

## Emmaus Main Street Partners BDC Committee Video Tips

### Basic tips for best engagement:

- 30-45 second videos get better engagement on social media
- Make it inspiring. Show us what makes your business unique.
- Make the first 5-10 seconds really engaging. This is what we call the hook!
- Use as much natural lighting as possible
- If you have an external microphone, use it!

Note: For any specific technical questions with your equipment, please contact Alan Sylvestre at [alansylvestremedia@gmail.com](mailto:alansylvestremedia@gmail.com), or (484)-602-5422.

### FB Videos:

Facebook has two types of videos that require different dimensions to be the most effective. For regular Facebook videos on your timeline, you'll want horizontal video, but for Facebook reels, you will want vertical video. So before you film, think about where you want to post the video for maximum effectiveness.

### Best dimensions for Facebook videos:

- Recommended video dimensions **1280 x 720** for Landscape and Portrait. Minimum width is 1200 pixels (length depends on aspect ratio) for Landscape and Portrait. Landscape aspect ratio is 16:9. Portrait aspect ratio is 9:16 (if video includes link, aspect ratio is 16:9).

For Facebook Reel videos the best dimensions are below. They are the same for Instagram.

- Recommended dimensions are **9x16, or vertical video**. The best file type is a .mp4.

**What is a Facebook reel? Here are a few links that break it down for you.**

<https://about.fb.com/news/2021/09/launching-reels-on-facebook-us/>

<https://www.facebook.com/creators/reels-for-facebook>

## Instagram Videos:

Instagram has become one of the leading platforms for visual content, and has become increasingly popular among the younger generation. The ability to use hashtags with your videos allows for a targeted audience.

### What is a hashtag?

A hashtag is a combination of letters, numbers, and/or emoji preceded by the # symbol (e.g., #NoFilter). They are used to categorize content and make it more discoverable. Hashtags are clickable. Anyone who clicks on an Instagram hashtag or conducts an Instagram hashtag search will see a page showing all the posts tagged with that hashtag.

### Best video dimensions for Instagram:

- Recommended dimensions are **9x16, or vertical video**. The best file type is a .mp4.

## Measuring Engagement:

It can be very difficult to accurately measure who has interacted with your content. A view can sometimes mean the video autoplayed on someone's phone as they scrolled by. Here's what I recommend to gauge how people are interacting with your videos.

### 1. How long did they watch?

- Most platforms have the ability to see the average view time of your video. This helps us measure engagement because if the average video time was 1 second, nobody "really" watched your video. But if the average view time was 30 seconds, then you know people were hooked enough to watch more.

### 2. Repeat views:

- This is a huge one for my clients because it provides a lot of data. If someone watched your video more than once, it means it was compelling enough they wanted to watch it again. Having your business viewed multiple times by a consumer increases your brand recognition. And maybe they showed it to a friend, most likely they talked about it, and word of mouth advertising is the best because it's free.

## Why one over the other?

Choosing which social media platform to focus your attention on can be challenging. But to help, focus on your audience. Is it older people? Is it the younger generation?

Here's a breakdown of the recommended audiences on each platform:

1. **Instagram:** 18-35 is the main age range, and there's an estimated 500 million daily users.
2. **Facebook:** More than 65 percent of the users are over 35, and the average age is 40. 2.7 billion users visit the platform every month.

### Who is Alan Sylvestre?

Alan Sylvestre is a 2-time Emmy nominated photographer and videographer. In 2018 Alan was the recipient of The Associated Press's Best Use of Photography award for the state of Pennsylvania, and in 2015 he was a recipient of the prestigious National Headliner Award. His work has been featured on ABC News, Good Morning America, The Daily Show with Trevor Noah, PBS, NPR, The Associated Press, and more. He holds a Master's Degree in Multimedia Journalism from the University of Oregon, with a research focus on community engagement with videos.