

5 Tips for Creating Short-Form Videos

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You can admit it: there has been at least one night when you inadvertently (or purposely) skipped your usual bedtime because you were scrolling on TikTok or through Instagram reels.

For some social media users, this is a regular occurrence; for others, they may try to refrain from falling down the rabbit hole of content too frequently. Nevertheless, the majority of social media users will admit that there is a good reason that short-form videos, whether they be TikToks or reels, have become a staple of our current social media landscape.

The introduction of short-form videos, brought to us initially by Vine, has completely changed the way that users consume social media content on a day-to-day basis. These videos are easy to watch, spark new interests, and can lead to great engagement. Just ask one of the one billion TikTok users of the world and they will tell you how fun it is to watch, save, and share these clips.

Today, you'll find short-form videos dominating the majority of all social media platforms.

Platforms that once prioritized other types of media, like Instagram, have pivoted to prioritize their short-form videos, 'Reels,' and even the YouTube homepage now features an assortment of 'Shorts.'

In this new social media landscape, static images aren't cutting it anymore. Therefore, it's vital for all companies to implement video into their social media strategy. Here are some important points to consider as you plan your video strategy.

Make More Out of Less

The standard on most social media

platforms now is to keep your videos shorter.

You don't need a large library of long footage to use in each video you create; sometimes, using short and simple clips can make it easier for users to digest. Quicker clips help to grab the attention of users while also allowing marketers to iterate upon their messaging and learn how they can effectively get their message across.



Depending on what you're showcasing, you can play with the timing of your videos to make sure the content you want is accurately displayed. Sometimes, 5 to 15 seconds is your best option. In other instances, a longer video of around 30 seconds may work better. Either way, there is no need to fret if you don't have endless video footage to use at your disposal. Just snapping a few clips may be all you need.

Keep It Visually Appealing

While you don't need to have a large amount of content to make effective videos for social media, it's important that the videos are of good quality and filmed in a way that's visually appealing for the users watching. Keeping a steady hand while filming content and ensuring that any talking is clear and easy to hear is important, as well as ensuring the lighting complements what's being filmed.

Other ways to make your video stand

out are by using a subtle filter to enhance the footage, adding fun or colorful text to introduce topic points, or by filming in eye-catching locations to make users stop their scrolling.

In terms of accessibility, adding closed captions to videos with talking is also a must now, as it ensures your video is inclusive for all social media users and can be viewed without sound.

Lastly, if you've gone through these steps and are still unsure about the quality of your video, have someone else watch your video before you post it to confirm everything looks good and is effortless to watch.

Tell Your Story

Since video is focused on visuals and sounds, one great way to use it as a form of content is to tell the story of your company. Whether that be through interviews, voice-overs, or more cinematic clips, sharing your story through short-form video can help to build your brand image and keep people coming back to your page. It's also a chance to show a more personal and unique side to your company, which most people tend to resonate with in a digital world that can sometimes feel isolating.

You can choose to share your story with thoughtful, reflective content, or with more humorous videos; a mix of both can also work well.

Employee interviews, community events, background on the company, and customer reviews all tend to perform well for companies on social media channels. Whether it be a specific series

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on your pages or videos sprinkled in with your normal posts, it's vital to have storytelling present on your profiles.

Add Value

Along with storytelling, topics like tips and tricks or how-tos are a great way to add value to your short-form video content. Think about what it is your target audience may want or need in their life and how what you do (or what you know) can help them.

In your short-form videos, showing hacks or action steps in real-time can allow users to put themselves in the shoes of a potential customer.

By adding this value to your videos, this educational and informative content can showcase your knowledge and what sets your business apart from the rest.

Users will want to follow your page if they feel like they are gaining insights from what you are posting and offering to the world.

Always Keep Learning

As we've seen over the last ten years, social media can change drastically with the flip of a switch.

While short-form video content rules social media today, specific trends or video styles are quickly coming and going.

The most important step to perfecting your short-form video strategy now is to

keep practicing your filming and editing while also adapting to the terms of what makes videos successful. Make sure to alter your video practices and strategies as new tactics and trends emerge.

Want to learn more about how you can add short-form videos to your social media content?

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