

15 Tips for Creating Shareable Social Media Videos

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Digital Marketing Tips, By Melkisedeck Shine

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In today's fast-paced digital landscape, creating shareable social media videos can be the key to capturing your audience's attention and boosting your online presence. With the rise of video content consumption, it is essential to develop effective strategies to ensure your videos are not only engaging but also shareable. Here are 15 tips, accompanied by practical examples, to help you create videos that are sure to resonate with your audience and generate maximum shares.

1 Keep it short and sweet: In the age of short attention spans, aim for videos that are between 30 seconds to a minute in length. Check out BuzzFeed's Tasty videos, which are quick, visually appealing, and highly shareable recipes in under one minute.

2 Tell a story: Humans are natural storytellers, and videos that have a narrative arc tend to perform well on social media. Take inspiration from Dove's "Real Beauty Sketches" campaign, which resonated with millions by highlighting the importance of self-acceptance.

3 Create emotion: Emotionally charged videos tend to go viral. Think of Coca-Cola's "Happiness Machine" video, which invoked feelings of joy and surprise in unsuspecting individuals, capturing the hearts of viewers worldwide.

4 Grab attention with the first few seconds: As social media feeds are often filled with content, it's crucial to hook viewers from the start. Dollar Shave Club's launch video featuring their charismatic CEO, Michael Dubin, immediately captures attention with its witty script and engaging visuals.

5 Optimize for mobile viewing: Since most social media users access platforms through their mobile devices, ensure your videos are optimized for mobile viewing. Square videos, like those often seen on Instagram and Facebook, work best on mobile screens.

6 Add captions: Many users watch videos without sound, so incorporating captions can make your content more accessible and shareable. Tasty has mastered this technique by including captions that perfectly complement their recipe videos.

7 Utilize humor: Humorous videos have a higher likelihood of being shared. Old Spice's "The Man Your Man Could Smell Like" commercial became a viral sensation due to its comical delivery and memorable catchphrases.

8 Leverage user-generated content: Encouraging your audience to create and share videos related to your brand fosters engagement and amplifies your reach. GoPro's social media platforms are flooded with user-generated content, showcasing the versatility and capabilities of their cameras.

9 Opt for authenticity: People connect with videos that feel genuine and relatable.

Dove's "Campaign for Real Beauty" empowered women by featuring real women instead of professional models, resonating with their target audience.

? Incorporate trending topics or challenges: Jumping on the latest trends or challenges can give your videos a viral boost. The Harlem Shake dance challenge took the internet by storm, with individuals and brands uploading their own versions, generating millions of shares.

11 Include a call-to-action: Encourage viewers to engage and share your video by including a clear call-to-action. ALS Association's "Ice Bucket Challenge" successfully raised awareness and funds for ALS by challenging participants to pour a bucket of ice water over their heads and share their experience.

12 Optimize for each platform: Different social media platforms have varying video requirements and best practices. Tailor your videos to each platform to ensure maximum engagement and shareability. For example, Instagram Stories thrive on vertical, authentic, "behind-the-scenes" footage.

13 Collaborate with influencers: Partnering with social media influencers who align with your brand can significantly increase the reach and shareability of your videos. The collaboration between makeup brand Morphe and beauty YouTuber James Charles resulted in viral videos and a sold-out product line.

14 Encourage shares with incentives: Offering incentives, such as giveaways or exclusive content, can motivate viewers to share your video. Blendtec's "Will It Blend?" series captivated audiences by blending unusual items, and they encouraged viewers to suggest items to blend in future videos.

15 Analyze and iterate: Pay close attention to video analytics and audience feedback to understand what works and what doesn't. Continuously refine your video strategy based on data insights to optimize shareability and audience engagement.

By following these 15 tips and incorporating practical examples, you can create shareable social media videos that captivate your audience, enhance your brand's visibility, and ultimately drive more shares. Remember, creativity, authenticity, and understanding your audience's preferences are key to creating videos that are not only shareable but also memorable. So grab your camera and start creating social media videos that will leave a lasting impression. ??