



# CRYSTAL CAVE

**Beat the summer heat at Historic Crystal Cave, a cool 54 degrees.**

**Crystal Cave Co., Inc.**  
**963 Crystal Cave Road, Kutztown, PA 19530**  
**610-683-6765 www.crystalcavepa.com**

*After your tour, enjoy Panning for Gemstones, Ice Cream Parlor, Restaurant, Miniature Golf, Souvenir and Rock Shop, Trading Post, Museum and Nature Trail.*



# SHORT-FORM VIDEO TRENDS IN 2026



## SOCIAL MEDIA TIPS By Theresa Mintzer

In 2026, short-form video remains one of the most powerful tools for growing your brand online. Platforms like Instagram Reels, TikTok, YouTube Shorts, and LinkedIn continue to prioritize video content, helping businesses to increase visibility and engagement.

Trending video ideas include:

- Day-in-the-life content
- Quick tips and tutorials
- Customer testimonials and UGC
- Behind-the-scenes clips
- Myth vs. fact videos
- Product demonstrations

Short-form video is also becoming a search tool, with users turning to social platforms for recommendations and answers. Optimize videos with captions, keywords, and strong hooks in the first one-three seconds.

AI-powered tools like Canva and CapCut make creating videos easier through



automated captions, editing assistance, and content repurposing features.

Not comfortable on camera? Try voiceovers, screen recordings, B-roll footage, or text-based videos instead.

The bottom line: Consistent short-form video content helps your audience know, like, and trust your brand. Start simple, stay authentic, and focus on providing value to your ideal customer.

Ready to build video into your content strategy? I offer 1:1 social media coaching to help you grow your social media platforms with confidence. Visit [mintzersolutions.com](http://mintzersolutions.com) to learn more and schedule a session.

♥ Funds raised benefit transplant patients and donor families facing financial hardship during the transplant journey. ♥



## Transplant Alliance Foundation • Transplant Alliance Bingo

**799 State Street, Pottstown, PA 19464**

**484.752.8073**

**[www.TransplantAllianceBingo.com](http://www.TransplantAllianceBingo.com) • [www.TransplantAlliance.org](http://www.TransplantAlliance.org)**

### SUPER SUNDAY BINGO

Doors open 4pm • Early Bird 5:15pm • Bingo Starts 5:30pm

- \$150 REGULAR
- \$200 SPECIALS
- \$2000 JACKPOT

### WACKY WEDNESDAY BINGO

Doors open 5pm • Early Bird 6:15pm • Bingo Starts 6:30pm

- \$75 REGULAR
- \$125 SPECIALS
- \$1500 JACKPOT

### THURSDAY NIGHT FREE BINGO

w/ Jackpot Buddies!

Doors open 5pm • Early Bird 6:15pm • Bingo Starts 6:30pm

### FRIDAY NIGHT BINGO

Doors open 5pm • Early Bird 6:45pm • Bingo Starts 7pm

- \$150 REGULAR
- \$200 SPECIALS
- \$2000 JACKPOT

