your video before posting on your wall
4. Write a short message about your video in the text box marked. Link a 'DONATE call to action' to the event website, www.poliouterelay.org

Event FaceBook link - <https://www.facebook.com/PolioUteRelay>

