

Lights, Camera, Action! Top tips to consider when shooting a social media video.

One of the hardest challenges that most advisors struggle with is keeping the attention of their prospects or clients on social media. Did you know that the average attention span for a human these days is approximately **8 seconds***? In fact, that's less than the average attention span of a goldfish which is approximately 9 seconds.

So, how do you keep the attention of a prospect or client on social media? Consider our recommendations to keep engagement at the highest the next time you shoot and post a social media video for your prospects and clients.

Pre-video shoot: Planning/Shooting/Editing

1. Remember your 6 Ps: Prior Proper Planning Prevents Poor Performance!

- Pre-write, time, and practice your script.
- What is your introductory 'grabber'? Think about starting off by providing a shocking statistic or fact.
- The length of your video should be **1 min max**.
- Shoot horizontally as most social media videos are viewed on cell phones and tablets.
- Shoot close and wide angles. You don't want to be stuck with only one angle when trying to capture the attention of your social media audience. The more variety, the more compelling.
- Choose a cover for your video that is compelling. You want to convince your audience to click the video link.
- Always include a call to action. Whether it's "click for more details" or "click to contact me". The idea is to tell your audience what you want them to do.
- Don't forget to add subtitles to your video. Make sure the option to default subtitles is "ON".

2. How to keep your audience engaged.

- Use animations to draw the eye to interesting visuals.
- Use the stylus pen to make the video more authentic.
- Ask the viewing audience a question. Speak to them as you would in person. If the goal is to ask an open-ended question that leaves the audience pondering, make sure to leave some quiet time for them to think about it. If you want to amplify an emotion, ask a rhetorical question.

3. Do not overload your audience.

- Maximum one topic per video. If you want to cover various questions, stick to a maximum of 1 to 3 questions only.

Example: Series on Investing 101



4. Keep the tone consistent across your video and series.

- Is the intention to be funny? Dramatic? Inspirational? What impression do you want to leave behind?

5. The platform you plan to share this video on matters. Based on research, the ideal sweet spot for users watching these videos varies and recommendations* are below.

Social Media Platform	Total Video Length	Recommended Length
LinkedIn	10 mins	30 seconds - 5 mins
Facebook	120 mins	10 - 30 secs
Twitter	60 secs	30 secs or less
Instagram Feed	60 secs	30 secs or less
Instagram Stories	15 secs	15 secs

Speaker prep:

1. Each word has a purpose, there is no room for filler words.

- Remove words like: “Umm”, “So”, “Like”, “I mean”, “You know”.

2. Communicate with authority, after all, you are the subject matter expert here.

- Don’t forget to smile.
- Talk a little louder.
- Be authentic and be yourself.

3. Body language can mean a thousand words.

- When you say a number, show it on your hands. For example, “There are 3 (show 3 fingers) important facts to remember”.
- To highlight an important issue, use your hands. For example, “This is a small (use your thumb and pointer finger to demonstrate distance) issue compared to...etc.”.
- Emphasize emotional and personal topics. For example, “This is important to me (place the palm of your hand over your heart) ...etc.”
- When discussing two items, use your hands to ensure your audience knows which item you are referring to. Let’s say you’re comparing two types of investments and your left hand is type one (i.e. TFSA) and your right hand is type two (i.e. stocks). Each time you mention investment one, raise your left hand a little higher and vice versa.

4. Wardrobe and colour on camera.

- For the camera, warm colours are preferred such as red, peach, coral, orange, amber, gold, and yellow. Avoid wearing all white, all black, and patterns.
- If you plan on wearing a tie, your tie is your best bet to pop some colour.

Final words: Lights, camera, action!

Whether you are just starting your video journey, or are a pro, these are important tips to remember. While what you say is important, do not forget that emotions also play a large factor in your personal appeal. Prospects and clients may not always remember what you have said – but they will remember how you made them feel.

Slight tweaks in your script and body language can make a real difference. Remember, a few enhancements can make a BIG impact!

Appendix:

8 second source: <https://www.digitalinformationworld.com/2018/09/the-human-attention-span-infographic.html>

Video recommendation source: <https://blog.shakr.com/short-videos-for-mobile/>

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