

# SHORT-FORM VIDEO TRENDS IN 2025: WHY YOU CAN'T IGNORE THEM



## SOCIAL MEDIA TIPS By Theresa Mintzer

In 2025, short-form video is no longer optional, it's a must-have in your content strategy. Platforms like Instagram Reels, TikTok, and YouTube Shorts continue to prioritize short videos in their algorithms, and audiences love them for their quick, engaging format. These videos, typically 5 to 90 seconds long, are one of the fastest ways to grow your brand, boost engagement, and stay relevant online, all straight from your phone.

### Trending Short-Form Video Ideas for 2025:

- Product Teasers & Drops
- Answering FAQs (with personality!)
- Behind-the-Scenes Clips
- Customer Testimonials or UGC
- Quick Tips & How-To Tutorials

Short videos are also powerful for customer service. A 30-second walkthrough can prevent confusion, reduce support

tickets, and set clear expectations, saving you time and keeping customers happy.

Nervous about being on camera? You're not alone. Try voiceovers, screen recordings, or turn still images into engaging videos using Canva, CapCut, or Instagram's in-app tools. AI tools in 2025 also make editing and captioning easier than ever.

Want to grow your reach? Reels and Shorts are where it's at. Use trending audio, captions, and hooks in the first three seconds to stop the scroll and boost watch time.

Bottom line: Short-form video is a powerful way to connect, educate, and convert. The more consistent you are, the more your audience will know, like, and trust you.

Ready to build video into your content strategy? I offer 1:1 social media coaching to help you plan, create, and grow with confidence. Head on over to my website at <https://www.mintzersolutions.com/> for more information and to schedule an appointment.



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