

Creating Videos to Amplify Your Organization's Social Media Presence



Dedicated to **ZERO** Tobacco Deaths

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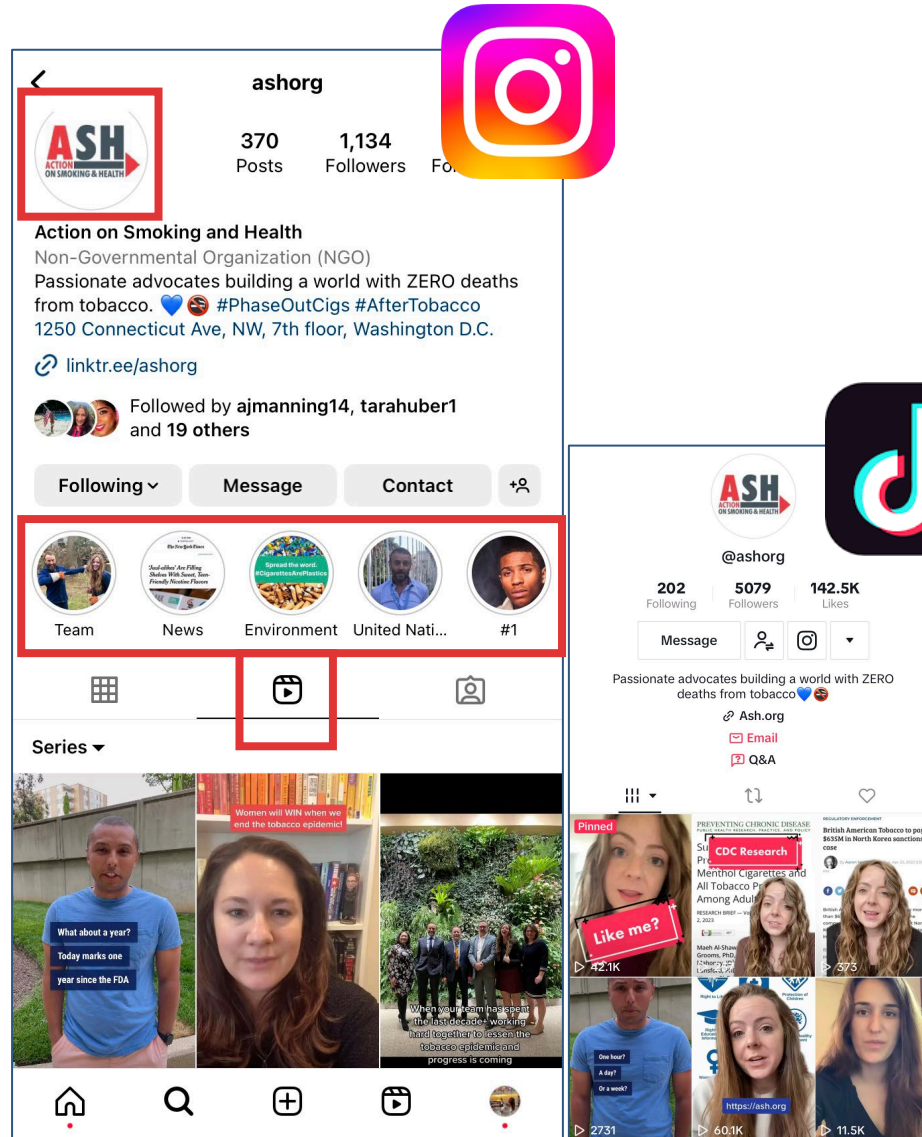
Vertical Videos | 9:16 dimensions

Stories

58% of users say they're more interested in a brand after seeing them post a story.

Reels

Instagram reels get 67% more engagement than standard Instagram videos.



Vertical Video Engagement



4x better on Facebook



2.5x better on Twitter

Shooting Video Content

1. Use a Tripod.
Camera eye level.



2. Natural light in front of you. Quiet space.



Shooting Video Content

3. Shoot vertically (or be mindful of it) and leave space for text.



Pro Tip: Use the back camera on your cellphone for higher resolution.

Record in Sections

- 1. Have your script approved in advance, 15-30-90 seconds.**
- 2. Memorize a sentence, then record it, holding eye contact with the camera.**
- 3. Leave dead space between sections to clip out in editing.**
- 4. Record one long video or several clips with dead space at the beginning and end.**

Pro Tip: Use a teleprompter app



Editing

Paid: Adobe Premiere Rush

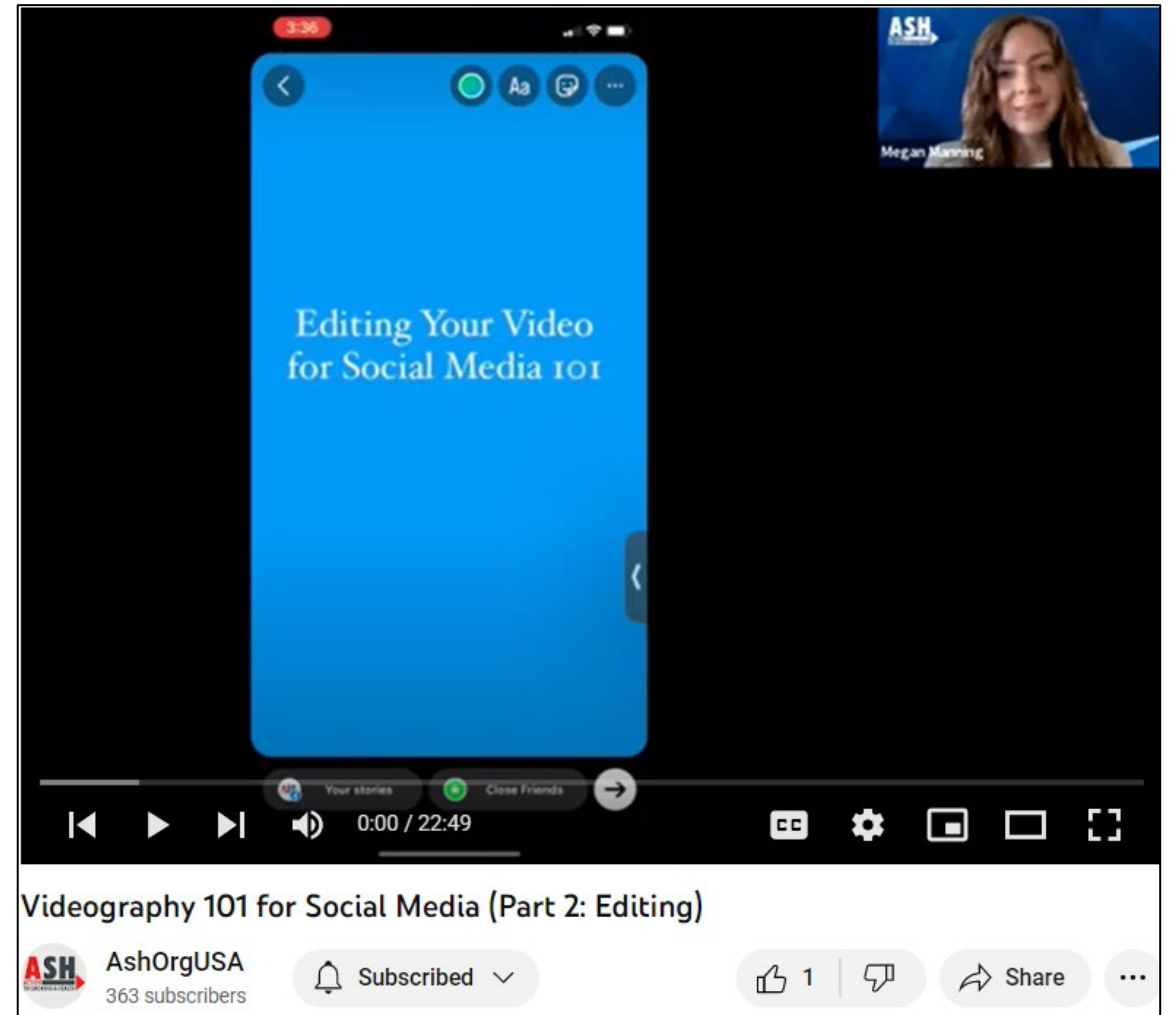
Free: iMovie or InShot App



InShOt

Clip out the dead space to create one long video without pauses.

Crop to vertical (9:16) if you recorded horizontally.



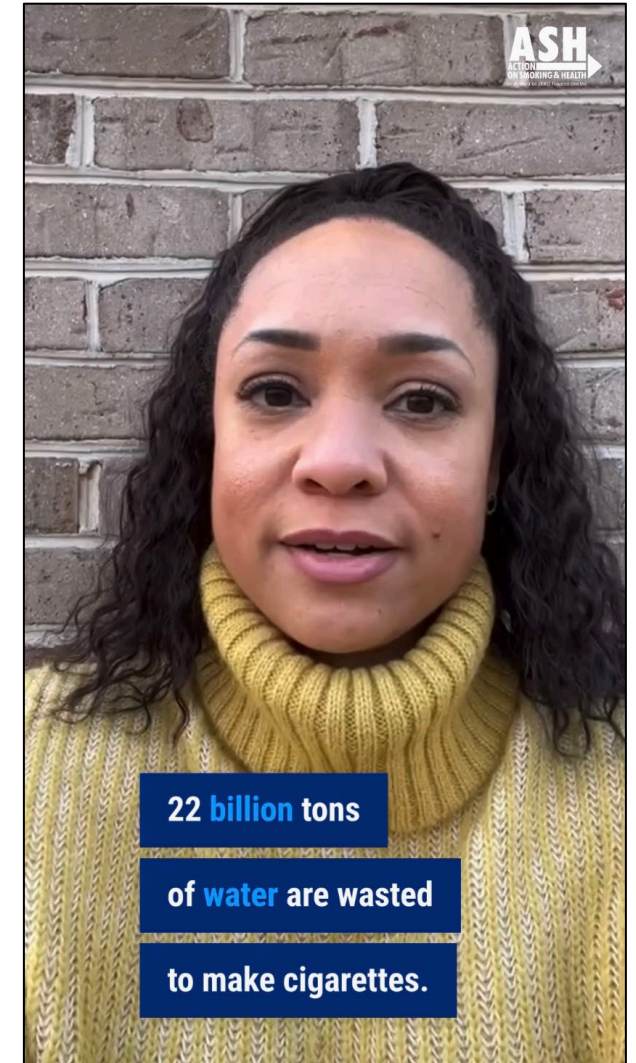
Before Posting

Add Captions through an app or add Subtitles through the social media platform



Trend: watching videos on mute:

- 85% of Facebook users
- 69% of TikTok users
- 69% of Verizon Media customers



Examples

What folks think social media has to be:

Viral Video lip-syncing with trending sound

546K views on TikTok

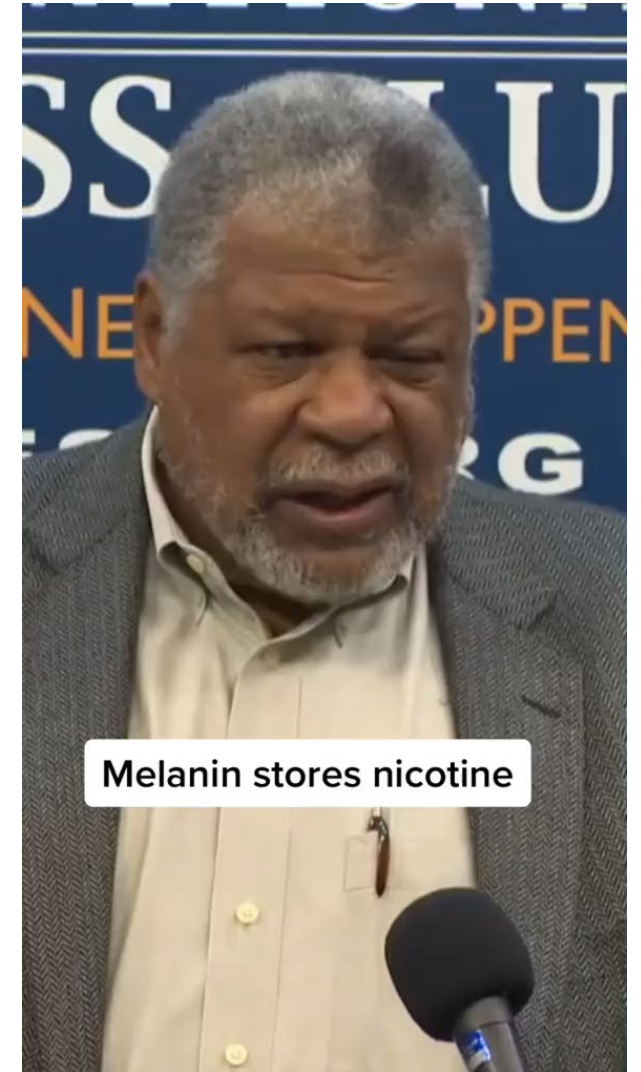


A great place to start on social media

Adapt your Press Conference at the National Press Club

Tell a story with a strong hook.

21.3K views on TikTok



RESOURCES: Design Templates

- ASH Team Teams • 8, 3
- Home
- Projects
- Templates
- Brand Hub NEW
- Apps

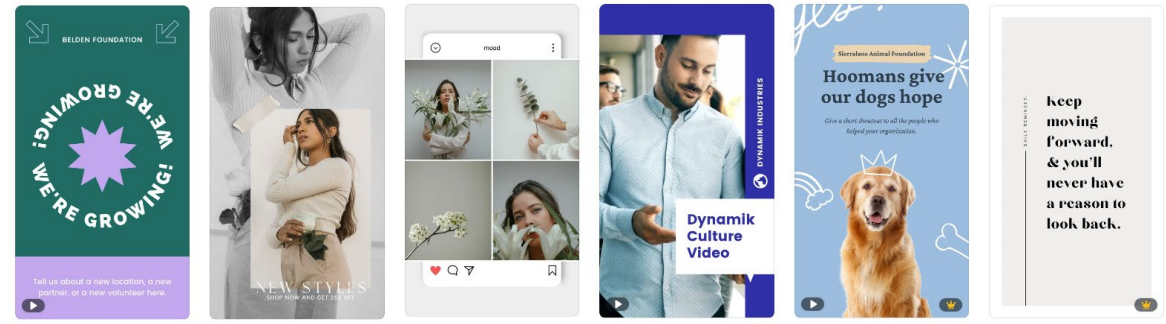
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 - Instagram Ad (Square)
 - Instagram Reel
 - Animated Instagram Post (...)
 - Instagram Story Ad

<https://www.canva.com>



RESOURCES

Videography 101 for Social Media (Part 1: Filming)



Videography 101 for Social Media (Part 2: Editing)

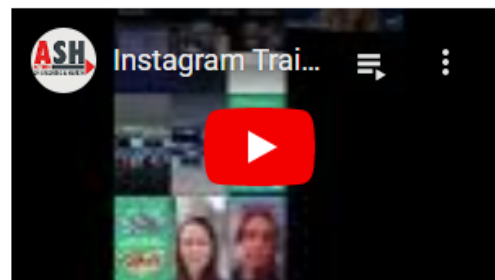


Videography 101 for Social Media (Part 3: Final)

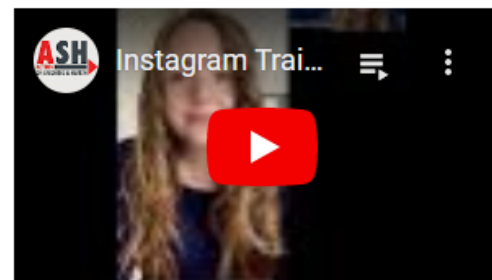


PowerPoint Slides: **Optimizing Instagram Engagement using Stories and Reels**

Instagram Training (Part 1: Stories)



Instagram Training (Part 2: Reels)



PowerPoint Slides: **The Hype Around TikTok and How to Use It as a Communication Tool**

endtobaccoca.ash.org/communications-tools

THANK YOU!

At what age do you want your children to start smoking?

If never, sign here.
https://bit.ly/Tobacco_FreeEurope

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