

Give More 24

Social Media & Video Tips

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Presentation Overview

- Who am I?
- Compelling Images
- Why Should I Use Video?
- Free or Budget Friendly Equipment
- Components of Beginner Videos
- Example Videos
- What Should You Talk About
- General Tips & Best Practices



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Who Am I?

- WSUV 2018 Alumni
- Dog Mom
- Avid Hiker & Adventurer
- Marketing & Community Relations Coordinator

Who Are We?

- Local Independent Insurance Agency
- Community First Mentality



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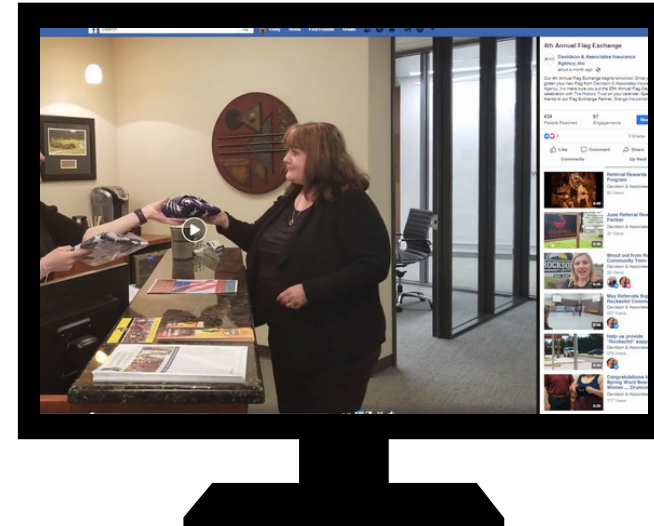
Compelling Images

- Pictures with faces on average are 38% more engaging than those without
- Stock vs Organic
- Show the "Human Side"
 - Don't be afraid to be goofy & fun! Be relatable!
- Animals are always a hit :)



Why Video?

- On average, people spend 2.6 more time on pages with video than without
- Videos under two minutes long get the most engagement
- 97% of marketers say video has helped users gain a better understanding of their products and services



Free & Budget Friendly Equipment



iPhone 6 & above OR Samsung
Galaxy 5 & above



Adobe Premier Clip



TriPod , < \$20 on Amazon



Microphone (Vidpro XM-L Wired
Lavalier Mic) \$18.99 on Amazon

What Should I Talk About?

20 Second "Elevator Pitch"

Share a Testimonial

How will GM24 benefit your
Nonprofit?

What do Volunteer
Opportunities Look Like?

Why Are You Passionate About
This Cause?

What Action Would You Like the
Viewer to Take?

Video Components

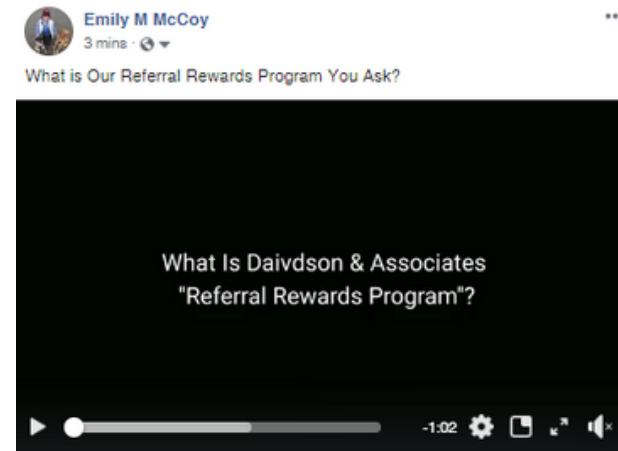
- Video
 - Still Shots (Pictures/Logos)
 - Music
 - Title Slide
-
- Audio (Voice Over)
 - Text Overlay (Captions or name bars)
 - B-Roll (Supplemental Clips ie. Panning a landscape or showing people in action)

Adobe Clip App



Example Videos

- Video
- Still Shots (Pictures/Logos)
- Music
- Title Slide



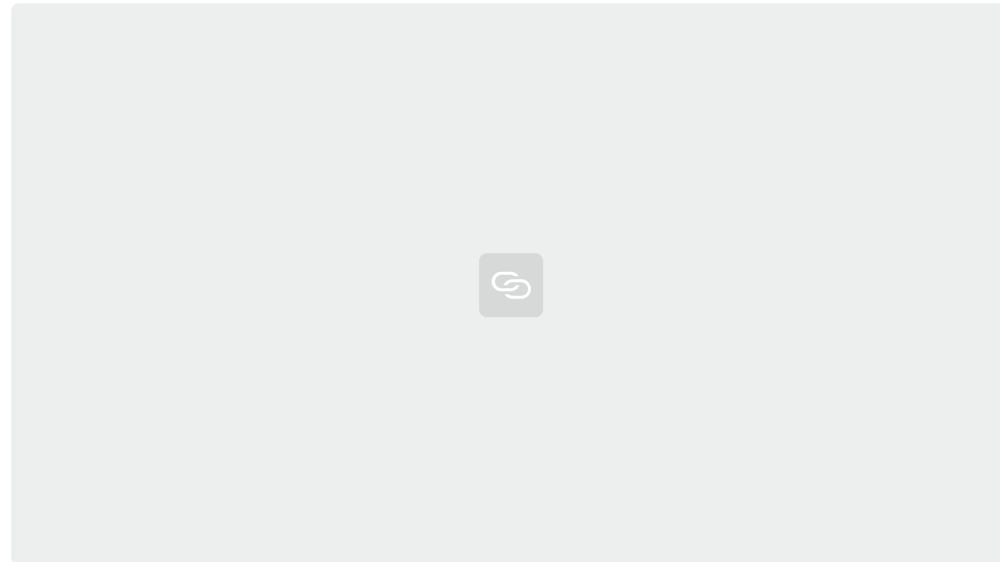
Example #1



Example #2

Adobe Clip 6 Minute Tutorial

<https://www.youtube.com/watch?v=cjaPGhcdcF8>





Before You Hit "Record"!

General Tips & Best Practices



1. Have a plan, script & shot list
2. Is there any background noise?
3. Make sure there is no sensitive information on computer screens, desks or walls
4. How is the lighting?
5. Are you holding your phone horizontally or vertically?
6. Avoid prolonged "still" video shots (add viewer eye movement)
7. Trim off any dead air at the beginning and end of each clip
8. If you post your video to Facebook, always post directly rather than copying a YouTube Link

