

SHORT-FORM VIDEO SOCIAL CONTENT IN 2024



SOCIAL MEDIA TIPS By Theresa Mintzer

In 2024, short-form videos should be an essential tool for your social media content. They are favored by algorithms and people will stop their scroll to watch it. These videos last from about five to ninety seconds. Use these videos to grow your social accounts and brand awareness. The bonus is that you can do it right from your phone.

Here are some helpful ideas for short-form videos:

- Product Teasers
- Frequently Asked Questions
- Behind the Scenes
- User-Generated Content
- Educational Videos

Video content can help with customer service. If you walk a customer through a procedure that can confuse them, you'll have less phone calls for help. You also can manage the expectations of the

customer. This will quickly clear up any miscommunication.

A great way to grow your Instagram reach is to make Reels. These short video clips are a great way to communicate quick bits of information. Nervous about video? You can take a video of something else and do a voiceover. If you don't have a video, you can use Canva to make a video out of photos. This is a trick you can use for TikTok as well.

In conclusion, short-form videos are an important part of social media. The more that you use video as part of your content plan, the more visible you will become. Plus, it's a great way for customers to learn about you and your business so they will know, like, and trust you. Interested in learning how to use short-form video as part of a larger content strategy? I offer social media coaching.

For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com; and visit: MintzerSolutions.com.



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